

The Business Case for Recycling at Venues and Events

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Rex Boner, Mike Lynch, Ryan Newman, Roger Curtis, and Kevin Sayers plant a tree for the new program. Getty Images

Ups RACING

CAN HE DROP 10,000 FEET FROM A PLANE?

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NASCAR announces tree planting program at tracks

Trees to be planted for each green flag at Cup races

By Official Release
June 12, 2009
05:01 PM EDT

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The National Association for Stock Car Auto Racing announced "NASCAR Green Clean Air" -- a program to help capture the carbon emissions produced by racing.

- Approximately 30 tons of compost (that's 3 times as much as last year!)

Donated food:

- 2.5 tons donated to Feed America First

Landfill:

- 329.47 tons of waste generated at Folsom
- Total: 489.71 tons of waste

According to U.S. Environmental Protection Agency information and other sources, Folsom Field will become the first major sports stadium in the nation, professional or collegiate, to collect all materials in recycling or compost containers, eliminate trash cans and transform its materials collections systems into a zero-waste process.

sales managers pull the details together for you.

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But do Travelers Really Care?

The Answer is Clearly Yes:

1. 70% of attractions visitors more likely to visit, and visit more frequently, attractions that pursue green practices

PGAV Destination Consulting

2. 36% say green is important when buying a festival ticket

www.agreenerfestival.com

3. 51% of independent meeting planners expect to have a green meeting in 2009, a 16% jump from 2008

Meetings Focus

4. And 32% of travelers will be greener in 2009 than they were in 2008

TripAdvisor



Green Travelers and Recycling

What About Recycling?

- It is the number one environmental practice adopted by individuals

Harris Interactive

- It is the number one environmental practice individuals feel will have an impact on the environment if they do

Green Seal

- It is considered by travelers to be the most representative of an outward sign of a tourism businesses' environmental commitment

PGAV Destination Consulting

- It is the most important green practice in hotels

TripAdvisor

- In 2009, 52.9% of independent meeting planners expect to have a recycling program at their next event, up 10% from 2008

•Meetings Focus



Is Now the Right Time to Go Green?

Travelers Still Want to Buy Green:

- Only 14% of consumers are buying fewer green products, 50% are buying the same amount and 19% are buying more

GreenSeal

- 8% of consumers are even more likely to visit a green establishment even if it required more effort/time

SCA Tissue North America

- Green Meeting Standards for Government Travel: a \$14.8 billion segment of the US travel market

US EPA



"He who would travel happily must travel light." -- Antoine de St. Exupery



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