The Business Case for Recycling at Venues and Events

Summer 2009

Alex Naar
Sustainable Tourism Outreach Coordinator
ECU’s Office of Innovation, Engagement and Economic Development,
Center for Sustainable Tourism at ECU,
and NC Division of Tourism, Film, and Sports Development
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

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!)
- 2.5 tons donated to Feed America First
- Landfill:
  - 329.47 tons
  - Total: 480.71 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.
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

**Alex Naar, Coordinator**

Sustainable Tourism Outreach
East Carolina University
Office of Innovation, Engagement, and Economic Development

in partnership with
NC Division of Tourism, Film and Sports Development

Email: naara@ECU.edu
Telephone: (252)737-1346

**Center for Sustainable Tourism: Serving the Region, State and Nation.**
www.sustainabletourism.org