



The Center for Sustainable Tourism at East Carolina University is an interdisciplinary research center comprised of many university academic and non-academic units.

For more information, visit www.sustainabletourism.org

RETI

The Renewable Energy in Tourism Initiative (RETI) is a joint effort of East Carolina University, the University of Colorado at Boulder and the National Renewable Energy Lab with corporate support from Miles Media, Inc. RETI was launched to facilitate the expansion of sustainable energy practices among members of the tourism industry.

The goal of RETI is to provide knowledge and information to tourism business owners/operators on energy conservation and renewable energy technologies.

By increasing the knowledge and practice in this important topic area, these businesses will decrease operating costs, create greater brand recognition and reduce their carbon footprint.

For more information, visit www.renewabletourism.com

NC Green Travel

The Center for Sustainable Tourism at East Carolina University, the University of Colorado at Boulder and the National Renewable Energy Laboratory, to further the goals of the Renewable Energy in Tourism Initiative, present

A Webinar Series:

Connecting Sustainable Energy and Tourism

Tuesday, November 3rd 10:30 a.m.-11:30 a.m. ET

- Session 1: Sustainable Energy for Tourism Explained with guest expert Martha Gettys, Business Development Manager, NC GreenPower
- Session 2: Energy Conservation at Attractions and Accommodations with guest expert Chris Metzler, President, GreenWise Business Consultants

Thursday, November 12th 10:30 a.m.-11:30 a.m. ET

- Session 3: Renewable Energy Systems for Attractions and Accommodations
- Session 4: Marketing Sustainable Energy to Green Minded Travelers with guest expert Chris Adams, Director of Research and Online Marketing, Miles Media

Topics covered:

- The difference between purchasing renewable energy and producing renewable energy
- How any tourism business or organization can start right away to reduce their operating costs by increasing their energy efficiency
- Methods to determine if investing in a renewable energy system is right for your business and what renewable energy system best fits your needs
- How to avoid greenwashing and other common renewable energy marketing mistakes but still capture the growing green-minded tourists

Attendance for the series is free of charge, but space is limited. To secure your spot and for more information, contact Shannon Arnold at SAA1202@ecu.edu or at 252-737-2148.

For more information on Renewable Energy in Tourism, visit www.renewabletourism.com. For any questions on sustainability in the tourism industry contact Alex Naar at naara@ecu.edu or at 252-737-1346.



Technical assistance and webinar services are provided by Miles Media