Section 1: Challenges of Marketing a Tourism Business’s use of Sustainable Energy

1. Is marketing your use of renewable energy any different than say marketing having in-room coffee pots or availability of Wi-Fi?

Section 2: Green Minded Consumers

1. That raises the question of whether or not if are consumers care about environmental issues. What is the general feeling among US consumers as it relates to environmental issues?
2. Are there any numbers that support these claims?
3. What about travelers specifically?
4. Are there any numbers that support these claims?
5. I’ve heard some talk about some governmental regulations regarding government travel. Can we expect that government employees will have to stay at green hotels or have meetings at green venues?
6. And is the same true with companies that are starting to go green. Should we expect their travel to be restricted to green destinations?

Section 3: How to Market a Tourism Business’s use of Sustainable Energy

1. So there is defiantly a demand for green travel products, how do consumers know if a product is green or not?
2. In that list of ways that a consumer may learn if a product is green, one of the ways was certification. Are there green certification programs for the travel industry?
3. How do you pick a good certification program to participate in?
4. Is certification a wise strategy to market your use of sustainable energy?
5. Are any certification programs going mainstream or partnering with travel organizations that most travelers know about?
6. Another way that you mentioned earlier that consumers learn about an organization’s green practices is through the company’s web site. Do you have any good examples of companies that have shared with potential customers their use of sustainable energy?
7. And what about social media, are any tourism businesses using social media to share information about renewable energy?
8. Are there other ways that tourism businesses are telling customers about their use of renewable energy?

Section 4 GreenWashing

1. I could see how tourism businesses might be tempted to kind of brand themselves greener than they really are. Are there any consequences to doing this?
2. A lot of this renewable energy information is somewhat confusing. Are there any guides or how to manuals that I might be able to use to make sure I don’t accidentally greenwash?
3. And what other tips would you give to help a tourism business avoid greenwashing?