



Center for Sustainable Tourism: Renewable Energy in Tourism Webinar

February 11rd, 10:30 a.m.

Sustainable Energy (SE): Session 1

1. Are renewable energy and carbon offsets something that I can touch and hold?
2. Can you be either a producer or consumer of renewable energy?
3. So how do I know that if I'm paying for renewable energy or carbon offsets that my money is going to the right cause? Are there any regulations or standards that I should look for when purchasing renewable energy or carbon offsets?
4. How difficult is it for a business to work with NC GreenPower? If I were a tourism attraction manager in the Outer Banks of North Carolina, what would I need to do to buy renewable energy?
5. About how much should I expect to pay to buy carbon offsets for a typical 100 person conference or event? Would it be 1% of my budget, less than 1%?
6. And how much would a typical retail business pay each month to buy NC GreenPower?
7. Can we expect the price of renewable energy to go down in the future?
8. Are there tourism businesses you are currently working with?
9. From your experience, can we expect there to be more regulation regarding energy in the future?
10. Is it enough just to buy renewable energy and carbon offsets?

Energy Conservation: Session 2

1. If I can only focus on one area, be it lighting or windows, this year, where would you recommend that I start implementing energy efficiency measures?
2. If I have a building that is less than five years old, is it still worth my time to do an energy audit?
3. If I have a historic building, are there energy efficiency measures I can implement that won't detract from the historic character of my building?
4. I've heard that older buildings are in fact more energy efficient than many new buildings, is that true?
5. Are energy efficient options more expensive than inefficient models?



6. Will making my building more energy efficient increase the value of my business? Should I be concerned about taxes if I make energy efficiency upgrades?
7. Once I've gone through the process of making my building energy efficient, are there recognition and certification programs I am eligible for? How do I pick which one I should participate in?
8. I recently read that a US Green Building Council certified building was in fact more energy inefficient than the industry standard. How is this possible?
9. So now that I'm convinced that I should implement some energy efficiency measures, how do I go about finding an energy expert to work with? Is there an association that certifies energy professionals?
10. Are there resources or grants to help me improve the energy efficiency of my business?

Renewable Energy Systems: Session 3

1. One of the questions I've heard the most about solar energy is about batteries and converters but I've also heard that many solar eclectic systems don't have any batteries. What happens on cloudy days?
2. As we all know, tourism businesses typically are high energy users, does that mean that I'll have to pay more for a renewable energy system than a system at someone's home?
3. Which of the renewable energy systems you described is the most appropriate for a typical tourism business that's looking for an investment with a pay-back period of less than 4 years?
4. Are the tourism related businesses you've worked with generally happy with their renewable energy system? What problems have they faced?
5. As we all know, in tourism and hospitality it's very important that things look good, so have you gotten any negative feedback about how a renewable energy system might impact the aesthetic of a property?
6. How much does it cost to have a solar thermal system installed?
7. Now that I'm interested in having a renewable energy system, what is the first step I should take?
8. How do I go about picking a renewable energy expert?
9. Will that renewable energy expert be able to help me find the best tax incentives?
10. Is now a good time to invest in renewable energy, or should I wait for better technology and tax incentives?



General Sustainable Energy Questions

1. How big really is the growth of sustainable energy? Is it going to be twice as big in 2010 as it was in 2009?
Ten times as big?
2. What kinds of people are you working with? Radical hippies, small businesses, big businesses?
3. What is the down side of sustainable Energy?
4. What is the biggest problem or issue you've seen property owners and managers have had to overcome to become more energy efficient and reduce their carbon footprint?
5. What is one of the most common mistakes you've seen property owners make regarding sustainable energy?
6. Does what worked at on site/property necessarily work at another?
7. How do you rectify what could be seen as a contradiction in terms: sustainability energy and the energy intensity of tourism?
8. Is now the right time to invest in sustainable energy?
9. 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?
10. There are a number of tourism and hospitality students from various institutions participating in the webinar, and so I'm curious what advice you would give them as to how to learn more about this subject?