



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

Save the Date:

Renewable Energy and Tourism Webinar

Thursday, February 11th 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**
- **Session 3: Renewable Energy Systems for Attractions and Accommodations with guest expert Jim Wood, Principal & Energy Auditor, Alternative Energy Concepts**

Topics covered will include:

- **A discussion in plain language about renewable energy options for the tourism industry.**
- **Explanations of renewable energy technologies such as photovoltaic and geothermal.**
- **Steps every tourism organization can take to start reducing their energy bills and increase profits.**
- **Some of the latest market research on green-minded travelers and sustainable tourism trends.**

For more information on the event or on participating/registering, 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.



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