



Supporting Sustainable Tourism

MEDIA ALERT

Virginia Green Travel Alliance Announces the Winners of the **2022 Virginia Green Travel Star Awards**

FOR IMMEDIATE RELEASE – APRIL 26, 2022.

RICHMOND, VA. – On April 25th, the Virginia Green Travel Alliance announced the winners of the 2022 *Virginia Green Travel Star & Leader Awards*. These awards are presented annually to Virginia’s greenest tourism operators and partners for their outstanding commitments to sustainability and contributions to green tourism in Virginia. The awards were presented during the 9th annual [Virginia Green Travel Conference & Awards](#) that were held on April 25 & 26, 2022 at the Hilton Richmond Downtown.

This year, nine (9) Virginia tourism operations were chosen to receive the Virginia Green program’s highest award, the *Virginia Green Travel Star Award*. Eleven (11) additional tourism businesses received the *Virginia Green Travel Leader Award* for their continued commitments to environmental stewardship, and seven (7) individuals received the *Green Team All-Star Award* for their efforts to lead their organizations’ green program efforts. Additionally, the Virginia Green Travel program held a People’s Choice Awards Contest that challenged the award winners to promote their award and engage their customers via social media. The awards were presented on April 25th during a reception, co-hosted by Virginia Tourism Corporation’s Rita McClenny and NBC12 Meteorologist Andrew Freiden.

“Conserving natural resources, engaging customers, and working to increase sustainable tourism business in Virginia -- the Virginia Green Travel Certification program works to support and promote those businesses that are committed to reducing the environmental impacts of their operation,” says Tom Griffin, the Executive Director of the Virginia Green Travel Alliance. “The Virginia Green Travel Star Awards recognizes the ‘greenest’ businesses and individuals that have demonstrated outstanding commitments to the environment in the past year. We are proud to recognize these businesses as they are true partners in our efforts to promote sustainable tourism in Virginia!”

The Virginia Green Travel program is run through a partnership between the Virginia Department of Environmental Quality, the Virginia Tourism Corporation, Virginia State Parks, the Virginia Restaurant, Lodging & Travel Association, and the Virginia Green Travel Alliance. The program encourages green practices in all sectors of Virginia’s tourism industry. More than 1,200 businesses and partner organizations have voluntarily certified their green commitments through Virginia Green.

The 2022 Virginia Green Travel Star Award winners are:

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| ➤ Green Hotel of the Year | Fairfield Kingsgate Wyndham, Williamsburg |
| ➤ Green Attraction of the Year | Green Leaf & Pebble Tea Spa & Café, Virginia Beach |
| ➤ Green Brewery of the Year | Stable Craft Brewing, Waynesboro |
| ➤ Green Convention Center of the Year | Greater Richmond Convention Center, Richmond |
| ➤ Green Event of the Year | The Yuengling Shamrock Marathon, Virginia Beach |
| ➤ Green Transportation Facility of the Year | James River Transportation, Richmond |

- Most Innovative Green Projects Virginia Clean Cities – Mid-Atlantic Electrification Project
- Most Innovative Green Projects Richmond Region Tourism – Net Zero Emissions Conferences
- Most Innovative Green Projects Virginia Living Museum - Floating Wetland

The 2022 Virginia Green Travel Leader Award winners are:

- Birdsong Pleasure Garden, Luray
- Twin Lakes State Park, Green Bay
- Crazy Rooster Brewing Company, Powhatan
- Elation Brewing Company, Norfolk
- Oak Grove B&B, South Boston
- James Madison University Dining Services, Harrisonburg
- Shored UP LLC, Hampton
- Ducard Vineyards, Etlan
- Westmoreland State Park, Montross
- Lewis Ginter Botanical Gardens, Richmond
- Capital Region Airport Commission, Richmond

The 2022 Green Team All-Star Award winners are:

- Sarah Stalcup-Jones, Virginia Clean Cities
- Hannah Proteau, Green Leaf Green Leaf and Pebble Tea Spa & Café
- Chef Khaled and Team - Green Team All-Star, Hilton Richmond Downtown
- Megan Hale, Chesapeake Parks, Recreation & Tourism
- Matt Robinette, Richmond Region Tourism

Life-Time Achievement & Support:

- Virginia Green Stellar Supporter Award: Ron Kuhlman, Virginia Beach CVB
- Industry Game Changer Award: Mark Swingle, Virginia Aquarium & Marine Science Center

People’s Choice Social Media Awards:

- 1st place: Birdsong Pleasure Garden, Luray
- 2nd place: Westmoreland State Park, Montross
- 3rd place: Stable Craft Brewing, Waynesboro

If you would like more information about the awards, please contact Tom Griffin of the Virginia Green Travel Alliance at (804) 986-9119 or Viriniagreenta@gmail.com.

Links & Resources

More about the conference can be found at www.VAGreenTravelConference.com. Members of the news media are invited to attend the conference and awards. If you would like to attend or for more information, please contact the Virginia Green Travel Alliance at (804) 986-9119 or VirginiaGreenTA@gmail.com.

- The Virginia Tourism Corporation promotes the certified Virginia Green program partners at www.virginia.org/green-travel and encourages visitors to plan their green vacations in Virginia.
- The Virginia Department of Environmental Quality provides technical resources and oversight of the certification process -- www.deq.virginia.gov/get-involved/pollution-prevention/virginia-green
- The Virginia Green Travel Alliance is the non-profit organization that administers the Virginia Green certification program and supports partner outreach and educational opportunities – www.VirginiaGreen.net.
- All 41 [Virginia State Parks](#) are certified in the Virginia Green Travel program, and VSP and Virginia Green Travel are working to “co-brand” and promote sustainable tourism opportunities in all regions of the Commonwealth.
- [Virginia Restaurant, Lodging & Travel Association](#) assists in promotion and development of educational opportunities for the tourism industry.
- The [Virginia Green Travel Alliance](#) is the 501c3 non-profit organization created to administer the Virginia Green Travel Certification program and promote certified partner businesses.
- [9th Annual Virginia Green Travel Conference & Travel Star Awards](#).