

PRESS RELEASE

“Green by Degrees” workshops promote sustainable tourism in Arizona



Calling all eco-friendly tourist hosts:

The Institute of Ecotourism and Northern Arizona University’s Center for Sustainable Environments invite hotel and restaurant proprietors to attend a half-day workshop, “Green by Degrees,” as a first step toward enhancing Arizona’s value as an ecotourism destination.

We hope you’ll join us in building our state’s reputation as a place where tourists can indulge in incredible natural beauty – with the reassurance that their hosts are helping to safeguard that beauty for the future.

And we know you’ll appreciate the boost in attention from an ever-growing market of environmentally conscious travelers who will recognize – and patronize – your efforts.

The workshop will be offered 8:30 a.m. – 1 p.m. Tuesday, Sept. 25, 2007 at the Institute of EcoTourism Theatre, 91 Portal Lane in Sedona (next to Los Abrigados Resort). Expert presentations will focus on conservation, procurement of green goods (including local foods!) and recycling. The day’s final session will focus on marketing sustainability as a way to attract eco-tourists.

Certificates of attendance will be awarded, and participating businesses will be formally recognized in promotional materials of the host organizations and the Coconino County Sustainable Economic Development Initiative, which is endorsing the workshop.

Registration deadline is Sept. 20, 2007. For more information, visit the Web at ioet.org, call (928) 282-2720 or email ambassador@ioet.org.

MEDIA CONTACT

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