

The Virgin Way!



Sustainability Newsletter
Issue 4 September 2009

In this issue!

- Latest sustainability news from the USA
- Now Online....The Travelife Directory!
- More money saving tips and success stories
- More Travelife Award Winners



It's Here The Travelife Directory

For the first time in the UK, an online directory of Travelife certified holiday accommodation is now available to the public! The Travelife Collection will allow holidaymakers to make informed decisions by promoting hotels that are Travelife awarded and have met or exceeded criteria in environmental and social sustainability.

It's another step forward in making sure the impact of the tourism industry is a positive one. Check it out at www.travelifecollection.com



All Hands on Deck

We've been getting our hands dirty to give something back. In July, our Marketing team visited High Trees Respite Care Home for children with learning disabilities in Crawley, UK where they gave the garden a complete revamp.

Raising Aspirations

As part of our community investment programme, we've been opening up our Head Office in Crawley to 13-14 yr old pupils to come and spend time with our trainers, engineers, salon staff and cabin crews- helping those who are struggling in our local schools to raise their aspirations!



Sustainable Cuisine in Zion Canyon Lodge, Utah, USA

After a hard day hiking, guests at Zion National Park can treat themselves to something from this lodge's Sustainable Cuisine menu. The menu features Marine Stewardship Council certified seafood, locally grown, organic food and locally produced beers and wines.



"We're committed to doing business the Virgin way. And that means taking care of everyone and everything



that matters to our business in the long run. To do this, we are helping to drive sustainability throughout our supply chain. Here's where you can find out what's going on and how to get involved."

Amanda Wills, Managing Director,
Virgin Holidays



Fabulous Las Vegas

Our sustainability team recently visited Las Vegas and was pleased to see the great efforts being made to make the desert resort more sustainable.

Initiatives include:

Caesar's Palace replacing Vegas' bright lights with LEDs and saving enough energy to power 1318 homes for a year! The Luxor using Xeroscaping, planting native, drought resistant plants to drastically reduce the amount of water used for irrigation. Harrahs Entertainment casinos such as Paris and Caesar's Palace supporting local communities by making it easy for staff to volunteer and make donations through their Heroes Programme.

SUSTAINABILITY IN THE CITY

NEW YORK CITY DOESN'T SLEEP WHEN IT COMES TO SUSTAINABILITY. BILLBOARDS POWERED BY WIND ENERGY, ROOF TOPS RECLAIMED FOR GREEN SPACES AND MOBILE LIBRARIES IN PARKS ARE HELPING TO MAKE THE CITY A MORE SUSTAINABLE AND ENJOYABLE PLACE TO LIVE AND VISIT.

Organic Farming in Barbados

Jacqui Wakeman, Service Manager for Overseas got stuck into some volunteering at the restoration of the Hudson Organic Community Garden in Barbados. The garden will provide organically grown fruit and vegetables and offer guidance on sustainable growing techniques for local communities and schools.



Sustainability Tips From The USA

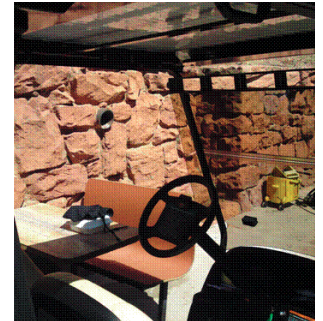
The Key to Success

Grand Canyon National Park lodges have found a fantastic way of letting their guests know how they can help protect the environment – it's written on the room key cards! Guests are asked to switch off unnecessary lights, not to litter and not to feed wildlife, helping to conserve resources and protect the natural environment.



Solar Power Carts

Zion Canyon and Bryce Canyon lodges in Utah are using solar powered golf carts for their maintenance vehicles and to transport guest luggage. Powered entirely from solar energy captured by the panel on the roof, they are the perfect way to save money on fuel and reduce the lodge's carbon footprint.



Promote Local Crafts



The gift shop at Zion Canyon, Utah sells and promotes locally produced Native American crafts supporting local communities and giving guests a genuine memento of their stay.

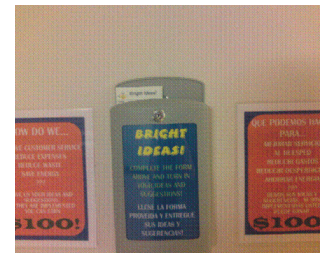


Sustainable Luxury

The Westin Hotel, New York has swapped its Limo provider for one that uses vehicles running on Liquefied Petroleum Gas (LPG), a cleaner fuel that produces less harmful emissions.

Ask Your Team

Often the best ideas come from within. Hyatt Regency Orange County, uses cash incentives to encourage staff to come up with their own bright ideas to save resources and cut costs. The recent winner of the \$100 cash prize was for the suggestion and installation of water-less urinals.



Travelife
Sustainability in Tourism



Congratulations to the latest Travelife award winners!



Sheraton New York, Sheraton Manhattan, Grand Hyatt New York, Harrahs Entertainment Casinos, Las Vegas: Caesar's Palace and Flamingo



Coconut Bay, St Lucia
Imperial Palace, Las Vegas



Paris, Las Vegas



Contribute to Your Community

The Skyline Hotel, New York allows free use of its pool, for community swimming lessons for disadvantaged children.

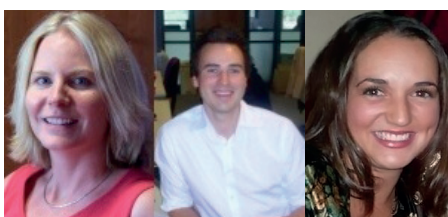
Record Nominations Received!

This year we received a record number of nominations for the Virgin Holidays responsible Tourism Awards. We look forward to announcing the winners at the World Travel Market on 11th November 2009.



Get involved today!
Visit www.its4travel.com to register your business, benefit from FREE advice and support and qualify for an award.

Share Your Sustainability News



Do you have a question, suggestion or news about Responsible Tourism?

Contact the Responsible Business Team:

Rachel McCaffery – Responsible Business Manager

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