



## VERDE AND HOLIDAY INN DENVER EAST - STAPLETON COLLABORATING TO ENCOURAGE GUESTS TO ADOPT GREEN LIVING HABITS

The group that created Recycling Perks is working to cover the carbon footprints of hotel guests and teach them new green habits.

**Chesapeake, VA** – Holiday Inn Denver East - Stapleton and VERDE are collaborating on an environmental education project targeting hotel guests. The first phase of the project involved a case study which included observations, research, and analysis. While the Hotel takes part in the IHG Green Engage program that ensures sustainable efforts executed by the Hotel, VERDE is providing communication elements that engage and educate guests during their stay. Guests are encouraged to continue these at home, thereby creating a long term, positive impact on the environment.

The VERDE team recently stayed at the Holiday Inn Denver East - Stapleton and observed that the mission of the Green Engage program was in line with the desires of the hotel guests to be greener. Sandra Hungate, VERDE Vice President, was impressed with the steps The Holiday Inn Denver East - Stapleton hotel has been taking to become a greener hotel, and said “They have an extremely convenient location but it was their efforts at sustainability that created a lasting impression; they worked with us to make our stay as green as possible. I am excited to team up with their dedicated staff to take Green Engage to the next level.” VERDE’s campaign hopes to give guests even more of a reason to choose Holiday Inn Denver East - Stapleton when traveling. “More and more hotel guests want to know that their hotel is sustainable and are demanding hotels take steps they might not have fully taken in their own homes. We want to help Holiday Inn communicate the actions they are taking for the environment, and help their guests learn ways to do the same after their stay”, said Amanda Taylor, VERDE Marketing and Projects Coordinator.

VERDE met with management a few months after the VERDE team’s stay at the hotel to present their findings, recommendations, and thoughts for the future. Their value-packed programs enable companies to integrate specific, targeted, customizable services that can enhance, or even replace, current programs, ensuring the company’s unique, individual needs are met. Management at Holiday Inn Denver East - Stapleton saw the quality, feasibility, and necessity of VERDE’s recommendations and hope to implement them in the future.

“Working with Verde was not only a pleasure, but an opportunity to further align with green principles. The changes Verde recommended are impactful and were tailored to our hotel and operation. We are excited to roll out the improvements to deliver a more sustainable product to our guests”, said Heath Dobyms, General Manager at Holiday Inn Denver East - Stapleton IHG®.

As more and more people are becoming aware of the environment and sustainability status quo, it’s increasingly becoming common knowledge that traveling has a big impact on the environment. VERDE is happy to support the amazing work of Holiday Inn while supporting them on their mission to cover the carbon footprints of their guests. We live in a world that is more accessible than ever and the future generations are taking advantage of it. Together VERDE and Holiday Inn are going to give the travelers of the world what they want: unique travel experiences with environmental responsibility. In the end, it also allows them to learn green habits that they can take home and continue to practice and hopefully remember their experience at Holiday Inn Denver East - Stapleton.

### **About VERDE:**

VERDE is not your average marketing or consulting firm. They are marketing, environmental, data, and program development professionals who are passionate about the environment and creating a greener world for us all. They offer plug-and-play campaigns that can be managed internally or campaigns that VERDE manages every step of the way handling every detail.