

News Release

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Landmark Resort Earns Travel Green Wisconsin Certification

Egg Harbor, Wis. (For Immediate Release) – The Landmark Resort has received the Travel Green Wisconsin certification from the Wisconsin Environmental Initiative division of the Wisconsin Department of Tourism.

“We have been operating the resort in an earth-friendly, environmentally-conscious way for years,” says Patti Taylor, General Manager. “We are pleased to have earned the Travel Green Wisconsin certification. It is a satisfying recognition of the on-going efforts we have made to conserve, renew, recycle and make decisions based on the potential environmental impact.”

To earn certification, the Landmark Resort first had to supply the Department of Tourism with a Baseline Environmental Performance Assessment. The baseline collects information about the amount of energy, fuel, water, and solid waste that the resort consumed during the last calendar year. Next, the resort had to commit to enough sustainable business practices found within the Travel Green Wisconsin checklist to accumulate 30 or more points.

These practices include:

- Communication and Education (Customers, Employees, Public)
- Waste Reduction, Reuse, and Recycling
- Energy Efficiency, Conservation, and Management
- Water Conservation and Wastewater Management
- Air Quality
- Wildlife and Landscape Conservation and Management
- Transportation
- Purchasing

To create a program comprehensive enough to be relevant across the very diverse tourism industry, the Department of Tourism decided to allow participants to be “ecopreneurial” and adopt the practices that make the most sense for their operation. Applicants are required to reach a minimum of 30 points to earn Travel Green Wisconsin certification - five or more of those points need to be achieved in the “Communication and Education” section.

Travel Green Wisconsin has its roots in Wisconsin's heritage. A traveler is following the principles of Wisconsin's John Muir, Aldo Leopold and Gaylord Nelson.

The Travel Green Wisconsin certified businesses are working hard to do their part in protecting our environment for today and future generations. Investing in them means an investment in a sustainable future. Certified businesses offer an opportunity to learn about sustainable practices that you can also apply in your own home.

The Landmark Resort is Door County's largest resort with 294 suites. The property features spacious one, two and three-bedroom suites. Each is tastefully appointed. Comfortable and casual, the accommodations reflect Door County's relaxed attitude. With alternate views of the forested countryside or Green Bay's glistening waters, the suites include a fully-equipped kitchen, living room, and deck within a smoke-free environment. All of the units are air-conditioned, feature cable television, a DVD player, and free wireless internet access.

The Landmark Resort is located at 4929 Landmark Drive in Egg Harbor. Call 1-800-273-7877 for reservations. Visit online: www.thelandmarkresort.com

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