

Green Venue Report
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-For Immediate Release-

GREEN VENUE REPORT IS EXCITED TO ANNOUNCE THE UPCOMING RELEASE OF ITS FIRST MAJOR
REPORT ON THE STATE AND IMPROVEMENT OF CONVENTION CENTER SUSTAINABILITY IN NORTH
AMERICA

San Francisco, CA – August 11, 2014 - - Green Venue Report, a leading group of event industry professionals committed to the advancement of venue sustainability, is excited to announce the upcoming release of their latest findings.

The 2014 Green Venue Report is expected to offer a comprehensive overview of convention centers across North America, comparing green performance over a wide-range of areas, including: energy efficiency, waste management, water usage, food and beverage services, cleaning practices, communications and certifications. The report will be compiled of data from 16 participating convention centers, representing over 4,000 events, 12 million attendees and 28.5 million square feet of venue space.

From the perspective of an event coordinator, conventions centers are often their most influential event partner within the supply chain and greatly influence the sustainability performance of their events. The venue provides event coordinators with a foundation that either helps or hinders sustainability. Embracing sustainability can lead to many benefits to the venue and coordinator, including increased efficiencies (and potentially associated cost savings), more engaged staff, satisfied customers and a competitive green distinction within the industry. By collecting performance data and practices information from conventions centers, individual venues can see how they perform against their peers and can better understand its aggregate impact, progress, best practices and innovations.

For years it has been said that the MICE industry is the second most wasteful industry after construction. And, while no solid evidence exists to support this claim, no one knows exactly how much waste the industry is actually producing either. With growing participation, the Green Venue Survey will continue to provide this critical data, as well as the tools and best practices documentation to better sustain our industry.

Green Venue Report
www.greenvenuereport.com

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