

First Canada Green Meeting Guide launched by The Innovolve Group

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The inaugural Canada Green Meeting Guide (CGMG), is a print and online directory designed to assist the meeting, hotel and conventions industry adopt more environmentally friendly practices. Distribution of the Guide to 13,000 Canadian-based convention and meeting organizing professionals begins immediately.

Green Meeting Guide publishers, The Innovolve Group identified nearly 1,000 qualified suppliers in 10 distinct categories located in 7 major markets (Calgary, Halifax, Montreal, Quebec City, Toronto and Vancouver) making the Guide the most comprehensive reference document on "green" practitioners in the hospitality sector. Whether a first time event organizer or seasoned veteran faced with a client that wants "green", the Guide will significantly reduce research time.

To maintain the integrity and value of the Green Meeting Guide, screening criteria were developed to determine what constitutes a sustainable supplier. Suppliers seeking to be listed completed an online qualifying test. Each supplier category has a set of qualifying criteria that is completely transparent and can be viewed online at www.greenmeetingguide.com.

Greening the convention industry is important. Citing a 2006 economic impact study commissioned by the Meeting Professionals International Foundation Canada, Innovolve CEO Dr. Anthony Watanabe notes "There were 670,000 meetings held in Canada involving more than 70 million attendees with total participant spending exceeding \$23 billion. With such an economic footprint, there are obvious environmental benefits and clear opportunities to drive sustainable behaviour and to green the supply chain."

Hotel Association of Canada, President, Tony Pollard states "Our partnership with the Green Meeting Guide will benefit both meeting planners and hotels. It creates a common source of information, while providing new tools, additional education and greater value for members of each group. The Hotel Association of Canada through our Green Key ECO-Rating program, is pleased to participate in the inaugural edition of the Green Meeting Guide."

Dr. Watanabe observed, "The Guide was developed in response to the frustration expressed by innovative meeting professionals seeking credible suppliers to help them lessen the environmental footprint of their events. The business of going green is exciting, full of challenges and rewards. Nowhere is this more evident than in the meetings industry where innovative ideas and progress are a common currency." He also noted, "Industry representatives who have reviewed the Canada Green Meeting Guide predict it will be one of the most important market transformation tools that the convention industry has seen in years."

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