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Maryland goes after 'green' travelers with new marketing push

Baltimore Business Journal - by [Rachel Bernstein](#) Staff

Maryland will now be marketed as a green destination for the visitors who opt to stay in a hotel that recycles, or see a museum that uses green cleaning products.

The Maryland State Office of Tourism hopes visitors will think so. In conjunction with the Department of the Environment and the **Maryland Tourism Council**, the state launched a program called "Maryland Green Travel." The initiative will encourage destinations and hotels to adopt green practices and apply for green certification.

Tourism officials hope that the new marketing push will appeal to travelers looking for hotels and destinations that keep green practices in mind, in addition to the cost-savings benefits of recycling and saving energy.

The state will use a combination of environmental guidelines adopted by the **American Hotel and Lodging Association** and practices developed by the Department of Environment's green registry. A similar process will be implemented for restaurants, attractions and other tourism businesses throughout next year.

"We believe Maryland Green Travel will prove to have great marketing value for individual properties and for the state's tourism industry overall," said Gov. Martin O'Malley in a statement.

The Office of Tourism has designed a micro site to promote the state's eco-friendly businesses and attractions to environmentally-conscious consumers. The site will also include an online application and provide tips and resources for environmental management and leadership, waste reduction, energy and water conservation, and transportation.

Properties that are part of the program will be identified as Maryland Green Travel partners on the official state tourism site, [visitmaryland.org](#).

Participating businesses also will be certified for and promoted on the **Maryland Department of the Environment's** Maryland Green Registry.

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