

Travel Green Wisconsin Certification Workshop

June 8th in Baileys Harbor

On Wednesday, June 2nd, 5-6pm, at the Baileys Harbor Town Hall (2392 County Highway F), David Spiegelberg, Regional Tourism Specialist with the Wisconsin Department of Tourism, will return to Door County to encourage local business owners to join the ranks of Aldo Leopold and Gaylord Nelson and help lead Wisconsin into a sustainable future by becoming [Travel Green Wisconsin](#) Certified.



Travel Green Wisconsin is a voluntary, affordable certification that reviews, certifies, and recognizes tourism businesses that have made a commitment to continuously improve their operations in order to reduce their environmental impact. Travel Green is designed to give the state's tourism businesses an effective marketing edge, promote smart business practices, reduce overall bottom lines and ultimately protect the beauty and vitality of Wisconsin's landscape.

Tourism businesses of Door County are strongly encouraged to take advantage of this simple state program to help position our area as a premier travel destination with outstanding ecological resources and the willingness to safeguard those assets for generations to come.

Travel Green Wisconsin is the first of its kind state-sponsored sustainable travel green certification in the nation and has become a model for sustainable and environmentally-friendly travel efforts both nationally and internationally. The program is unique for its inclusion of all tourism-related businesses and organizations including but not limited to attractions, events, accommodations, outfitters, restaurants, retail, visitor centers and more. This certification allows tourism businesses to evaluate their operations, set goals, and take specific actions towards environmental, social, and economic sustainability.

From cost savings and increased marketing opportunities to providing a positive environmental impact and supporting local businesses, the benefits of being Travel Green Wisconsin certified are abundant. Currently over 400 Wisconsin tourism businesses and organizations (52 in Door County alone) have already been certified as Travel Green Wisconsin businesses.

To attend this free event, please RSVP to Cindy Wick
920-743-3113 x200 or cindy@doorcountybusiness.com

Click [HERE](#) to add a reminder to your calendar!



Speaker Bio

David Spiegelberg, a Regional Tourism Specialist with the Wisconsin Department of Tourism, works as a liaison between the agency and the tourism and hospitality industry in eastern Wisconsin. David works with partners on tourism assessment projects, customer service training, marketing and promotion ideas, grants, and other projects related to increasing, improving and advancing tourism and hospitality in Wisconsin. David came to the Department from the National Park Service where he coordinated international volunteer activities in Yosemite National Park. He started his tenure at the Department of Tourism in 1994, managing a state travel information office and coordinating and supervising the Department's consumer trade show program. When not at work, you'll find David on his mountain bike, in his kayak, or somewhere in Wisconsin's woods or state parks.

