



## Green Attractions: Tips From Experts and Operators

REDUCING WASTE, SAVING ENERGY, AND MINIMIZING ENVIRONMENTAL IMPACT

### >>> Efforts to conserve natural resources

and exist in an eco-friendly manner are spreading throughout every industry, the global attractions business included.

This development is quite appropriate, since the attractions sector is a significant end-user of water and electricity, yet also possesses one of the best opportunities to educate and influence the public. And our guests expect these initiatives, **as polling continues to indicate** that a substantial majority place importance on the environmental stewardship of their leisure destinations.

Thus, even beyond being the right thing to do for the Earth, “going green” makes long-term financial sense. Attractions of any size will see savings that accrue over time, and they will be seen positively in the eyes of their ecologically minded consumers.

Making these changes won’t occur in a single week, month, or even year. The process for most venues has been more evolution than revolution. But methodical, steady progress is most definitely possible by making an assessment of the following areas, and then setting out realistic steps and timetables.

- Energy-efficient buildings, systems, and products
- Recycling/composting programs, and recycled, biodegradable, and/or locally sourced products
- Low-flow water fixtures, and rainwater/wastewater for toilets and other nonpotable uses
- Energy generation via wind, solar, or waste conversion, and efficient energy management
- Alternative fuels for people-movers and service vehicles
- Landscaping and pest management practices and products
- Awareness and education programs for employees and guests

To help you get started, there’s a growing body of experience, expertise, and existing material to draw upon, some of which has been compiled in the actionable tips and available resources listed on the back of this page.

### >>> TIPS

- To maximize efficiency, install centralized energy-management control technology for lighting, air conditioning, and water heaters, as well as an automatic Power Factor correction unit that eliminates wasted energy by better aligning voltages and current.
- For immersive water attractions and areas, explore new filtration technology like regenerative media filtration, whose process of filtering water across a media membrane surface create savings in water usage, energy consumption, and supply costs that make them ecologically and financially superior to depth-based sand filtration systems.
- Switch to LED (light-emitting diode) or CFL (compact fluorescent bulb) lighting solutions. The initial higher cost will be speedily paid back in lower energy bills and greater durability.
- Opt for high-efficiency motors and variable-speed drives/pumps in purchasing new rides and water filtration systems, and install in existing equipment as part of regular maintenance.
- Form a “Green Team,” consisting of a representative from each operational area, with an executive-level mandate to gather ideas, research products, facilitate implementation, and measure results. This may be the optimal setting for working with a consultant as well.
- Use native or drought-resistant perennial plants, mulching, night watering, drip systems, and/or weather-based irrigation controllers to dramatically reduce your landscape water usage.
- Continuously evolving creativity, technology, and financing have made on-site solar and wind power generation more accessible than ever, as evidenced by numerous recent installations at industry attractions of all sizes.
- Buy locally whenever possible (to reduce transport emissions), and purchase biodegradable products.
- For an energy-efficient supply of water to wave pools and other waterpark features, ensure the piping at each relevant pump is of adequate size to smoothly achieve the desired flow rate.
- Research local, state/regional, and national tax incentives and grant programs for instituting energy- and environmentally related changes at your facility or business.

## >>> RESOURCES

### Web Sites and Seminars

**BEES (Building for Environmental and Economic Sustainability)** – free downloadable software to help measure the environmental performance of various building products.

**Greenhouse Gas Protocol Initiative** – the most widely used international accounting tool for government and business leaders to understand, quantify, and manage greenhouse gas emissions.

**IAAPA expo seminars**, such as “It’s Not Easy Being Green” and “Achieving Energy Efficiency in Hotels, Resorts, and Waterparks,” both at IAAPA Attractions Expo 2008 in Orlando; many seminar handouts and PowerPoint presentations are archived in the Members section of the association’s web site.

**Leadership in Energy and Environmental Design (LEED)** – one of the foremost benchmarks for the design, construction, and operation of high performance green buildings.

**Reducing Power Factor Cost** – tips for maximizing the efficiency of your electricity usage through better alignment of voltages and current.

**Quick Start to a Green Business** – links to various resources for help in greening your business.

**Water Footprint Network** – resources to better track and manage direct and indirect water usage.

**www.biodiesel.org** and **www.ebb-eu.org** – resources for locating biodiesel fuel suppliers in the U.S. and Europe, respectively.

**www.greenexhibits.com** – tips, suppliers, and resources for museum exhibit designers and fabricators looking to create exhibits and spaces that best support a healthier future for kids and the environment.

**www.greenyour.com/office** – guidance on greening your office space, operations, and purchasing.

### Articles

“**Bright Ideas**,” FUNWORLD, February 2006 – amusement parks and other attractions are using a combination of technology and common sense to conserve energy.

“**Drop by Drop**,” FUNWORLD, June 2009 – fine-tuning water systems to reduce carbon (and water) footprint; also includes a thorough checklist of suggested actions.

“**FECs Go Green**,” FUNWORLD, August 2008 – facilities look for long-term solutions to save money and the environment; also includes a “Ten More Tips” list of practical suggestions.

“**Museums and Green Building: Look at the big picture to create a truly sustainable facility and establish a basis for meaningful decisions**,” Blooloo.com, 2/5/09 – contains several insightful environmental observations, some museum-specific and others applicable to the entire attractions industry.

“**What Does ‘Green’ Mean?**,” FUNWORLD, October 2008 – practical advice and examples for how the attractions industry can save energy and money at the same time, including basic steps for incorporating solar energy in your facility, courtesy of Funland amusement park in Rehoboth Beach, Delaware.

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