

Put Your Own Footprint On Sustainability



A great place to start reducing your environmental footprint is right under your feet at The Metro Toronto Convention Centre (MTCC). MTCC now claims North America's first large installation of an environmentally friendly new modular carpet system (pictured). "The 12,000 square yards of loop-backed carpet attached to the hook plates on the floor are made from

Antron, the highest performing fiber in the industry," says Marcel Poirier, V.P. commercial business, Beaulieu Canada, the carpet's manufacturer. "They are 70 percent lighter, which significantly reduces the amount of material and transport. The structural strength of the mechanical adhesion will keep the carpet in place for many years to come. And in disposal, the repurposing of the current carpet ensures it will be used on another floor rather than going to landfill". www.mtccc.com

QR-Coded Green Tour. The National Conference Center, located in Leesburg, VA, 12 miles from Dulles International Airport, has introduced a QR-coded green tour of the 917-room conference center, which features 265,000 sf of dedicated meeting space. QR codes (Quick Response) are two-dimensional black and white codes that are readable by camera phones. The encoded information can include text, URLs or other data. The 12-stop multimedia green tour will include green transportation efforts, green history, eco-friendly restrooms, as well as the business center, sustainable initiatives in the kitchen and green meetings. Each stop features a posted QR code that provides relevant information about the property's green initiatives. Code readers can be downloaded from web.scanlife.com/us_en/download-application. www.conferencecenter.com



Try it out: Scan this QR code from the green tour.

IMEX America Partners With MeetGreen. As part of their sustainability partnership, IMEX America and MeetGreen have devised a sustainability plan for the new trade show for the international meetings, incentive travel and events industry, which debuts October 11-13 at the Sands Expo in Las Vegas. Carina Bauer, IMEX Group CEO, noted, "Among the initiatives taking place at IMEX America 2011, we will have specific objectives relating to water usage, energy, emissions, waste reduction and overall event sustainability. By working with MeetGreen on reaching these objectives we hope that IMEX can continue to take a strong lead on sustainable practices and create a solid foundation for future years." www.imexamerica.com/sustainability.html

Hotels Taking the LEED...

- The expansion of the **Caesars Palace Conference Center** was awarded LEED (Leadership in Energy and Environmental Design) Silver certification by the U.S. Green Building Council (USGBC). The expansion features 110,000 sf of available space including two 52,000-sf ballrooms.
- The Hotels and Residences at L.A. LIVE also have earned the LEED Silver certification. The L.A. LIVE high-rise tower houses **The Ritz-Carlton, Los Angeles**, the **JW Marriott Los Angeles at L.A. LIVE** and The Ritz-Carlton Residences at L.A. LIVE.

CityCenter DC Under Development

WASHINGTON, DC — CityCenter DC, a new mixed-use, low-carbon masterplan on the 10-acre site of the former convention center, recently broke ground. The site, touted to be the largest downtown development currently underway in any U.S. city, is a way to tie the downtown area together with shops, restaurants and pedestrian-friendly space. The masterplan is designed to achieve LEED Neighborhood Development Gold. The landscape, office and apartment buildings are oriented according to the path of the sun and incorporate green roofs to absorb water — the scheme aims to recycle 100 percent of the water used onsite.

Las Vegas Named No. 1 Trade Show Destination

LAS VEGAS, NV — Las Vegas was named the No. 1 trade show destination for the 17th consecutive year, according to the Trade Show News Network's (TSNN) "2010 TSNN 250 U.S. Trade Shows" list.

"We are proud to maintain our standing as the top trade show destination," says Rossi Ralenkotter, president/CEO of the Las Vegas Convention and Visitors Authority. "The No. 1 ranking is a testament to the hardworking people who deliver on the brand promise that Vegas Means Business and to the investment our resort partners have made over the years."

Las Vegas hosted 60 of the 250 largest shows, ranked by net square footage utilized, in 2010 in North America. The two closest competitors hosted 47 shows combined, with Orlando hosting 25 and Chicago hosting 22. The 60 shows in Las Vegas encompassed 20.7 million square feet, or 32 percent of the total space for all 250 shows. The largest show was the International Consumer Electronics Show at 1.4 million net square feet. Las Vegas hosted six of the top 10 shows. To see the complete list, go to www.tsn.com/datasite.

Shanghai Disney Resort Breaks Ground

SHANGHAI, CHINA — The Walt Disney Company and Shanghai Shendi Group, its joint venture partner in China, recently broke ground on the Shanghai Disney Resort following approval from the Chinese central government in Beijing. "We're excited about the prospects that the Shanghai Disney Resort will offer for meetings, events and incentive programs," says George Aguel, senior vice president for Walt Disney Parks and Resorts. "This exciting new resort will offer unsurpassed experiences for groups in this increasingly important destination." Robert A. Iger, president and CEO of The Walt Disney Company, notes that the resort will combine "...classic Disney characters and storytelling with the uniqueness and beauty of China. Working with our Chinese partners, the Shanghai Disney Resort will be both authentically Disney and distinctly Chinese."

Slated to open in approximately five years, the resort will include Shanghai Disneyland, two themed hotels, a large retail, dining and entertainment venue, recreational facilities, a lake and associated parking and transportation hubs. Shanghai Disneyland will feature several themed lands complete with iconic Disney attractions and experiences. Reinforcing themes of sustainability and nature, the park will also contain other large-scale entertainment venues, indoor and out, that can be used for various purposes throughout the year. www.disneymeetings.com



Nashville Unveils Design for Convention Hotel-Museum Project

NASHVILLE, TN — Nashville Mayor Karl Dean, officials from Omni Hotels & Resorts and the Country Music Hall of Fame and Museum recently unveiled the design for the



Rendering of the Omni Nashville Hotel.

integrated 800-room Omni Nashville Hotel and 200,000-sf museum expansion. Located on Fifth Avenue South between Demonbreun and Korean Veterans Boulevard, the development will serve as the headquarters hotel for Music City Center, Nashville's new downtown convention center currently under construction and set to open in 2013.

The hotel will be connected to an expansion of the Country Music Hall of Fame and Museum on four levels, sharing meeting and entertainment space and bring additional restaurants and retail venues to the area. Like the Music City Center, the hotel and expansion project is expected to achieve LEED Silver certification.

"The Omni Nashville Hotel and the Country Music Hall of Fame and Museum will become an ideal launching point to enjoy all that is Music City, attracting meetings and leisure guests to Nashville's core," says Mike Deitemeyer, president of Omni Hotels & Resorts. "This unique arrangement is further evidence of our belief in Nashville and our enthusiasm for becoming part of such a vibrant community and destination." www.omnihotels.com, www.nashvillemusiccitycenter.com, <http://countrymusicHalloffame.org>

Hoops Named New President & CEO of Indianapolis CVA

INDIANAPOLIS, IN — After a strategic three-month nationwide search, the Indianapolis Convention & Visitors Association (ICVA) named Leonard Hoops as its



Hoops

new president & CEO, effective May 31. "With \$3 billion in new tourism-related developments now online, Indianapolis has arrived as a first-tier destination, truly competing in the national arena," says Michael Browning, chairman of the board of the ICVA. "Leonard's proven sales results, extensive marketing expertise and strong convention industry knowledge make him the ideal person to take Indianapolis to the next level and capitalize on the city's new investments." A seasoned executive with 25 years of corporate and destination marketing experience, Hoops most recently served as executive vice president and chief customer officer for the San Francisco Travel Association. Previously, Hoops served as senior vice president & chief marketing officer for the Sacramento CVB and SVP of marketing for the San Jose CVB. Hoops replaces Don Welsh, who was recruited to head the Chicago CTB. www.visitindy.com

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