



MEDIA ALERT

Virginia Green Travel Alliance Announces Winners of the **2025 Virginia Green Travel Star Awards** At the 12th Annual Virginia Green Travel Conference on March 20th!

FOR IMMEDIATE RELEASE – March 21, 2025.

RICHMOND, VA. – The Virginia Green Travel Alliance is pleased to announce the winners of the *2024/25 Virginia Green Travel Star & Leader Awards*. These awards are presented annually to Virginia’s greenest tourism operators and partners for their outstanding commitments to sustainability and contributions to green tourism in Virginia. The awards are presented in conjunction with the 12th Annual Virginia Green Travel Conference that was held March 20-21, 2025 at Busch Gardens in Williamsburg, Virginia.

This year, ten (10) Virginia tourism operators were chosen to receive the Virginia Green Travel program’s highest award, the *Virginia Green Travel Star Award*. Seven (7) additional tourism businesses were recognized with the *Virginia Green Travel Leader Award* for their continued commitments to environmental stewardship, and six (6) individuals received the *Green Team All-Star Award* for their efforts to lead their organizations’ green programs. Seven (7) organizations also received honorable mention recognition for their continued efforts as committed Virginia Green Travel Partners.

Finally, award winners competed in the 3rd annual *Virginia Green Travel People’s Choice Award*, which is a social media contest to promote themselves and their awards. The four most popular winners are listed below.

All of the awards were presented on March 20th during a reception and awards celebration. Please see the list below of all the award winners.

“The Virginia Green Travel Certification program works to support and recognize tourism businesses and organizations that are committed to reducing the environmental impacts of their operations,” says Tom Griffin, the Executive Director of the Virginia Green Travel Alliance. “Through the *Travel Star Awards*, we get to recognize the ‘greenest’ businesses and individuals that have demonstrated outstanding effort and achievements in the past year. We are proud to recognize these businesses as they are true partners in our efforts to promote sustainable tourism in Virginia!”

The Virginia Green Travel program is run through a partnership between the Virginia Department of Environmental Quality, the Virginia Tourism Corporation, Virginia State Parks, the Virginia Restaurant, Lodging & Travel Association, and the Virginia Green Travel Alliance. The program encourages green practices in all sectors of Virginia’s tourism industry. More than 1,200 businesses and partner organizations have voluntarily certified

their green commitments through the Virginia Green Travel program.

The 2025 Virginia Green Travel Star Award winners are:

- Green Attraction of the Year Massanutten Resort, Massanutten
- Green Brewery of the Year Elation Brewing, Norfolk
- Green Caterer of the Year full circle catering, Lexington
- Green Lodging of the Year Roanoke Boutique Hotel, Roanoke
- Supporting Partner of the Year Virginia Clean Cities, Harrisonburg
- Most Innovative Green Projects Patch Brewing Company, **Gordonsville**
- Most Innovative Green Projects University of Virginia - *Scott Stadium - Green Games, Charlottesville*
- Most Innovative Green Projects Virginia Living Museum – *Recycling Revamp, Newport News*
- Most Innovative Green Projects Pocahontas State Park - *Water Conservation Project, Chesterfield*
- Most Innovative Green Projects Friends of Bear Creek Lake State Park - *NexTrex Recycling Challenge, Cumberland*

The 2025 Virginia Green Travel Leader Award winners are:

- Virginia Aquarium & Marine Science Center, Virginia Beach
- Barns of Rose Hill, Berryville
- Nauticus, Norfolk
- Elizabeth River Trail Foundation, Norfolk
- The Greater Richmond Convention Center, Richmond
- JMU Dining E-Hall, Harrisonburg
- Off-the-Grid , Sperryville

The 2025 Honorable Mention Award winners are:

- Rocklands Barbeque, Arlington
- Oak Grove Bed & Breakfast, South Boston
- Love Petals, Norfolk
- Storybook Events, Norfolk
- Stable Craft Brewing, Waynesboro
- Back INN Time B&B, Kilmarnock
- Fairfield Kingsgate Property Owners Association

The 2025 Green Team All-Star Award winners are:

- Jordan McLean, Virginia Clean Cities
- Jesse Reist, Massanutten Resort
- Jon Harahan, Port City Brewing Company
- Deanna Orr, Virginia Living Museum
- Lela Garner, UVA Sustainability
- Paul Barksdale, Richmond International Airport Commission

3rd Annual People’s Choice Awards (top 4):

- 1st: JMU Dining E-Hall
- 2nd : Roanoke Boutique Hotel
- 3rd: Virginia Living Museum
- 4th: Nauticus

Links & Resources

- Pictures of the awards and the conference can be found at <https://www.viriniagreen.net/12th-annual-virginia-green-travel-conference-green-travel-star-awards/>
- The Virginia Tourism Corporation promotes the certified Virginia Green program partners at www.virginia.org/green-travel and encourages visitors to plan their green vacations in Virginia.

- The Virginia Department of Environmental Quality provides technical resources and oversight of the certification process -- <https://www.deq.virginia.gov/our-programs/pollution-prevention/virginia-green>
- The Virginia Green Travel Alliance is the non-profit organization that administers the Virginia Green certification program and supports partner outreach and educational opportunities – www.VirginiaGreen.net.
- All 43 [Virginia State Parks](#) are certified in the Virginia Green Travel program, and VSP and Virginia Green Travel are working to “co-brand” and promote sustainable tourism opportunities in all regions of the Commonwealth.
- [Virginia Restaurant, Lodging & Travel Association](#) assists in promotion and development of educational opportunities for the tourism industry.
- The [Virginia Green Travel Alliance](#) is the 501c3 non-profit organization created to administer the Virginia Green Travel Certification program and promote certified partner businesses.