

Casino industry turning toward green practices

By William Ng, Incentive Travel

As green consciousness and corporate social responsibility expand in the incentive travel market, hospitality stakeholders have been hard at work remaking major and small casino locales alike. Resort operators like Harrah's Entertainment and MGM Mirage have transformed their properties into environmentally minded resorts. Began initially as employee engagement and internal cost-efficiency measures, the investments are now meeting a growing demand for low-carbon and socially conscious incentive travel programs.

Image polishing

The initiatives are changing preconceived notions that gaming destinations can't be green. "We're moving back of the house to the front of the house," Gwen Migita, Harrah's Entertainment's corporate director of social responsibility, says about the impact-reduction changes that have happened behind the scenes.

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