# Zephyr Cove Resort Earns Environmental Accolades, Leads Fourth of July Cleanup at Lake Tahoe

July 10, 2025 at 12:00 PM EDT

**National Recognitions and Holiday Waste Reduction Reflect Resort's Commitment to Clean Beaches and Responsible Recreation**

PHILADELPHIA--(BUSINESS WIRE)--Jul. 10, 2025-- **Zephyr Cove Resort**, operated by **Aramark Destinations**, announced today a pair of major environmental achievements and the success of its July Fourth cleanup efforts – underscoring the resort's leadership in protecting Lake Tahoe's shoreline. Through award-winning environmental practices and impactful waste reduction initiatives, the resort continues to set the standard for clean beaches and responsible recreation.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250710419580/en/



Volunteers at Zephyr Cove Resort support July Fourth cleanup effort.

"At Aramark, we believe that environmental responsibility is fundamental to delivering exceptional guest experiences, and we're proud to support places that inspire people to connect with the outdoors in meaningful ways," said Sasha Day, President & CEO of Aramark Destinations. "Zephyr Cove Resort's recent designations and holiday cleanup efforts reflect the kind of leadership and community spirit that help keep Lake Tahoe clean and cherished by all who visit."

Among Zephyr Cove Resort's latest milestones are two prestigious designations:

- **Leave No Trace Gold Standard Hospitality Designation**: The highest honor awarded to organizations that exemplify best practices in outdoor ethics and environmental education. This recognition highlights Zephyr Cove's leadership in minimizing ecological impact and promoting sustainable tourism.
- **Tahoe Blue Beach Member Designation**: As part of the pioneering Tahoe Blue Beach program launched by Keep Tahoe Blue, this designation recognizes Zephyr Cove's proactive role in reducing pollution, enhancing beach infrastructure, and fostering a culture of environmental responsibility. The program, developed in collaboration with the USDA Forest Service and local stakeholders, is the first of its kind focused on sustainable beach management.

Building on these achievements, Zephyr Cove Resort reaffirmed its commitment to environmental stewardship during the busy Fourth of July weekend. Staff and volunteers engaged visitors by emphasizing Leave No Trace principles and responsible recreation practices, handing out recycling bags on entry and running a "recycle store" where guests turned in their recycling or compost in exchange for engaging prizes.

Following a safe and successful Independence Day celebration, the resort participated in Keep Tahoe Blue's annual "Keep Tahoe Red, White & Blue Beach Cleanup" on July 5. With the support of 72 volunteers, Zephyr Cove Resort removed over 85 pounds of litter, marking a 48 percent reduction compared to 2024. Since the debut of the public cleanup initiative at the site, litter collected at the site has decreased by an impressive 97 percent. These outcomes reflect the resort's dedication to the Tahoe Blue Beach program's "Three E's" framework:

- **Education** through signage and visitor engagement
- **Engineering** of infrastructure to reduce environmental impact
- **Enforcement** of responsible recreation practices

These efforts were made possible through the support of valued partners and sponsors, including **Keep Tahoe Blue**, **Leave No Trace**, **Eco-Products**, **Kastlfel, Keurig Dr Pepper, PepsiCo**, and **Progressive Insurance** – each playing a vital role in promoting sustainability and enhancing the guest experience.

Zephyr Cove Resort has also expanded its eco-friendly amenities with the installation of new bike racks, waste disposal stations, portable restrooms, handwashing stations, improved signage, enhanced parking infrastructure, water refill stations, cigarette disposal canisters, a dog bag station, and an upgraded wayfinding map. The resort has fully transitioned to reusable and compostable products, further contributing to a cleaner Lake Tahoe.

"Our team is deeply dedicated to protecting Lake Tahoe's natural beauty while creating memorable experiences for our guests," said Kevin Schiesz, Tahoe District Manager for Aramark Destinations. "These continued efforts are a testament to what's possible when community, innovation, and environmental responsibility come together."

Zephyr Cove Resort will continue working with local partners to align environmental goals with the region's economic vitality and tourism strategies – ensuring Lake Tahoe remains a national treasure for generations to come.

**About Aramark Destinations**
Aramark Destinations provides authentic experiences in the outdoors aimed to inspire, restore, and connect. For more information about Aramark's work in parks and destinations, or to plan your next outdoor adventure, visit www.aramarkdestinations.com.

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Source: Aramark Destinations