

SUSTAINABLE TOURISM IS GOOD FOR BUSINESS

GOING GREENER BRINGS BENEFITS FOR
YOUR BUSINESS, THE ENVIRONMENT AND
THE DESTINATION YOU OPERATE IN.

You have the power to make a huge difference by taking some simple steps. Depending upon existing practice and scope for improvement, hotels can save up to 25% on water and energy costs.

You can also use 'sustainability' to appeal to your customers, as it's becoming a really hot topic in many countries.

It's important that the tourism industry contributes positively to local communities, as this helps to balance any negative effects of travel. You can play a powerful part here too; in sourcing local produce, products and services and in promoting excursions and attractions to help keep local culture and traditions alive. This also helps to enrich the holiday experience for your customers.

IT'S EASY TO MAKE A BIG DIFFERENCE BY TAKING LITTLE STEPS. HERE'S HOW!

Ten top tips to implement in this leaflet. Some may take thought and time, but others are so simple that you'll soon forget you ever did things the old way.

Also available via our online resource:

- Striking posters, with top tips for each main hotel department to help staff in their day-to-day roles
- Film clips - a step-by-step visual guide for staff and management as well as detailed implementation guidelines to ensure proper implementation, guaranteeing you maximum benefit
- Detailed guidelines on how to buy local and offer fair employment opportunities

Plus other information to help you make effective progress.

All cost savings are based on average energy prices www.energy.eu.

1. HAVE LOW FLOW SHOWERS

WHAT

Traditional showerheads have high water flows, wasting both water and energy. It's cheap and simple to restrict the maximum flow output to 10L per minute.

HOW

Replace existing units with low flow showerheads (€10 – €30 / US\$13 - US\$40 each) or simply install water conservation devices, such as flow restrictors (€0.25 – €1 / US\$0.34 - US\$1.40each) or shower flow controllers (€5 / US\$7 each). Carefully test before implementing, to ensure a satisfactory shower flow.

WHY

Impact of reducing flow from 15L to 10L per minute in a 'typical' 100 room hotel

- Reduce water consumption by 2700 m³ per year
- Reduce LPG consumption of water heater by 6520 kg per year
- Reduce water and LPG costs by €7300 / US\$10000 per year
- Reduce greenhouse gas emissions by 9700 kg of CO₂ per year

REWARD

In a 100 room hotel, restricting flow to 10L per minute, as above, requires an investment of €500 / US\$680 and achieves payback in one month, which is equivalent to a return on investment of 1400%.

COST
IMPLEMENTATION

LOW
EASY



2. TREAT STAFF FAIRLY

Differentiate your business by creating a great environment to work in. Well-rewarded and motivated staff always deliver a better service and an improved guest experience.

Good working practices help recruit and retain high quality people, as well as reduce recruitment and induction costs and increase productivity.

- Check your salary scales are in line with market rates
- Provide opportunities to develop new skills, e.g. language courses, shadowing schemes (new recruits being mentored by a colleague)
- Provide staff benefits, e.g. free laundry, meals, transport
- Invite staff-customer interaction, e.g. a weekly cricket or football match
- Involve staff in hotel operations and invite their comments regarding improvements
- Encourage seasonal staff to return next year, e.g. year round contracts
- Offer untypical benefits, e.g. flexible hours, job sharing, pensions, medical insurance
- Conduct exit interviews with departing staff to identify any patterns that can be addressed

COST
IMPLEMENTATION

MEDIUM
MEDIUM



3. SOURCE LOCALLY

Buying locally is crucial, enabling local communities to benefit from tourism. It can help to differentiate your business and improve quality. The potential is endless; local suppliers can provide food, crafts, souvenirs, soft furnishings, handmade soaps, staff uniforms, etc.

- Source locally by researching skills, products and any cooperatives
- Mentor local suppliers so they quickly become part of your regular supply chain
- Include traditional dishes and drinks on the menu
- Guests love authenticity; you can host a souvenir market, invite craft demonstrations, allow permanent showcases
- Promote local culture with themed evenings and traditional entertainment
- Introduce activities where visiting and local children meet and learn about each others' culture in a fun way
- Work with your tour operators to make sure excursions use local suppliers and include cultural events
- For more info, see the 'Buying Local' section i this site

COST
IMPLEMENTATION

MEDIUM
MEDIUM



4. USE LIGHTING AND EQUIPMENT EFFICIENTLY

WHAT

Turn off all lights and equipment when not needed, to use less energy, extend appliance life, reduce maintenance and save money.

HOW

- Incorporate energy conservation practices into your daily operations
- Train all staff to turn off interior and exterior lighting, pumps, air conditioners, fans, computers, printers, etc.
- Use timers, occupancy sensors and photocells to make this function automatic

REWARD

Leaving on 50 x 50W halogen spotlights needlessly, in a lobby that receives sufficient natural light during daytime hours, wastes more than 25kWh per day, which is equivalent to the lighting load of 25 to 50 occupied guest rooms. Keeping these lights off during the day would save €730 / US\$1000 in electricity and 45 lamp replacements each year.

COST
IMPLEMENTATION

LOW
EASY



5. MANAGE WASTE WISELY

WHAT

Reduce by up to 50% the amount of waste sent to the dump. Save money by improving the use of materials and lowering waste disposal costs.

HOW

REDUCE – Buy in bulk: avoid butter, condiments and other food items in single-portion packages if you can provide a hygienic alternative; avoid disposable cups, plates and products; use refillable amenity dispensers in guest bathrooms.

REUSE – Choose returnable bottles; allow guests to refill plastic water bottles at water fountains; buy produce in returnable crates and containers; use both sides of office paper for printing; only replace bin liners when absolutely necessary; use refillable printer and copier cartridges; use rechargeable batteries for torches, radios, etc.

RECYCLE – Recycle paper and cardboard, glass, plastic, metals (aluminium, steel, copper, brass), used cooking oil, used motor oil. Place recycle bins throughout property to allow guests to recycle whenever possible. Compost waste from kitchen and garden.

COST
IMPLEMENTATION

LOW
MEDIUM



6. RESTRICT TAP OUTPUT

WHAT

It is common to find taps consuming 10L to 25L per minute in areas where such high flows are unnecessary, wasting substantial amounts of water and energy.

HOW

Use tap aerators (€3 – €5 / US\$4 - US\$7 each) that generate the desired maximum flow output. Restrict the output of taps to 6L per minute in guest, public and employee bathrooms and 10L per minute in all possible bar, kitchen and laundry sinks.

WHY

Impact of reducing flow output in all guest rooms in a 'typical' 100 room hotel

- Reduce water consumption by 1850 m³ per year
- Reduce LPG consumption of water heater by 1050 kg per year
- Reduce water and LPG costs by €2600 / US\$3600 per year

REWARD

In a 100 room hotel this water conservation measure requires a €400 / US\$550 investment and achieves payback in 2 months, which is a return on investment of 650%.

COST
IMPLEMENTATION

LOW
EASY



8. REUSE TOWELS AND BED LINEN

WHAT

Up to 70% of laundry in hotels comes from towels and bed linen used for one day. Take action to reduce towels and linen sent to the laundry to avoid wasting water, energy, chemicals and effort.

HOW

- Put in place a voluntary towel reuse programme
- Change linen once or twice a week if contractual obligations with operators allow, or set up a means of letting guests use linen for more than one day
- Effectively communicate the voluntary programmes to guests
- Train and retrain staff about procedures so they can respect guests' decisions
- Track towel and linen usage to monitor the effectiveness of the programmes

REWARD

Impact of implementing a towel reuse programme and a three day bed linen change in a 'typical' 100 room hotel

- Reduce the amount of material processed in the laundry by 39600 kg per year
- Reduce 20kg loads processed in the washers and dryers by 1980 kg per year
- Reduce consumption of laundry chemicals by 22%
- Reduce water and energy costs by €5300 / US\$7400 per year
- Extend the life of linen and laundry equipment
- Reduce maintenance and labour requirements

COST
IMPLEMENTATION

MINIMAL
EASY



10. MAINTAIN TOILETS

WHAT

Water leaks from toilets significantly impact upon water consumption. Depending upon the quality of the maintenance service, these leaks can account for 5 – 50% of total indoor water consumption.

HOW

To minimise water loss

- Train employees, especially housekeeping, to identify and report leaks and faulty toilets immediately
- Make maintenance staff aware and train to diagnose and repair effectively
- Make sure there is no leakage or a constant water flow from cistern to toilet bowl
- Check for any obstruction that could affect the flush mechanism
- Keep regularly needed spare parts in stock and make repairs promptly
- Inspect all toilets at least quarterly and undertake preventative maintenance
- Purchase toilets from suppliers who are reputable manufacturers and/or have a proven track record locally

COST
IMPLEMENTATION

LOW
EASY



7. USE ENERGY EFFICIENT LAMPS

WHAT

The lighting load in hotels that are mainly equipped with incandescent lamps can account for more than 25% of total electricity use. Energy-efficient alternatives are available to substitute incandescent lamps in nearly all lighting applications.

HOW

Replace incandescent bulbs with compact fluorescent lamps (CFLs) or LEDs wherever appropriate for lighting switched on for longer periods of time. Use fixtures equipped with fluorescent tube lamps in all possible areas.

WHY

CFLs use 70% less energy and last ten times longer than incandescent bulbs. Fluorescent tube lamps and LEDs are among the most energy-efficient lamps. They offer benefits even compared to CFLs including longer life and greater efficiency. All of these options generate less heat than incandescent lighting, lowering air conditioning loads.

REWARD

Fluorescent lamps and LEDs have lower lifecycle costs compared to incandescent bulbs. For example, replacing a 100W incandescent bulb with an equivalent 20W CFL saves approximately €48 / US\$65 over the 8000 hour life of the CFL.

COST
IMPLEMENTATION

MEDIUM
EASY



9. CONTROL ENERGY USAGE

WHAT

Energy management systems control the operation of lights and heating/cooling in guest rooms. They dramatically reduce consumption by switching all systems off as guests exit their rooms.

HOW

The most commonly used energy management systems are occupancy sensor controllers and energy-saver switches.

WHY

In locations with long cooling seasons, energy management systems typically save up to 2500 kWh or €200 / US\$280 per guest room per year.

REWARD

Reduce electricity consumption in guest rooms by 15 – 30%
Achieve a payback period of 1 to 2 years.

COST
IMPLEMENTATION

MEDIUM
MEDIUM



POSITIVE PLANNING

Building projects undertaken by hotels are an opportunity for built-in efficiency, which can reduce demand on energy and water by up to 50%.

Energy and water-efficient features should be incorporated during design of construction, expansion or refurbishment plans. Efficiency measures designed in early are less costly, more effective and reduce the size, capacity and initial cost of systems and equipment. You can find a detailed list of actions for your architect's reference online at www.travelife.co.uk

CLIMATE CHANGE AND TOURISM

There is now clear consensus that climate change is happening. It is set to have a dramatic effect on tourism, through rising temperatures and sea levels, melting of snow and ice, extreme weather patterns, as well as increasing water shortages. The main greenhouse gas, a direct cause of climate change, is carbon dioxide (CO₂) and this is generated from air travel and activities in destination (for example, fuel for buses or cars to transport guests and the energy and water used in hotels or other accommodations).

Tourism is predicted to grow rapidly and so is a major source of concern for governments, environment organisations and the media. Environmental taxation and legislation, already being introduced in many countries, is driving a greater focus on operational and energy efficiency in all businesses – as well as the need to cut rising energy costs.

While tourism does contribute to climate change, it can also bring huge benefits to destinations and the people who live there. Hotels and other accommodations have an important role to play in giving local communities the opportunity to benefit fully from tourism – through fair employment opportunities or the provision of local goods and services (which also reduces air freight miles). They also need to do everything they can to minimise the environmental impact of their business and reduce carbon emissions.

You can find out more about climate change and sustainable tourism by doing The Travel Foundation's quick online quiz at www.maketravelgreener.com – it only takes 30 minutes to understand the basics of sustainable tourism and how it benefits destinations, businesses and guests.

FURTHER INFORMATION

Comprehensive guidelines for suppliers to the travel industry, in the form of a Supplier Sustainability Handbook can be accessed through the Travelife website www.travelife.co.uk

MAKE A WORLD OF DIFFERENCE

By following the simple advice in this leaflet and accessing the full online resource, hoteliers can improve business efficiency, reduce costs and carbon emissions and help local communities benefit from tourism. Sustainable tourism is good news for travel.



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