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How the First Mile tactics led to

CUT WATER USE BY 30% AND LESS PLASTIC WASTE AT BUTTERFLY LODGE



THE POWER OF LOW-FLOW

After **replacing showerheads with low-flow models** in the property's five bathrooms, Butterfly Lodge saw a **31.3% reduction in water consumption** during the summer. This translates to **saving 230 liters per guest stay.**



PLASTIC-FREE STAYS MADE EASY



By including **reusable bottles and bags** in the lodge's kitchen facilities **for guests to use freely** during their stay, Butterfly Lodge observed a **positive shift in behavior.**



Guests reported significantly **reducing their use of plastic bags and purchase of bottled water**, which also led to less garbage overflow compared to previous years.



CLEAR SIGNS, MINDFUL GUESTS



Extensive signage placed throughout the lodge encouraged **mindful guest behavior and better care** for the facilities. This resulted in nearly **90% lower maintenance costs**, a **25% reduction in energy expenses** and **fewer cleaning hours** needed.



AND SATISFIED CUSTOMERS

Guests have been **consistently complimenting and appreciating** the implemented tactics. A **partner travel agency** also provided **positive feedback**, praising Butterfly Lodge's initiatives and seeing them as an **added value to the guest experience.**



MEET BUTTERFLY LODGE

A 5 room self-catered holiday rental,



located in Bohinj, Slovenia.



More at www.butterflylodge.si



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