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4 CASE STUDIES + ACTIONABLE TIPS

# HOW TOURISM BUSINESSES GET GUESTS TO DRINK TAP WATER



# CASE 1: IBIS STYLES LAVAUUR

## WHAT THEY DID

- Installed a water dispenser
- Provided reusable glasses
- Stopped offering bottled water (seminars, breakfast...)

## RESULTS

- 50% of guests used the water dispenser
- 30 plastic bottles / week eliminated from operations



# CASE 2: PARADISO NUMERO 4

## WHAT THEY DID

- Installed a water dispenser in common area
- Lent reusable bottles to guests

## RESULTS

- 53% of guests used and refilled reusable bottles during their stay



# CASE 3: HOSTEL HIŠA PR'BUĐKOVIČ

## WHAT THEY DID

- Installed a water fountain at reception with a screen tracking liters poured, bottles & CO<sub>2</sub> avoided
- Used street-level signs to attract passersby

## RESULTS

- 600 liters of tap water dispensed in 2 months



# CASE 4: HURTIGRUTEN SVALBARD

## WHAT THEY DID

- Installed water dispensers in guest and staff areas
- Provided reusable glasses and bottles

## RESULTS

- 8,500+ plastic bottles saved (per dispenser display)
- Bottled water sales went down



# TIPS TO GET YOUR GUESTS TO DRINK TAP WATER

Install dispensers in key locations guests naturally pass

Use signage to inform guests that tap water is safe to drink

Provide reusable glasses or bottles (to borrow or buy)

Reduce bottled water availability in your offer

