

Creating a plastic-free hotel

Client: Novotel London Tower Bridge

Sector: HoReCa

Location: London

Range: BRITA Top Pro

Being one of Accor's preferred suppliers for water filtration, coupled with the heritage of the brand, it was no surprise that BRITA was the nominated partner for the water program at Novotel London Tower Bridge. Located at the heart of the British capital and metres from the world-famous Tower Bridge, this hotel boasts of its commitment to sustainability and making efforts to change the mindset of customers, so that sustainability becomes a key factor they actively seek out, when choosing a hotel.

Under their commitment to sustainability, one of the key objectives of the hotel was to look for eco-friendly alternatives and removal of any single-use materials, driving a positive change towards hospitality. This is where BRITA stepped in, addressing some of the major environmental challenges currently faced by this sector and helping to create zero single-use plastic culture in hotels.



NOVOTEL

Novotel London Tower Bridge embraced the versatile Top Pro – a champion water dispenser by BRITA, on every floor of their hotel, dispensing premium, filtered water on demand for staff and guests at the touch of a button.

Expertly designed with an intuitive display, the Top Pro provides unlimited ambient, chilled still, semi-sparkling and sparkling water to cater to tastes of all customers. Guests are provided with glass bottles (BRITA Swing model) in their rooms, that they can refill themselves, and access on-demand filtered water on their respective floors when needed.

In addition to the rooms, this hotel also provides filtered water to its guests in the bar and restaurant with the BRITA Top Pro, bringing great tasting still or sparkling water to complement customers' food & beverage choices. This has encouraged the restaurant to advertise *filtered water as a sustainable offering* to its guests.

This hotel has also provided BRITA's reusable Wave bottles to all of its staff, helping to educate and empower them to take sustainable actions.

These initiatives have had a positive impact on the environmental footprint of the hotel, by significantly helping to manage single-use waste. The time and costs involved in the process of having to buy, store, refrigerate and transport bottles have been considerably reduced, thus leaving more time to focus on things that directly contribute to guest experience.



A research conducted by BRITA in the hospitality sector had revealed that **75% of customers would gladly use a water dispenser in a hotel** to refill their bottle in order to avoid buying single-use plastics. This comes as no surprise that the refill experience provided by the BRITA dispensers at Novotel London Tower Bridge has generated a very positive response from the guests.

Giada Melegoni, Front of House Operations Manager, Novotel London Tower Bridge

“ Since 2022 we have been using the BRITA dispensers to cater to water requirements of our guests on each floor as well as our bar and restaurant. We used to purchase about 70,000 bottles per year for the rooms alone which we have now completely eliminated! Having a dispenser on every floor has not only had a huge impact on waste control and a predicted 30% cost-saving for our hotel, this initiative has generated such a positive response from our guests, improving our overall ‘eco-friendly’ score in our customer satisfaction surveys.

Being sustainable in a hotel can come with certain challenges and uncertainties, but our recommendation would be to start by taking small steps. Customers are demanding higher sustainability measures from hospitality venues and by creating a hotel that reflects their values, you're also helping empower their drive for sustainability. Partnering with BRITA and investing in a water program has been an easy way for us to limit the environmental footprint of our establishment.”

For more information on how water dispensers can benefit your business, visit www.brita.co.uk/water-dispensers or call us on **0345 674 9655**