



Planet
before plastic

How BRITA VIVREAU is helping hotels
be even smarter about waste

The problem with plastic

Consumers want less single use plastic in their lives. We all do. At home, work, eating out, weekend escapes: the more sustainable, the better.

From the government's plastic ban to ever-rising costs, businesses are doing what they can to reduce hidden waste and meet customer expectations.

Plastic-free hotels are the future. It's time to join the fight against waste.



Consumer pressure

Customers want less greenwashing and more transparency

- According to research **34% of consumers** would stop buying from certain brands if they had ethical or sustainable concerns¹



Rising costs

Everything costs more – supplies, labour, energy

- Utility costs per available hotel room were **51% higher** in January 2023 year-on-year²
- Hospitality operating costs rose to **55.2% of turnover** in 2021³



Plastic ban

October 2023 sees a government ban on businesses selling single use plastic tableware*

- Plastic takes between **20 and 500 years** to decompose in landfill⁴
- More than **8 million tons** of plastic bottles end up in the sea each year⁵
- **77% of consumers** are in favour of the ban on businesses selling single use plastic⁶

*Plastic plates, trays, bowls, cutlery, balloon sticks, and certain types of polystyrene cups and food containers

You know what your customers want...

You're already working to meet customer expectations. By creating a hotel that reflects their values, you're also helping empower their drive for sustainability.

BRITA VIVREAU spoke to 2,000 UK consumers about what they expect from hotels in 2023. The findings reveal guests are not always comfortable asking for water refills in hotels or restaurants. By making sustainability the norm, you're helping shift consumer thinking in the right direction.



Customers want to make sustainable changes. Here's what they've been telling us...⁶



65%

of hotel guests would use a hot-water dispenser. 79% would use a cold-water dispenser to avoid buying single use plastics



17%

of guests would like to see plastic key cards replaced with keyless entry systems



24%

of guests said they would be uncomfortable asking to refill their water bottle in a 5* hotel



41%

of consumers believe water refill stations are the best way to reduce waste in hospitality



25%

of hotel guests want refillable shampoo and shower gel bottles

Other energy-saving measures favoured by guests include light sensors in rooms (21%) and only washing towels when requested (18%)

Hotel chains have made significant steps forward in meeting customer expectations, increasing profitability and doing right by the planet. But there's always more to do.

By continuing the fight against hidden waste, the hotel industry can feel optimistic about what the future holds. Here's how BRITA VIVREAU can help.



Ready to create a zero single use plastic zone? Start with your equipment.

Sustainable equipment choices can help you:



Reduce waste

Install a BRITA VIVREAU water dispenser to replace bottled water



Save money

Save energy with a water dispenser (versus a fridge full of bottled water)

Using a BRITA VIVREAU water dispenser reduces up to

86% of CO₂ each year

compared to bottled water

Bottled water is at least **500** times

more expensive than tap water in the UK



Make smart decisions

Boost your eco-credentials and keep your customers happy



Build strong supplier relationships

Work with a partner like BRITA VIVREAU to prioritise your sustainability goals

With good reason,

94% of hospitality businesses

say sustainability is an important factor when buying equipment⁶

At BRITA VIVREAU we are committed to supporting **customers' sustainability efforts**

and helping you thrive even in challenging climates

1. Deloitte. 12. RSM UK. 3. The Drinks Business. 4. United Nations. 5. National Geographic. 6. Research conducted by 3Gem with 2,000 hospitality consumers in the UK, February 2023. 7. The Guardian

Find out how we can support your business in its sustainability goals:

0345 674 9655

brita.co.uk/water-dispensers

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