

# 10 Steps to Become a Water Champion

The Kuoni Water Champion program is an initiative of Kuoni Travel Ltd. and aims to recognise hotels showing exemplary water management practices. It represents a unique opportunity for hotels to engage with customers on water saving activities and raise their awareness of critical water issues in Kenya. Moreover, it is a valuable tool in showcasing your hotel as a leader in corporate social responsibility.

## YOUR HOTEL COMMITS TO THE FOLLOWING ACTIONS

1. Commit to a long-term engagement on sustainable water management together with Kuoni
2. Purchase and install water meters in strategic locations in order to define water consumption throughout the hotel
3. Collect basic water consumption data and complete simple calculations through the worksheets detailed within this manual
4. Log water consumption over a period of a few weeks and analyse consumption per guest night
5. Implement water saving practices
6. Continue logging consumption data and calculate savings achieved
7. Report on your success and action plan to Kuoni
8. Commit to 'access to water' related community project
9. Demonstrate an increased level of guest awareness and participation
10. Show off your Kuoni Water Champion Award!



## PLEASE CONTACT

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**KUONI**  
EST. 1906

# Join now!

DON'T MISS YOUR CHANCE TO  
STAND OUT AMONG YOUR COMPETITORS.

# Kuoni Water Champion

EVERY DROP COUNTS

An initiative by Kuoni Travel Ltd. to implement efficient water management systems in Kenyan hotels.

# Benefits at a Glance

Using less water reduces your water bills, pumping costs, energy use and wear & tear of expensive machinery.

## REDUCE COSTS

Preliminary figures for past participants of the program near Mombasa showed a potential reduction in water consumption of 50,043 m<sup>3</sup> per year, for a savings of **1'000'863** KES per year.

Who isn't worried about future water supply? Whether on mains or borehole, these supplies are not guaranteed and using less on site will ensure that your hotel can continue to operate in the future.

## RISK MANAGEMENT

A survey by the World Travel Market showed that **53%** of hotel managers felt their business was already impacted by water shortages.

By reducing your water footprint you are putting less demand on this valuable (limited) resource and ensuring that the local community perceive you as a good corporate citizen.

## IMPROVE COMMUNITY RELATIONS

Tourists tend to consume much more water than the local population, leading to conflict over the resource. In one comparison, the average tourist consumes **440** litres per day, whereas the local population consumes less than 150.

Visitors want to know that their trip is not having a negative impact on the environment so let them know what you are doing. The award is great publicity and counts towards Ecotourism Kenya eco-rating credits.

## INCREASE CUSTOMER SATISFACTION

Trip Advisor found that **71%** of customers will make eco-friendly travel choices in next 12 months.