

Introducing the Hotel Water Measurement Initiative (HWMI)

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An initiative of

**BUSINESS
IN THE
COMMUNITY**

International Tourism Partnership: Driving responsible business within the hotel industry

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What is the Hotel Water Measurement Initiative?

A methodology and tool to calculate the amount of water used in a hotel per occupied room (and per guest night, where data are available) and per area of meeting space per hour.

Why HWMI?

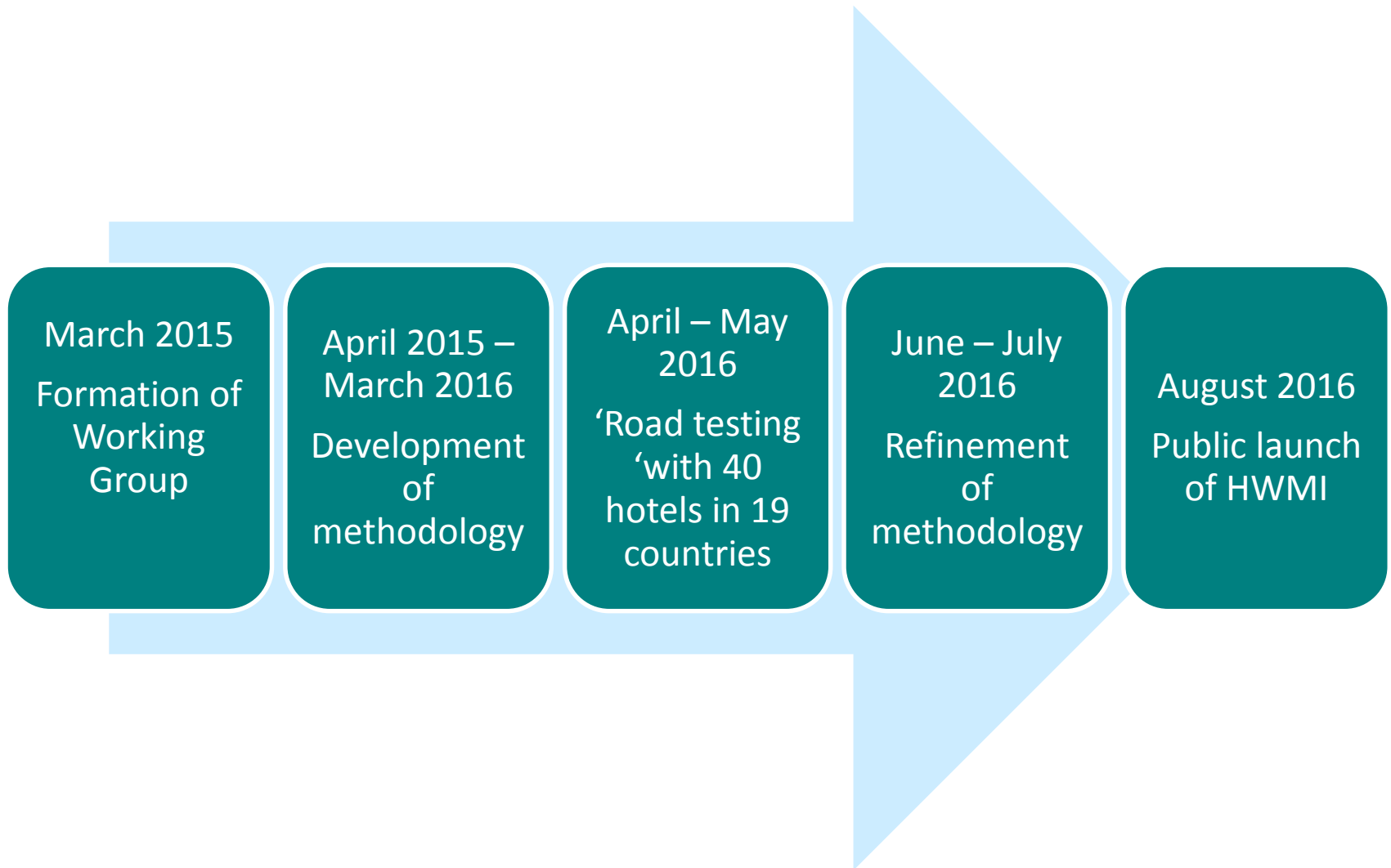
- Hotels can use more water per night than the local population, and are operating in increasingly water scarce areas
- Some hotels are not measuring water consistently, or at all
- Increasing need for transparency to investors and corporate customers
- We need to understand, contextualise and take action on our water use

The organisations behind HWMI

- The **International Tourism Partnership** brings together leading international hotel companies to provide a voice for environmental and social responsibility in the industry.
- **KPMG** is a global network of professional firms providing Audit, Tax, and Advisory services, operating in 152 countries.
- A **Working Group** of 18 global hotel companies

Working Group Members





Which water sources are included?

- **Included:**

- All water used within the hotel and its direct operations
- Metered municipal water, unmetered ground, surface and municipal water, water used in outsourced laundry, on-site waste water treatment, district chilled water, on-site desalinated water

- **Not included:**

- Water used in private space, by the activities of suppliers, in purchased products, used in off-site facilities, used in on-site staff accommodation, used at corporate offices
- Municipal waste water treatment, recycled water, harvested rainwater, water discharges, bottled water.

How does HWMI report water use?

- Annual water use for the property
- Water use per occupied room
- Water use per guest night (where data are available)
- Water use per area of meeting space per hour

Results		
Water withdrawn		Unit
Total water withdrawn (incl. outsourced laundry and unmetered water sources)	32,562,400	Litres, L
Total water withdrawn (deducing private space, if applicable)	32,552,400	Litres, L
Guest room use	10,850,800	Litres, L
All other uses	21,701,600	Litres, L
Guest room use		
Total guest room use	24,414,300	Litres, L
Guest room use (as a proportion of the total)	75%	NA
Meeting room use		
Total meeting rooms use	8,138,100	Litres, L
Meeting room use (as a proportion of the total)	25%	NA
TOTAL WATER USE	32,552,400	Litres, L

Why is this important?

- HWMI is the first consistent measurement specifically for hotels
- 18 global hotel companies came together to agree to measure and report in the same way
- HWMI increases transparency by enabling the hotel sector to respond consistently to RFPs
- HWMI demonstrates the hotel sector's commitment to water stewardship
- **Over 10,000 hotels** worldwide are anticipated to use HWMI within a year of its launch
- HWMI will facilitate consistent benchmarking across the hotel sector

Inge Huijbrechts, Vice President, Responsible Business, Carlson Rezidor Hotel Group

“HWMI is a big and important step for the industry, it is free and easy to implement, and will help us achieve a shared baseline for our hotels around the world.

Water scarcity is a pressing global issue which we are trying to address with water stewardship actions. HWMI will allow us to measure our water use in the same way than other hotel companies and will generate common awareness about the water footprint in tourism and travel.”



CARLSON

REZIDOR
HOTEL GROUP

What our members say;

- “We are thrilled that our industry once again has worked to align and drive sustainability by using a consistent methodology such as HWMI.” **Marriott**
- “Water stewardship is a key environmental issue for IHG and for our industry and HWMI will allow us to measure water use across the industry with a standardized approach. As more and more customers demand this level of transparency, this methodology gives a level-playing field for the whole industry and it’s a challenge we’re excited to take on.” **IHG**
- “Hyatt understands how important accurate and consistent data is for managing costs and environmental performance. We are therefore pleased to help lead the effort to define HCMI and HWMI with ITP and other organizations across our industry in to elevate the caliber of data we provide our corporate clients.” **Hyatt**
- “The hotel industry plays an important role in increasing awareness of this global challenge, and our collaboration to standardize measurement and reporting will assist us in communicating more effectively with our guests.” **Mandarin Oriental**

Thank you – any questions?

Download HWMI free of charge on our website

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