

# HOW TO MAKE YOUR ACCOMMODATION MORE **SUSTAINABLE**





## TOP TIPS FOR ACCOMMODATION

Sustainable tourism is on the rise and is arguably key to a better future for your **guests**, your **business**, and for the **environment**.

Many visitors are adopting a more sustainable way of living (and travelling) to reduce their carbon footprint. When searching for places to stay, they are looking for eco-friendly accommodation that employ green initiatives.

Therefore, it is important to make sustainable improvements to your **hotel**, **B&B**, **guesthouse**, **caravan park**, **camping**

**site** and **self-catering unit** to meet the needs and expectations of this growing market.

In this general guide, Visit West Norfolk will be highlighting some of the best sustainable practices for your business. Taking on board these initiatives can help you save money, reduce waste, stand out amongst competitors and lower your impact on the environment.

**Make smaller changes today for a greener, better tomorrow.**



## RECYCLING

Make recycling a standard procedure in your accommodation business.

Consider placing **labelled "Recycling" bins** next to general waste bins in rooms, caravan parks and on camping sites to encourage staying guests to recycle paper, cardboard, plastic, glass bottles, jars, tin cans and more.

## USE LESS PLASTIC

Reducing your plastics consumption can help conserve natural resources, protect the environment and save energy.

Did you know that 8 million pieces of plastic find their way into our beautiful oceans every single day? By using (and wasting) less plastic, we can reduce plastic pollution.

Why not **swap single-use** shampoo and conditioner bottles to re-fillable pump dispensers, **filter tap water** to reduce the use of plastic water bottles and provide guests with **biodegradable amenities** including wooden utensils, bamboo toothbrushes and paper straws.



## REDUCE WATER CONSUMPTION

There are multiple ways your accommodation business can limit water waste and conserve this precious resource. **Cover swimming pools** when not in use, **minimise ice machine usage**, transition to **low-water washing machines**, install modern **low-flush toilets**, and install **water butts** to harvest rainwater.



## REUSE

Encouraging staying guests to reuse amenities has many environmental benefits including reducing pollution and waste.

Consider implementing a linen and towel reuse programme. Instead of providing freshly laundered towels every day, install additional towel racks and create a sign to promote reuse. You could also encourage staying guests to reuse their linen for a day or two longer. These green initiatives can help save water (and reduce water costs).

Cut down on the use of disposable cups and bottles by providing **reusable coffee mugs** and installing a **water-bottle filling station** at your accommodation business.

## GO PAPERLESS

The increased use of QR codes during the COVID-19 pandemic has encouraged many businesses to go paperless.

Why not join them and minimise your carbon footprint by providing guests with **QR codes of leaflets and menus** instead of printed copies.

The online versions can be updated regularly without the use (and waste) of paper and ink.

You could also ask guests to **sign documents digitally** and encourage them to request **email copies of receipts** instead of printed.





## ECO-FRIENDLY CLEANING PRODUCTS

Did you know that many synthetic cleaning products contain toxic ingredients that are harmful to humans and the environment?

Toxic contaminants found in cleaning products wash up in rivers and streams and damage wildlife. The chemicals are also known to cause dry, irritated and itchy skin and can cause psoriasis and eczema flare-ups. Switching to **natural non-toxic cleaning products** is considered an eco (and guest) friendly alternative.

## SMART THERMOSTATS

**Smart thermostats** are cost-effective and environmentally friendly home efficiency systems used to reduce energy demand from fossil-fuelled power plants.

The thermostats are connected to central heating systems (boilers and air conditioning) and can be remote-controlled from any smart device.

The smart technology learns household heating patterns and contains a presence sensor to adjust room temperatures.





## EV CHARGING POINTS

As more drivers are switching to electric, businesses are choosing to become more environmentally responsible. Installing **EV Charging Points** can help future proof your accommodation business and meet the needs of this growing market.

## ENERGY EFFICIENT LIGHTING

Installing **energy-saving light bulbs** can lower your carbon footprint and the cost of your electricity bills. They last up to 12 times longer than traditional light bulbs and emit the same amount of light using far less energy.

You might also want to consider installing **motion sensor lights** in your guest rooms. The lights will automatically turn off when a room is unoccupied, and you will feel safe knowing that you are not wasting electricity.



## GET INVOLVED

A great way to make your accommodation business more sustainable is by **getting involved with your local community**.

Why not plant a tree? Tidy up your local area and organise a beach clean or regular litter pick? Grow fresh fruit and vegetables in a community garden? The opportunities are endless!

**The information and materials included in this guide comprises a summary of popular or otherwise mainstream views, hints and tips on sustainability in a business context; they do not constitute legal or other professional advice.**

**You should consult your professional adviser for legal, business or other related advice.**

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