

# How *water-saving technology* can lead to cost savings for hotels

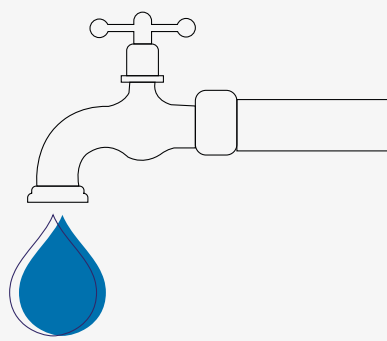
Rising water demands are a pressing issue as global consumption is expected to surge 50 percent by 2030. The hospitality industry is a significant contributor, accounting for roughly 15 percent of water use in commercial buildings in the US alone. This is particularly concerning as a quarter of the world's population already experiences severe water scarcity.

**~15%** Hospitality accounts for ~15% of water use in commercial and institutional buildings in the US.

In hotels, restrooms, laundry, landscaping, heating and cooling, and food and beverage services consume the most water. Water prices are also increasing faster than inflation –

US water and wastewater prices have increased by almost 30 percent from 2012 to 2019.

**30%**



To address this challenge, state and local governments, hotel management, and maintenance personnel must collaborate to implement water-saving measures. This way, the hospitality industry can ensure a sustainable future for both its business and the environment.

## Wash efficiency boosts annual savings

The hospitality industry can leverage cutting-edge laundry solutions to combat rising water and energy costs. Optimized detergents and machines significantly reduce water and energy usage. For instance, ozone laundry systems boast impressive results, delivering 20 to 35 percent water savings and an impressive 75 to 95 percent energy reduction. Success hinges on two key factors: training staff on efficient load management and securing investments in these upgrades.



### Sustainability in action

Aquanomic Low-Temp Laundry Solids enable shorter, more water-efficient wash cycles.

A 160-room hotel using this system achieved a **40 percent water reduction**.

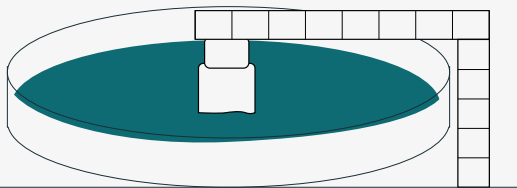
**40%**

**\$450,000**

Kinseth Hospitality, a US hotel development and management company, reported a remarkable **annual savings of around \$450,000** which is attributed to adopting Aquanomic.

## Water recycling can maximize ROI

In a bid to comply with wastewater discharge restrictions, hotels are exploring innovative solutions. On-site wastewater treatment facilities can slash water consumption by 24 percent. This treated water can then be reused for toilets, HVAC cooling systems, and other non-potable applications.



### Sustainability in action

Host Hotels & Resort, an American real estate investment trust that invests in hotels, installed a wastewater recycling laundry system.

**70%** This resulted in a **70 percent reduction** in water usage,

along with a substantial return on investment of **\$40 million** achieved through various energy and water-saving projects.

**\$40**million

## Point-of-use programs benefit the environment and the bottom line

Hotels can achieve significant water savings without breaking the bank. WaterSense, a program sponsored by the US Environmental Protection Agency (EPA), encourages water efficiency in the US.

Implementing EPA WaterSense certified fixtures like toilets and faucets can slash water usage by over 20 percent, with a payback period of less than two years. Additionally, linen and towel reuse programs, with clear communication and guest incentives, can reduce laundry water use by 17 percent.



### Sustainability in action

Caesars Entertainment, an American hotel and casino entertainment company, is a good example of the power of such strategies. By implementing an opt-out linen cleaning program, utilizing drought-resistant landscaping, and upgrading to efficient laundry systems,

the company saved **200 million gallons of water annually**.

**200**million

**\$17**million

Its commitment to water conservation has translated to **\$17 million** in annual savings across 110 projects.

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Tyler Williams

Deputy Head, Americas Sustainability  
[tyler.c.williams@capgemini.com](mailto:tyler.c.williams@capgemini.com)

Farah Abi Morshed

Senior Growth Strategy Manager, Americas  
[farah.morshed@capgemini.com](mailto:farah.morshed@capgemini.com)

Sazia Nowshin

Lead Sustainability Consultant, Americas  
[sazia.nowshin@capgemini.com](mailto:sazia.nowshin@capgemini.com)