

# Join Water CHAMP



**The FREE and  
Easy Way for  
Hotels and Motels  
to Save Money  
While Helping the  
Environment**



## Discover Why Hotels and Motels Embrace Water CHAMP

Since 2002, the **Water Conservation Hotel and Motel Program** (Water CHAMP) has provided free materials to hotels and motels in Southwest Florida to foster water conservation. More than 430 Florida hotels and motels currently enjoy the financial and environmental benefits of the free program. The South Florida Water Management District is now introducing this program to hotels and motels within the central and southern part of the state in partnership with the Southwest Florida Water Management District.

Participating properties receive professional, attractive and easy-to-read informational materials **free of charge** to educate guests and encourage water conservation. The materials, which are placed in the guest rooms, invite guests to use their towels more than once and have their bed linens laundered every third day of their stay. In South Florida, Water CHAMP properties also receive high-efficiency bathroom aerators for all guest rooms. With the installation of these aerators, the water savings is immediate.

Water CHAMP benefits include:

- Increasing your bottom line
- Protecting precious natural resources
- Escalating media exposure
- Tapping into traveler demands
- Meeting guest expectations



# The Many Benefits of Water CHAMP

## Increasing Your Bottom Line

Joining your fellow hotels and motels in conserving Florida's water is easy and costs you nothing. Become a Water CHAMP and you can:

- Reduce the amount of detergent your property purchases
- Save money on your water utility bill
- Decrease the amount of your electric bill through energy savings

## Protecting the Environment

Tourists flock to Florida to enjoy sandy beaches, scenic lakes and meandering rivers. Water CHAMP properties help conserve these valuable resources for future generations by saving water and reducing wastewater.

The 430 properties participating in Water CHAMP in Southwest Florida are reducing their water consumption by more than 181 million gallons each year. Based on a 2008 water use audit of more than 100 of the participating hotels and motels, Water CHAMP participants can expect to save approximately 20 gallons of water per occupied room per night.

Launched in 2004 by the Florida Department of Environmental Protection, the Florida Green Lodging program established environmental guidelines for hotels and motels to conserve natural resources and prevent pollution. Participation in South Florida's Water CHAMP supports the water conservation component of the statewide Green Lodging designation process.

*“With almost 50 percent of Florida’s visitors staying in hotels, the lodging industry plays an important role in protecting our environment.”*

*– Michael W. Sole, Secretary  
Florida Department of Environmental Protection*

## Escalating Media Exposure

Water CHAMP properties are listed in online Water CHAMP publications. In addition, government agencies are encouraged to use Water CHAMP and Florida Green Lodging listings when planning conventions and workshops.

## Tapping Into Traveler Demand

Research shows that more than 75 percent of U.S. travelers feel it is important that their visits not impact the environment. Also, more than two-thirds of Australian travelers and 90 percent of British tourists consider active protection of the environment to be part of a hotel's responsibility.

## Meeting Guest Expectations

Surveys show a 98 percent guest approval rating for Water CHAMP. According to Project Planet, which produces the program's materials, 68 to 72 percent of guests participate in the program.

### Pillow card



### Towel card



**It's FREE and Easy!**

Water CHAMP is part of a larger effort to promote water conservation and help protect the water resources of South Florida.

**Table brochure**



**YOU**

**CAN**

**CHANGE**

**THE**

**WORLD.**



**Conserve water & energy...**

We invite you to join with us to conserve water by using your linens and towels more than once. In addition to decreasing water and energy consumption, you help us use fewer environmentally harmful chemicals and reduce the amount of detergent waste water that must be recycled within our community.

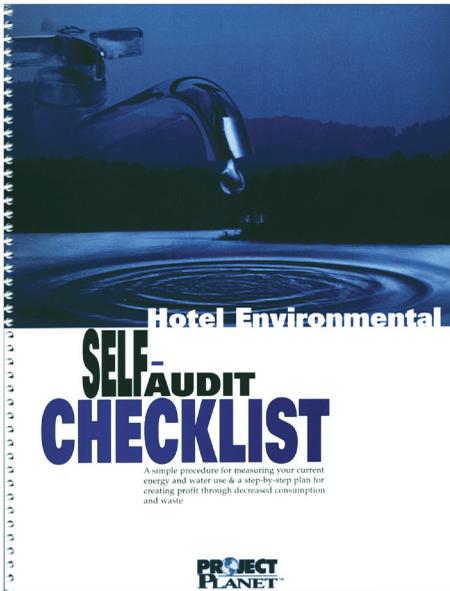
Help us in protecting the earth's natural resources for future generations to use and enjoy.

**...and help us save nature's resources.**

The Project Planet initiative is estimated to save thousands of gallons of water and hundreds of gallons of detergent annually at each participating property. In addition, we encourage the following:

- Recycle paper, aluminum, cardboard, and other items where possible.
- Look for opportunities to buy more environmentally friendly products.
- Provide smoke-free guestrooms and dining in our restaurants, where available.
- Change linens every three days or upon request and towels only as needed when guests stay more than one night. This initiative is estimated to save over 70,000 gallons of water and 500 gallons of detergent annually at each medium-sized participating hotel.
- Use more environmentally friendly cleansers and detergents.

**Will you help us? One person can make all the difference in the world.**



**Self-Audit Checklist booklet**



**Faucet Aerator**



**Training DVD**

## Become a Water CHAMP Today!

Sign up today to join the Florida hotels and motels that are already saving money and protecting the environment by becoming Water CHAMPs!

Upon verification that your property has successfully begun implementing the program, you will receive a certificate to display in your lobby announcing your status/designation as a Water CHAMP property.

Full participation in South Florida Water Management District's Water CHAMP means that your property is moving toward fulfillment of the water conservation criteria for Florida Green Lodging designation, pending verification by the Florida Department of Environmental Protection. Visit [www.dep.state.fl.us/greenlodging](http://www.dep.state.fl.us/greenlodging) for more information.

### **For more information or to sign up for Water CHAMP, contact:**

South Florida Water Management District  
Water CHAMP Coordinator  
Telephone: 561-682-2054 / 1-800-432-2045 ext. 2054  
Email: [WaterCHAMP@sfwmd.gov](mailto:WaterCHAMP@sfwmd.gov)  
Online: [www.savewaterfl.com](http://www.savewaterfl.com)



*“Water CHAMP is already a successful example of how seemingly small actions can add up to big water savings. The growth of the program in the Florida Keys will allow more hotel and motel owners to realize its benefits while helping the District protect the regional water supply.”*

*– Carol Ann Wehle  
Executive Director  
South Florida Water Management District*

*“We are pleased to see Water CHAMP continuing to expand in the Florida Keys,” said SFWMD Governing Board Chairman Eric Buermann. “We would like to thank our two new partners for their commitment to helping us protect the regional water supply.”*

*– Eric Buermann  
Governing Board Chairman  
South Florida Water Management District*





For more information on water conservation,  
visit [www.savewaterfl.com](http://www.savewaterfl.com) or call 1-800-432-2045



[sfwmd.gov](http://sfwmd.gov)

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