



### 3 reasons why involving guests in sustainability pays off

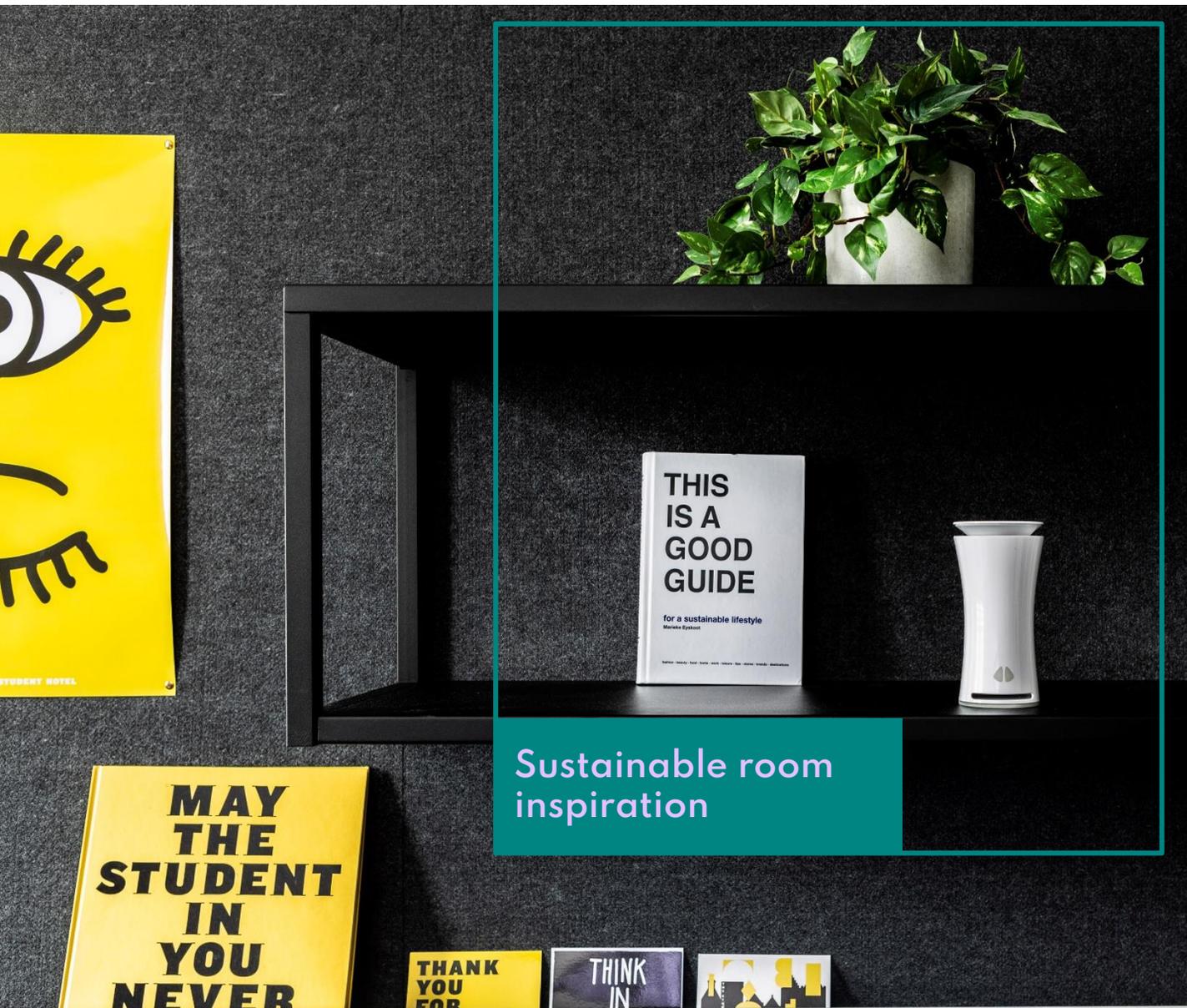
## Why involve guests in sustainability?

Asking your guests to actively participate in your sustainability goals **visibly** shows your guests that you are making a difference and if done well, guests rate their stay as more enjoyable & inspirational! Here are **3 reasons** why involving guests in sustainability pays off.



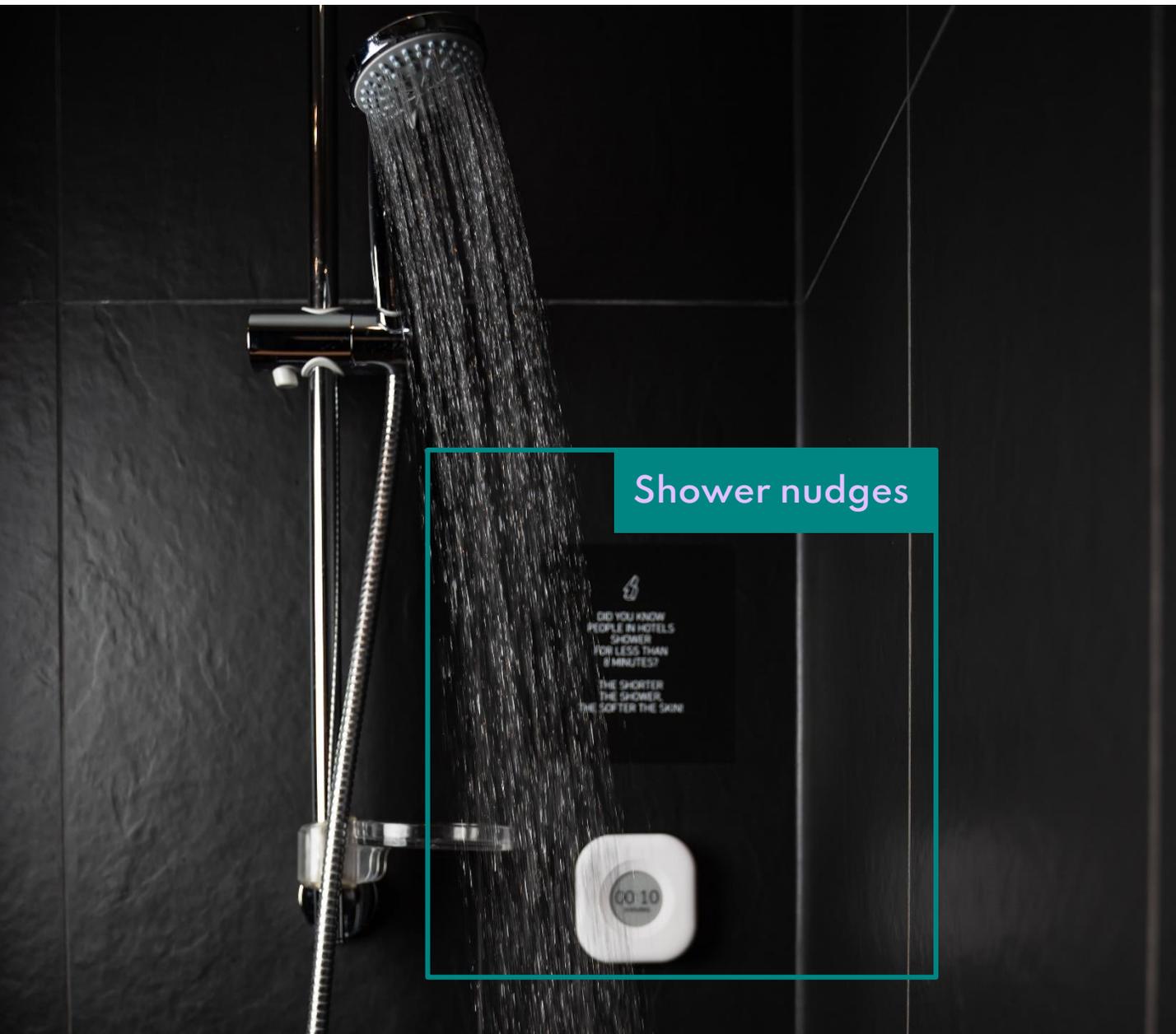
## #1. Guests are 55% happier in sustainable rooms

A more sustainable room including circular furniture, inspirational green elements, and catchy innovations to nudge shorter showers and less-liter toilet flushes has lead to guests at The Student Hotel Amsterdam City being **55% more enthusiastic** about the room compared to an average room. This is based on our first findings from the Sustainable Stays Living Lab project at TSH.



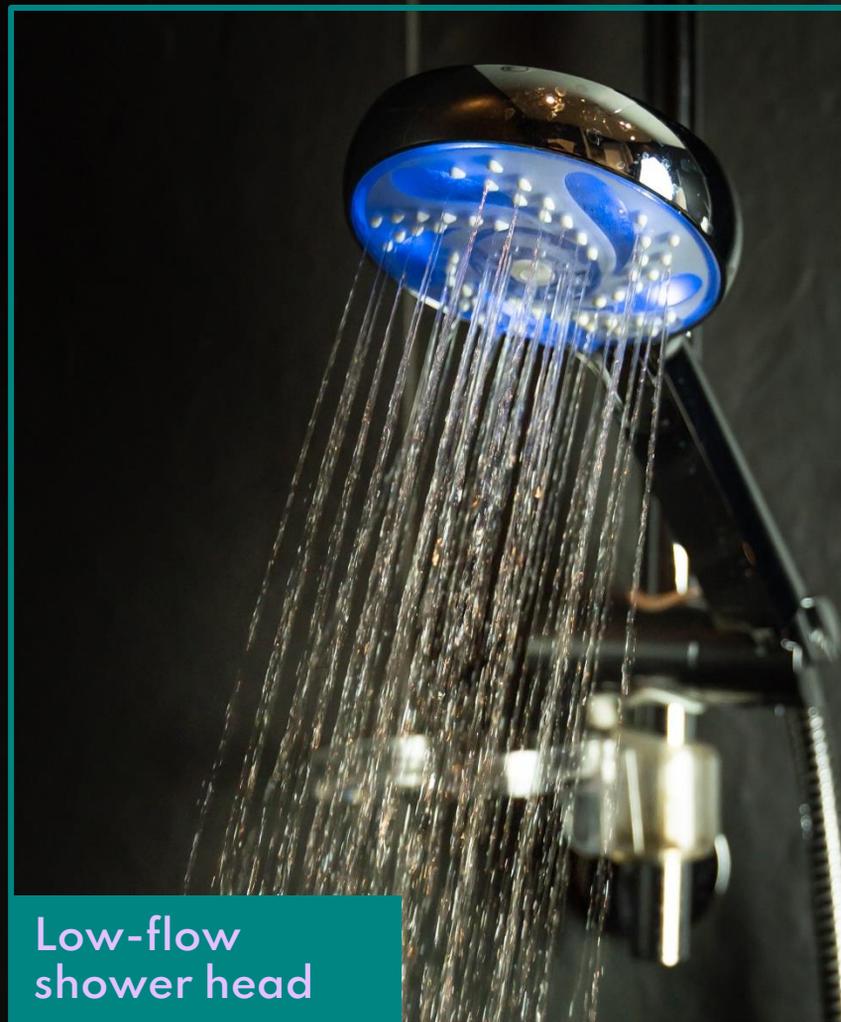
## #2. Guests use 15-20% less water

Shower devices that motivate guests to take shorter showers save on average 15-20% on water. Knowing which device will work best for your guest depends on their profiles. For instance, if you know your average guests would like to participate in helping you save water, choosing an intervention that **actively** involves the guest to take a shorter shower, like a shower timer with a message could work well.



### #3. 10% CO2 reduction from motivating shorter showers

A lot of energy is used to heat up water for showers, and this is a great additional advantage of using a shower intervention. This helps you meet your sustainability goals or eco-certification.



## BOOK A QUICK SCAN

Do you want to know how to **truly** change guest behavior and get **closer** to your sustainability targets? Sign up for a quick-scan with us. You get:

- 3 low-cost intervention suggestions specific to your strategy based on our tested pool of >30 innovations
- 3 sustainability communications improvement tips based on our behavioral science expertise
- 1 document with the above plus implementation advice from our lessons learned from real-life tests

**Investment: €350.** All that is required from you is a call with us to discuss your sustainability strategy and a video of one of your hotel rooms. Contact [Kelsey Wilson](#) to schedule a call right away.

[Get in Touch](#)

## About Innovation Lighthouse

Putting sustainability into action can be a real challenge. At Innovation Lighthouse, we set hotels up for success with our tried and tested sustainability solutions. We've tested more than 30 innovations in our living labs. In working with us, our hotel clients like The Student Hotel, Meininger Hotels, and StayOkay have saved water, energy, and waste - and continue to have happy hotel guests.

