

Water Conservation

TOURISM INDUSTRY TOOLKIT

AUGUST 2023



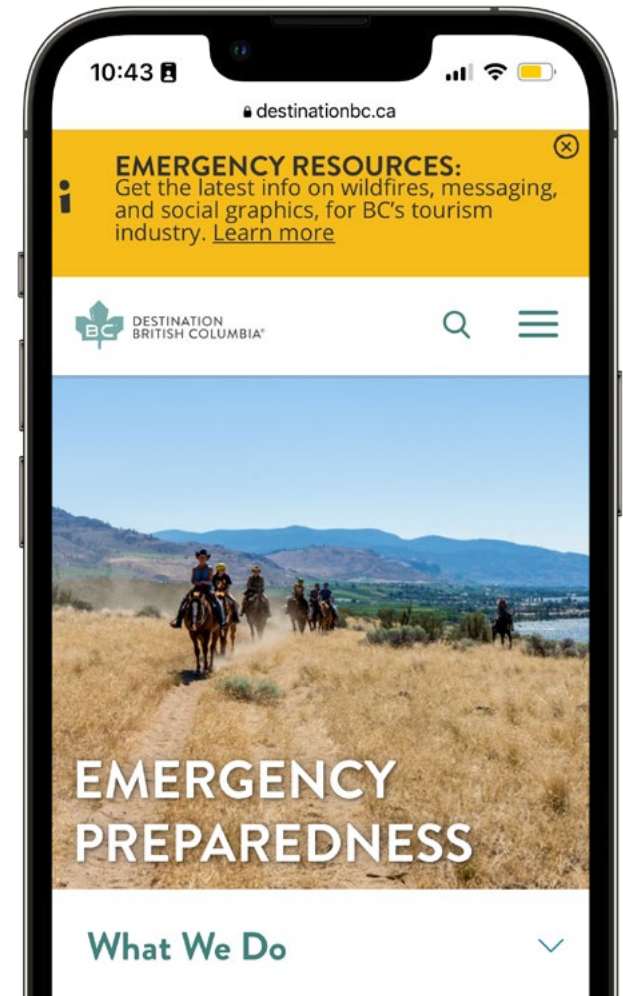
DESTINATION
BRITISH COLUMBIA®

BC's tourism industry can play an important role in championing water conservation, inspiring both residents and visitors to protect one of our most precious resources.

Every drop counts, and by recognizing and promoting our shared responsibility, together, we can protect the destinations we love. This document includes official resources, and suggested actions & messaging for BC tourism industry partners to help champion responsible water usage.

OFFICIAL LINKS & RESOURCES:

- [Destination BC Emergency Resources](#)
- [Tourism Emergency Management Committee Responsible Travel Graphics](#)
- [Government of BC - Response to Drought Conditions](#)
- [BC Drought Information Portal](#)
- [Tourism Sustainability Network Water Management](#)



Water Conservation

TOURISM INDUSTRY TOOLKIT

AUGUST 2023



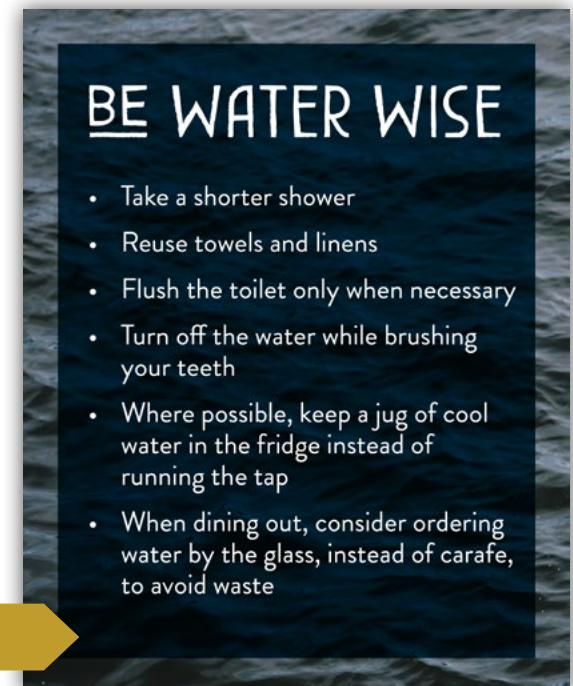
WHAT DMOs/BUSINESSES CAN DO

Water Conservation Tips for **Industry**:

- Follow local and [provincial](#) water restrictions and water-use rules from your local or regional government, water utility provider or irrigation district
- Review essential water use and reduce non-essential water use
- Recycle water used in business operations: Don't pour water down the drain when there might be another use for it
- Use water-efficient methods and equipment, where possible
- Check all plumbing for leaks and maximize water system efficiencies
- Brainstorm with your team on ways you can make your business/organization Water Wise, and share these tips with your customers/partners

Water Conservation Tips for **Visitors**:

- Take a shorter shower
- Reuse towels and linens
- Flush the toilet only when necessary
- Turn off the water while brushing your teeth
- Where possible, keep a jug of cool water in the fridge instead of running the tap
- When dining out, consider ordering water by the glass, instead of carafe, to avoid waste



Download Me -->

Water Conservation

TOURISM INDUSTRY TOOLKIT

AUGUST 2023



DESTINATION
BRITISH COLUMBIA®

Suggested Additional Consumer Messaging:

- Responsible travel means that the experience creates a positive impact for all involved, including the communities we visit — and we all have a role to play.
- The tourism industry in BC continues to undertake responsible business practices to help conserve water, and we're asking our guests to do the same by following these simple tips that can make a big difference.
- Know Before You Go: reach out to the in-destination Visitor Centre or your accommodation to learn more about local water restrictions and guidance, and how you can make a positive impact while you're there.
- Every drop counts, and by recognizing our shared responsibility, together, we can support and protect the communities and resources that we love.



Action Items:

- ☐ Follow the Province's water conservation tips, and familiarise yourself with the latest water restrictions and recommendations in your area.
- ☐ Download and share the Water Wise responsible travel infographic/suggested messaging through your channels.
- ☐ For businesses, reach out to your booked guests to share the latest messaging, tips, and restrictions (when applicable).
 - * TIP: consider adding this messaging to your booking confirmation/reminder emails.

Water Conservation

TOURISM INDUSTRY TOOLKIT

AUGUST 2023



WATER CONSUMPTION TRACKING FOR ACCOMMODATORS

Source: BC Hotel Association & GreenStep Solutions

The BC Hotel Association and GreenStep Solutions have provided useful tools and templates to help accommodators understand their rates of water consumption and identify opportunities for water conservation, while setting a benchmark to track monthly/yearly improvements. Other tourism industry members and businesses can adapt these tools, where applicable, for their own assessment needs.

Desktop Analysis Measurement Steps

- ☐ Create a water audit spreadsheet (see [Water Tracker Template](#)) using a spreadsheet software such as Microsoft Excel or Google Sheets
- ☐ Track your monthly, quarterly, and/or annual water costs and/or consumption, if metered
 - If available, sign up for an online account with your water utility provider
 - If using reservoir water, install a wireless water meter to monitor usage
- ☐ Analyze water consumption compared to contributing factors such as occupancy rate, time of year, etc.
- ☐ Compare annual consumption rates, and chart progress towards your reduction goals
- ☐ Conduct an annual review of this data with your Green Team to see how your data is trending, and if you are reducing water consumption

Water Conservation

TOURISM INDUSTRY TOOLKIT

AUGUST 2023



Water Fixtures Audit & Consumption Calculations

For hotels that want to reduce their rates of water consumption, additional measurements can be taken in addition to the desktop analysis. Performing a fixture audit and per guest or per room consumption calculation will reveal insights into opportunities for water efficiency improvement and consumption reduction.

Step 1: Take Inventory

☐ Main water meter Sub water meter

- Sub water meters are typically installed for all specialized equipment, such as cooling towers, boilers, irrigation systems, and refrigeration units. Submetering has risen in popularity over the last decade in complex facilities for the purpose of significantly improving water and energy efficiency, as well as detecting leaks and equipment issues.
- We recommend installing sub meters if you have not already done so. The [Canada Utility Solutions](#) Submetering is a great place to start.

☐ Flow rates

- Most equipment will have labels or manuals that tell you this information. If not, take a timer and a bucket with a known volume (i.e. 1 liter), to test and calculate this yourself.
- To calculate cubic meters per hour, estimate the number of hours water-consuming equipment is in use. Then, multiply this number by your liter per hour rate (to get liters per hour, multiply your liter per minute rate by 60). Lastly, divide by 1,000 to get cubic meters per hour.

$$\text{Cubic meters per hour} = \frac{\text{Hours of operation} \times \text{liter per minute} \times 60}{1000}$$

Water Conservation

TOURISM INDUSTRY TOOLKIT

AUGUST 2023



Step 1: Take Inventory Cont'd...

- ☐ Water-saving fixtures, such as flow restrictors
- ☐ Whether specific fixtures or equipment use hot or cold water
- ☐ Whether specific fixtures or equipment require treated or filtered water, or currently use recycled water
- ☐ Note water use in specialized equipment (evaporative cooling towers or boilers) and any machinery that uses single-pass cooling
- ☐ The number of heads on the irrigation system, and the the flow rates of each fixture connected to the system

Step 2: Implement Monitoring Systems

- ☐ Implement monthly water meters checks
 - Take note of all submeters and create a spreadsheet that tracks them. If this is the first time you are checking them and want to get through the process quickly, you can check your water bills
- ☐ Implement valve, faucet, toilet and other fixture leak checks once monthly
 - Make notes and then ensure a process is in place for the maintenance team to take this information and resolve the issues.

Step 3: Find your Baseline

- ☐ Find your liters used per guest per night
 - Average consumption per room per night is 301 liters for hotels with swimming pools, and 85 liters for hotels without.
- ☐ Find your liters used per room per year
 - Average consumption per room per year is about 331 kilolitres (331,000 liters).
- ☐ Find your approximate liters utilization per operation per month (i.e. housekeeping, laundry, kitchen/room service, pool and spa)

Water Conservation

TOURISM INDUSTRY TOOLKIT

AUGUST 2023



DESTINATION
BRITISH COLUMBIA®

Resources

- Online Tool: [Energy Star Portfolio Manager](#)
(can track water in addition to energy)
- Template: [Water Tracker Template](#)
- Service: [Canada Utility Solutions Submetering](#)

INDUSTRY EXAMPLES:

Tourism industry partners around the province are doing their part to implement responsible business practices and inform their guests of the measures being taken to conserve water, and why. If you know of a BC tourism or hospitality business doing great work in this area, please share it on LinkedIn and [tag us](#), or [email media.relations@destinationbc.ca](mailto:email.media.relations@destinationbc.ca).

Shelter Restaurant, Tofino

(Posted by @shelterrestaurant July 19, shared with permission)

