



H₂Otel Challenge Tips for Recruiting

We're so excited that you want to recruit hotels to [sign up](#) for the WaterSense H₂Otel Challenge! We know it's not always easy to start the conversation with a new organization—or even to know where to begin in the first place. We hope you'll find these tips useful as you begin your recruiting.



Get to Know the Hotel

- Research the hotel. Its website might have information on its sustainability efforts.
- Determine if the hotel participates in any green lodging or certification programs, such as TripAdvisor Green Leaders, Green Globes, or another green initiative.
- Try to find out if the hotel is owner-operated or if a third party manages the property.
- Find out who tracks the utility data for the entire facility—an individual or multiple departments
- Contact the local water, wastewater, and energy utilities to see if the company is eligible for rebates and other economic incentives for retrofit and replacement programs.

Who to Contact

- Hotels and hospitality organizations in your service area or your membership base.
- Individuals to target (varies by property type and operating model):
 - Hotel Manager
 - Hotel Facility Manager
 - Maintenance Superintendent
 - Operations Manager
 - Sustainability Manager
 - Facility Engineer
- If you can visit in person, start with the front desk and ask who is the best person to talk to.
- Don't be afraid to pick up the phone and call. Sometimes a conversation provides the personal touch you need to spur the hotel's participation.

The “Pitch”

- Water and energy costs continue to rise, reducing profit margins.
- Saving water can also save energy, which maximizes cost savings and efficiency while improving profit margins and increasing return on investment.
- The WaterSense H₂Otel Challenge is an opportunity for the hotel to learn how to save water and get recognized for its efforts. Hotels can participate by assessing their water use;

changing fixtures, appliances, and/or operating procedures to decrease its water use; and tracking the results.

- The WaterSense program will provide free resources to help the hotel identify conservation projects and reduce water use over time.
- Increase competitive edge in the green travel marketplace. A [recent survey](#) by TripAdvisor found that 79 percent of travelers place importance on choosing eco-friendly accommodations.
- Save operating costs, meet corporate sustainability goals, and customer expectations simultaneously.
- Utility rebate and technical assistance programs might be available to help implement water savings projects.

How to Encourage Hotels to Take the Plunge

- Remind the hotel that water savings are not limited to major renovations or equipment retrofits.
- Many savings can be gained from changes to operation and maintenance standard operating procedures or user behaviors.
- Start with a facility assessment or walk-through to identify potential water savings areas using the [Water Assessment Worksheets](#).
- The [WaterUSE Tool](#) can help provide water, energy, and cost savings estimates to help prioritize projects.
- Rebate and technical assistance programs in local area can help them implement the changes.

