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# Measuring in context: The Destination Water Risk Index

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*Responsible hospitality for a better world*

# A global issue...

**Water risk is a critical threat to businesses across the globe**



In 2030, water demand  
will exceed supply by  
**40%**



**Sustainable  
Hospitality  
Alliance**

1. World Economic Forum

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...with big impacts for hotels

Major cities have had to ration water, which has dramatic effects on local populations, economies and businesses.



**\$65million**  
shortfall in hospitality  
income during Cape  
Town crisis





# A privilege, not a right



Sustainable  
Hospitality  
Alliance

# Using the collective power of the industry to deliver impact locally and on a global scale



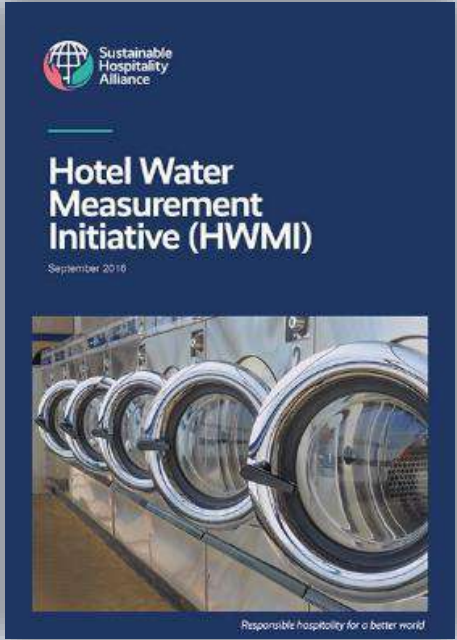
**35%**  
of the global  
industry by rooms

**45,000**  
hotels

**CEOs**  
and C-Suite  
members



# Developing world-recognised free tools and resources



Our Hotel Water Measurement Initiative has been recognised by the UNDP as one of the most effective benchmarking tools for the industry globally.



## Water stewardship

We support the industry to embed water stewardship programmes to identify ways to address water scarcity, improve water-use efficiency and reduce the number of people affected by lack of water.



**30,000+**  
hotels using Hotel Water  
Measurement Initiative  
(HWMI)

# Destination Water Risk Index

August 2018



In collaboration with



- Water risk varies dramatically at the destination level
- Hospitality industry is growing rapidly in certain destinations
- Climate change is driving water scarcity in new locations
- Hotels must be conscious of their impact on the local community

# Mapping areas of **high water stress** against areas of **high hotel growth**



**Cutting-edge  
intelligence**



**Unique analysis  
of water risk**



**Help hotels  
understand financial  
implications**

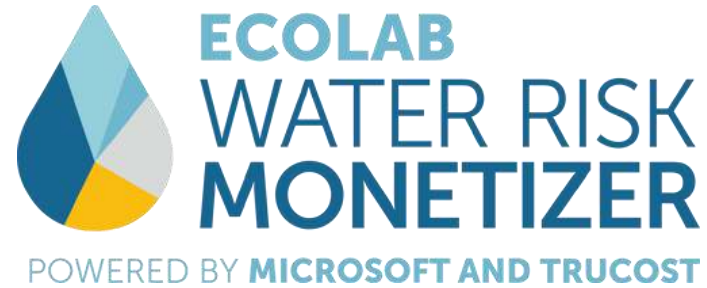


# 68 destinations evaluated

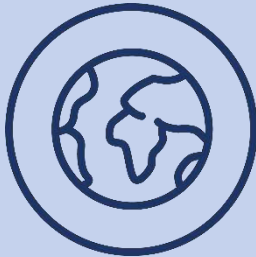
Using data from:



WORLD  
RESOURCES  
INSTITUTE



# 12 high-risk destinations identified



**12 highest-risk locations are all in Asia**



**Bali and Mumbai have highest overall risk**



# Other key insights



**7 locations with high/extremely high current and future water stress**



**10 destinations with extremely high water risk premium**



**10 destinations with high/extremely high hotel pipeline growth**



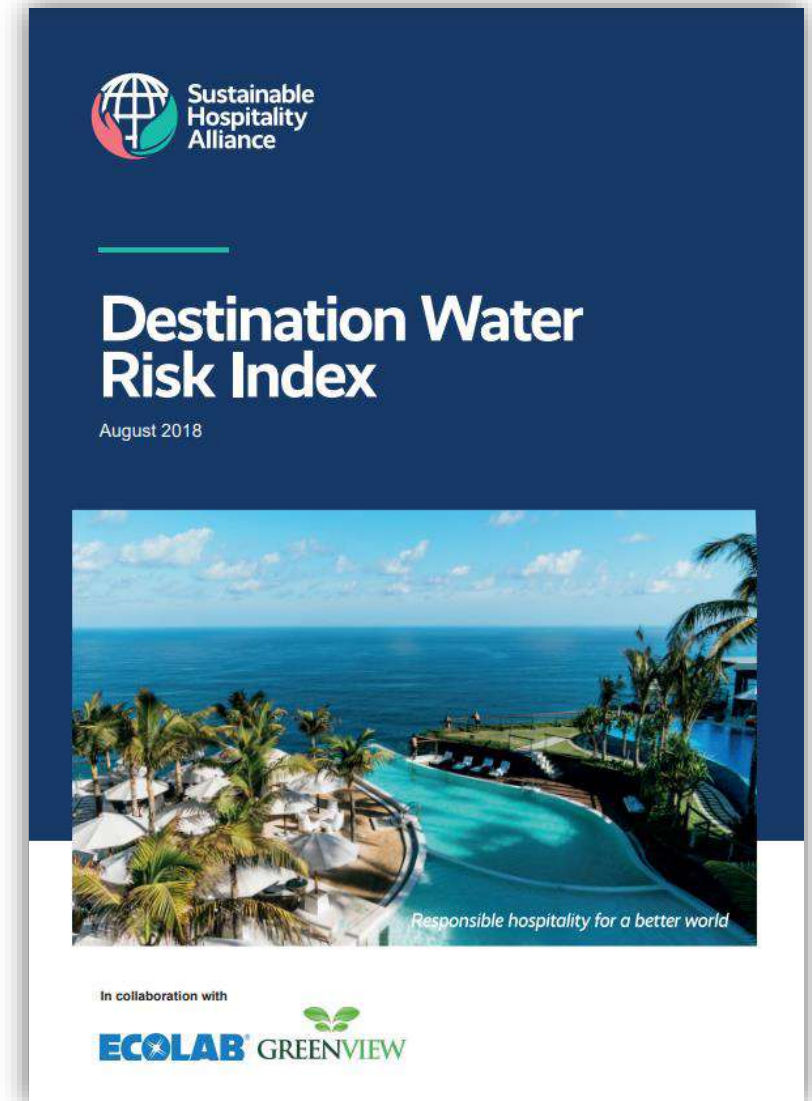
**Key recommendations for improved water stewardship practices**

# Why encourage use of DWRI?

## The index can help hotels to:

- Assess incoming water risk
- Evaluate potential financial implications
- Plan for the future
- Develop informed water stewardship strategies

**v2.0 in development**





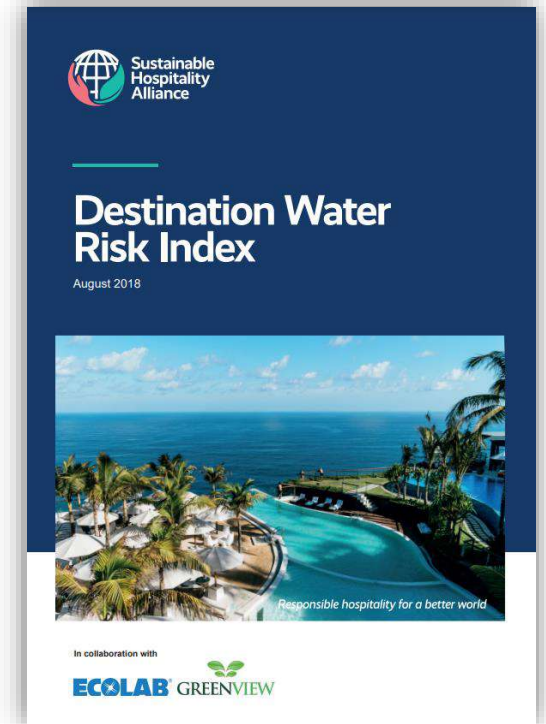
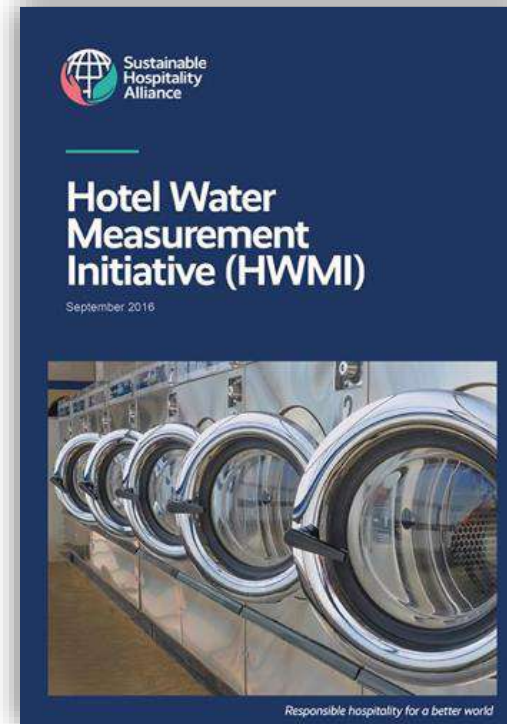
# How you can help



**Share our resources with businesses**



**Help inform the next update of DWRI**



Available at: <https://sustainablehospitalityalliance.org/resource/destination-water-risk-index/>

Available at: <https://sustainablehospitalityalliance.org/resource/hotel-water-measurement-initiative/>

# *Responsible hospitality for a better world*

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