Measuring in context: The Destination Water Risk Index

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A global issue…

Water risk is a critical threat to businesses across the globe

In 2030, water demand will exceed supply by 40%
Major cities have had to ration water, which has dramatic effects on local populations, economies and businesses.

$65 million shortfall in hospitality income during Cape Town crisis
A privilege, not a right
Using the collective power of the industry to deliver impact locally and on a global scale

- ACCOR
- ARABELLA HOSPITALITY
- BWH Hotel Group
- CAESARS ENTERTAINMENT
- DEUTSCHE HOSPITALITY
- Dorint Hotels & Resorts
- Four Seasons Hotels and Resorts
- Hilton
- HYATT
- IBEROSTAR GROUP
- IHG HOTELS & RESORTS
- ITC HOTELS RESPONSIBLE LUXURY
- Jumeirah HOTELS & RESORTS
- Kerten Hospitality
- Marriott International
- The Merrion
- Radisson HOTEL GROUP
- Scandic
- Soneva
- Whitbread
- Wyndham Hotels & Resorts

- BVA BDRC
- Colliers
- Drees & Sommer
- EY
- KALDEWEI
- MINDCCLICK
- PACE DIMENSIONS
- Rabmer Gruppe
- Union Investment
- Sustainable Hospitality Alliance

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)

Measuring in context: The Destination Water Risk Index
• 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

ECOLAB WATER RISK MONETIZER

POWERED BY MICROSOFT AND TRUCOST

GREEN LODGING TRENDS REPORT 2018
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