



CASE STUDY PORTFOLIO

Savings



>200t p.a.



Up to 38%



Up to 20%



Up to 34%



Up to 34%



Up to 29%

CASE STUDIES

- 1 EUROPE'S LARGEST ATTRACTION
- 2 LANGDALE LEISURE
- 3 CRYSTAL CREEK MEADOWS
- 4 DAINTREE WILDERNESS LODGE
- 5 MAGNUM SERVICED APARTMENTS

1 EUROPE'S LARGEST ATTRACTION



Problem

Europe's biggest attraction, with several hotels and self-contained accommodation facilities that welcome millions of visitors each year, has undertaken many pro-environmental projects including food waste reduction, water recycling, and mindful management of electricity.

However, like most hospitality locations, more must be done to reach globally agreed targets. This responsibility is further emphasized in France, where the government has added energy reduction legislation requiring companies to file energy audits and reduce energy consumption by 40% by 2030.

This site recognized early that technology alone could not achieve the necessary reduction required by the business. They also recognized that offering more sustainable accommodation is an important benefit for their brand, and responsible business practice is an inherent value of their reputation.

Targeting guests to help reduce impacts was explored. For a very large company, process management is key to the smooth running of operations, as swiftly managing thousands of guest arrivals per day enables visitation to the destination. Yet, communication with guests needed greater impact. The challenge was how to involve guests, persuading them to conserve resources while enriching their experience?

Solution

WISE Sustainability provided consumption intelligence for one site and implemented My Green Butler at another to engage guests to conserve. A green guest experience audit was undertaken of the two sites and recommendations were put forward for improvements that would enable guests to more easily be comfortable while using less energy. The site posed challenges of scale and connectivity; we tested hardware solutions and installed sensors to monitor electricity, water, temperature, and the use of windows.

Critical to the project's success was message delivery, which had to be offered in multiple languages to guests keen to quickly check-in and move on to the attraction. Customized features were added to My Green Butler to ensure usability and maximize a fun guest journey.

The guest relations staff were key to introducing the conserving ethos to guests. This meant designing a tailor-made program that built the confidence and motivation of staff. Our training included providing practical knowledge about energy and carbon and an introduction speech that they could personalize to reflect their own personality and convey the brand's values of fun and quality. We provided our staff engagement service, My Green Team, that communicated daily with team members and sustained their interaction with guests.

In order to measure our effectiveness, we compared a control group of guest bookings with the My Green Butler intervention. The trial was conducted over three months during the French winter.

Results



The My Green Butler test group saw a **34% reduction in water** use and a **24% reduction in electricity** use compared to the control group. Applied across all the cabins would reduce carbon by **110 tonnes per annum**. Electricity reduction was mainly achieved by reduced heating and hot water usage. No guests complained about being asked to conserve, showing that such processes did not disrupt the check-in flow, even at large sites. The carbon reduction can be doubled as we also found operational saving opportunities from cleaning, housekeeping and maintenance. The outcomes from the guest savings have helped this destination take a big step toward meeting legislative obligations.

There was also a spill-over benefit. As part of the trial, recycling bins were added outside the test cabins. Entirely unprompted, guests started using these instead of landfill bins. After being asked to conserve, they not only applied that ethos to energy and water but to other everyday practices.

Savings



34%



24%



110t p.a.

"Since the beginning of the project and following the full-scale test of My Green Butler, we could see and measure the very positive interest of our Guests and our [staff]. They showed interest in the concept and were encouraged to save energy and water in a proactive way. My Green Butler is an innovative solution that helps save resources and reduce carbon, as we found in our trial projects - very important to our business and, of course, the environment. We look forward to increasing our collaboration with My Green Butler in the future."

Nicole Ouimet-Herter,
Environmental Manager

2

LANGDALE LEISURE

Building Reputation and Cutting Carbon in a World Heritage Site



Problem

Langdale Leisure's hotels and 100-timeshare lodges are located beneath the picturesque Langdale Pikes in the English Lake District. The whole region is a World Heritage site.

Langdale's 5-star lodges follow Scandinavian design, with open plan living areas, high vaulted ceilings, three bedrooms and bathrooms, saunas, wet rooms, and fully equipped kitchens. The location has varied weather, with especially cold winters. Energy is primarily, therefore, for heating and guest comfort.

Significant actions had been taken to reduce the property's carbon footprint, with new gas heating and hot water systems, biomass heating for the day's spa and pool, and a Zero Waste program. However, as a large popular resort, consumption of energy continued to cause carbon emissions. Tourism's popularity in this region also has consequences of high levels of car movements (causing further pollution) and erosion of habitat. Operating within the National Park site places a spotlight on the timeshare's sustainability performance and its long-term contribution to the World Heritage status of the area.

The property is owned by the timeshare guests who love the region's beauty. Guests returned annually to their lodge and tended to visit the same attractions each time. Management saw that it was important to introduce new attractions to these guests to stimulate variety and avoid over-tourism intensity.

Solution

Langdale Leisure management were eager to continue progress and find new methods of cutting carbon while maintaining their guest comfort and loyalty. This required measures beyond efficient technologies, as those had already been applied or required high levels of investment. The solutions also had to be acceptable to the lodge guests.

Initially, four lodges were installed with sensors to monitor electricity, gas, and water at 15-minute intervals. Through the My Green Butler service, itineraries were developed that promoted no- or low-carbon activities. These recommended new, lesser-known places to visit near the property. They were shown to guests and updated four times a day to adjust to live weather conditions. This helped to lower guest vehicle movements while increasing guest's joy to discover new places.

Thirdly, Langdale chose to support the Lake District's iconic Red Squirrel habitat conservation program. Guests were given eco-feedback on their resource use and persuaded to reduce their energy use, with financial savings going to aid the Red Squirrel cause.

Guest targets were calculated using the previous seven-year history of each lodge's consumption. While each lodge was architecturally identical, their consumption by month was different because of the profile of the same guest party returning to their lodge each year. My Green Butler's team calculated an average mean per month for each lodge for each season. Guests were persuaded to use My Green Butler to try and save over 10% of their previous historical usage.

Results



Using My Green Butler, guests saved **24% electricity** and **15% gas usage**, a significantly larger amount than the target figure and well below their seven-year average usage amount. The cost of the service, hardware and installation meant that the **return on investment was within six months** for each lodge.

Observations of the mailboxes showed the My Green Butler daily information sheet was taken by guests each morning. Guest use of the mobile app was also traced, revealing that most guests regularly used this service. From the four lodges in the trial over six weeks, \$138 was raised in donations for the Red Squirrel program. Projected over 12 months and 100 lodges, over **65 tonnes** of carbon could be saved. Preparations are now underway for installing My Green Butler into all 100 timeshare lodges.

My Green Butler offered a holistic solution, tackling energy use by persuading guests to reduce electricity and gas. This increased guest satisfaction and contributed to the conservation of the National Park. All these elements worked together to build a stronger competitive advantage for Langdale Leisure.

"My Green Butler opened our eyes to an alternative approach to climate change action. Having designed-in change and climate mitigation to much of our product allowed us to engage our visitors. [...] It provides an obvious and potent demonstration of our commitment to changing our behaviour as a business, and at the same time introduces the guest to simple ideas they can adopt whilst on holiday but which they may also adopt when returning home. Through a quiet, experiential lesson, we can open the eyes of people to things we can all do to help reduce carbon."

Nick Lancaster, MD of Langdale Leisure Ltd.

Savings



15%



24%



65t p.a.

3

MAGNUM SERVICED APARTMENTS



Problem

Magnum Serviced Apartments are a 23-key property located in the centre of Darwin, Australia's northern-most city. The tropical conditions necessitate the use of split-system air conditioners throughout the property, with over three per apartment, in both occupied periods for guest comfort, and unoccupied periods during the wet season to eliminate risk of mold growth (high risk when a room is over 60% humidity for extended periods of time). This leads to very high electricity costs, which significantly impact the bottom line of the property, especially in low-occupancy periods.

Both Magnum Serviced Apartments and the Northern Territory government seek ways to improve their sustainability, both for a competitive advantage as a destination and to support the local community largely consisting of the traditional custodians of the land, the Larrakia people. An ideal solution would be one to progress sustainability goals as well as saved energy costs.

Solution

Through the assistance of Tourism Northern Territory, WISE Sustainability implemented the My Green Butler service with in-room tablets for guests. Each apartment was individually sub-metered for electricity, cold and hot water. Information on My Green Butler and signs throughout the property promoted the values of the Larrakia community to invite guests to learn of the sustainability behaviours they could too echo.

To create operational resource savings, the Magnum staff completed the My Green Academy course. Additionally, the Comfort Controller service was installed to target savings from the air conditioning units, specifically in unoccupied periods.

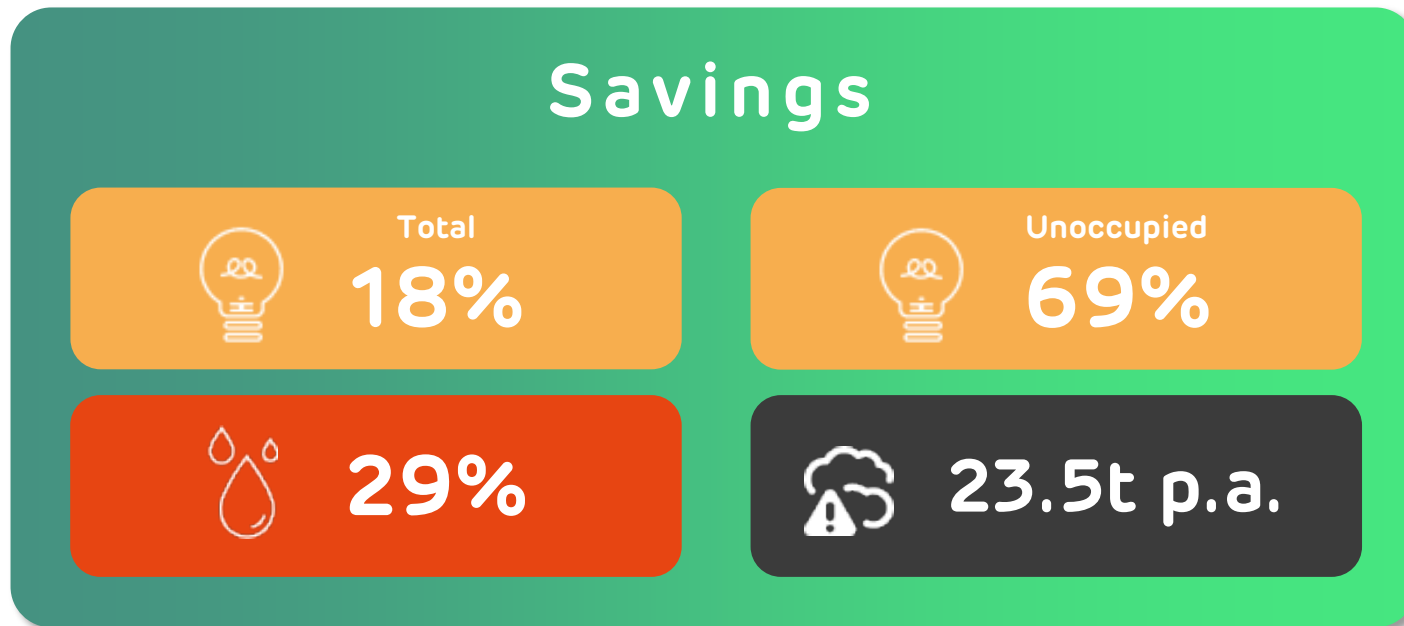
Finally, Magnum Serviced Apartments are the first client to feature the Comfort Controller guest control on the My Green Butler system, enabling guests to automatically and remotely control their air conditioning system during their stay, targeting increased comfort and further savings during occupied and vacant periods.

Results



The combination of intervention had excellent returns in both cost and carbon savings. In a sample study of the Comfort Controller during the site's wet season, **69% in electricity savings were achieved**. This saving occurred whilst ensuring the room stayed in superb condition with no mold growth and excellent guest comfort. As the wet season is a lower occupancy period, these savings greatly assist Magnum Serviced Apartments financially and demonstrate a **strong return of investment** for the WISE Sustainability interventions.

As a result of the My Green Butler intervention, guests contributed to savings of **18% electricity** and **29% hot water**. These savings translated into **significant reduction in costs and carbon**, the rate of which is anticipated to increase in the coming years with planned future interventions.



4

CRYSTAL CREEK MEADOWS

Breaking Through the 'Green Ceiling' for Competitive Advantage



Problem

Crystal Creek Meadows Luxury Cottages and Spa Retreat offer 4.5-star self-contained cottages in Kangaroo Valley. The multi-award-winning business mostly welcomes domestic short stay guests from Sydney and Canberra. The property's sustainability journey gathered pace after their first carbon audit in 2007. That was when they were able to identify their main carbon emission reduction challenges.

Initially, improvements were achieved through 100% green energy, installing efficient air conditioners, insulation, water-saving tap and shower devices, and reducing waste. The real challenges appeared after they gained these initial savings from these 'low hanging fruit' initiatives. How could they continuously improve? Further audits revealed they had reached a 'green ceiling' because further investment in new technologies was too costly and saving results unproven.

They were also facing extended droughts, which were reducing water supply. The property collects 100% of its water needs from rainwater, making it vulnerable to droughts. Australia's changing climate was placing considerable strain on maintaining sufficient water stocks and avoiding costly water cartage.

Meanwhile, competition grew from multiple new market entrants placing pressure on pricing and visitor demand.

Solution

My Green Butler was installed in 2016, and a trial was undertaken with half the guests receiving the tailored communication and eco-feedback from monitoring and a control sample that received the business as a usual offer.

This trial was highly successful, and Crystal Creek Meadows subsequently expanded the service to all paying guests. Each cottage is monitored for energy, water, and temperature. Bioenergy (firewood) is frequently used during the winter in each guest cottage. We devised a method that recorded the flow of firewood consumption (reflecting the filling of baskets and the depletion of the stock).

The financial savings from guests conserving resources are directed to two local charities - Wisdom Wombat Refuge and Friends of the Brush-Tailed Rock Wallaby. This acts as a key motivation for guests, providing an uplifting sense of achievement and holiday contribution.

A weather station was also installed on site better tailor the service to each guest party. The service promotes on-site features, added value services (e.g., spa), and low carbon attractions a short bike ride, drive, or walk from the property to reduce travel.

The guest relations team were trained to introduce My Green Butler when guests arrived. The training was delivered in person with practical examples, so employees understood the relationship with guest actions and resource use, increasing their knowledge and confidence. By encouraging staff to introduce the service to guests in their own words rather than a set speech, staff were persuasive and enjoyed the encounter.

Results



Direct guest savings achieved a 38% reduction in firewood, 33% saving in electricity, 21% in water, and 20% with gas. Guest's footprint is now just 3.45 kg per guest night, and no additional water has had to be purchased. Management used My Green Butler as an extra service feature to attract visitors and raised their tariff by 10%. **My Green Butler helped Crystal Creek Meadows' increase guest reviews** (ranked by Reviewpro in first place in its region and fourth in its category across Australia). The holistic approach resulted in a **reduction in resources costs and carbon, demand increased by 4%, and revenues grew, improving profits by 54%**.

Eighty per cent of guests said My Green Butler strongly added to their stay experience, and **\$6,559 was raised for the two local charities**. In addition, guest donations to the local causes also doubled. Participation in recycling increased, demonstrating that guests had connected with the business' ethos and wanted to reciprocate across other areas they understood to be responsible.

"Guests have really enjoyed receiving My Green Butter and it has increased our guests' reviews. I think it has been particularly helpful in promoting practical ways guests can keep cool or warm without using lots of energy, helping us to reduce carbon further. The water advice means we never now run out of water, even in drought conditions. We've seen bookings rise, revenue rise, while our footprint has dropped. It really has helped us become transparently more sustainable and successful."

Sophie Ewin, Owner, Crystal Creek Meadows

Savings

 38%

 33%

 21%

 20%

5

DAINTREE WILDERNESS LODGE



Technical Sales Officer, Max Warren, with Daintree Wilderness Lodge staff.

Problem

Daintree Wilderness Lodge is a 7-lodge eco-destination hidden away in the most ancient rainforest on Earth, the Daintree Rainforest. Two factors were key in the unique differentiation of this luxury accommodation: the guest experience to unwind in the off-grid high-end luxury; and the sustainability initiatives to positively impact the pristine natural landscape they are nestled within.

The accommodation were seeking further ideas to progress their sustainability journey and depend less on the diesel-generated electricity, while not detracting from their top-class service delivery. Solutions were limited given the site is off-grid with limited reception.

In a dream scenario, the brand identified an area of improvement from their guest behaviour to better conserve resources whilst engaging and connecting more with their destination.

Solution

WISE Sustainability partnered with Griffith University to deliver the My Green Butler service to Daintree Wilderness Lodge.

An outdoor router was installed to provide wireless internet to the smart devices located in each of the seven lodges, enabling real-time monitoring of the electricity, cold water, hot water, indoor conditions and window/sensors. In addition to the weather station installed onsite, WISE Sustainability were able to gather live and accurate data even in this remote corner of the globe.


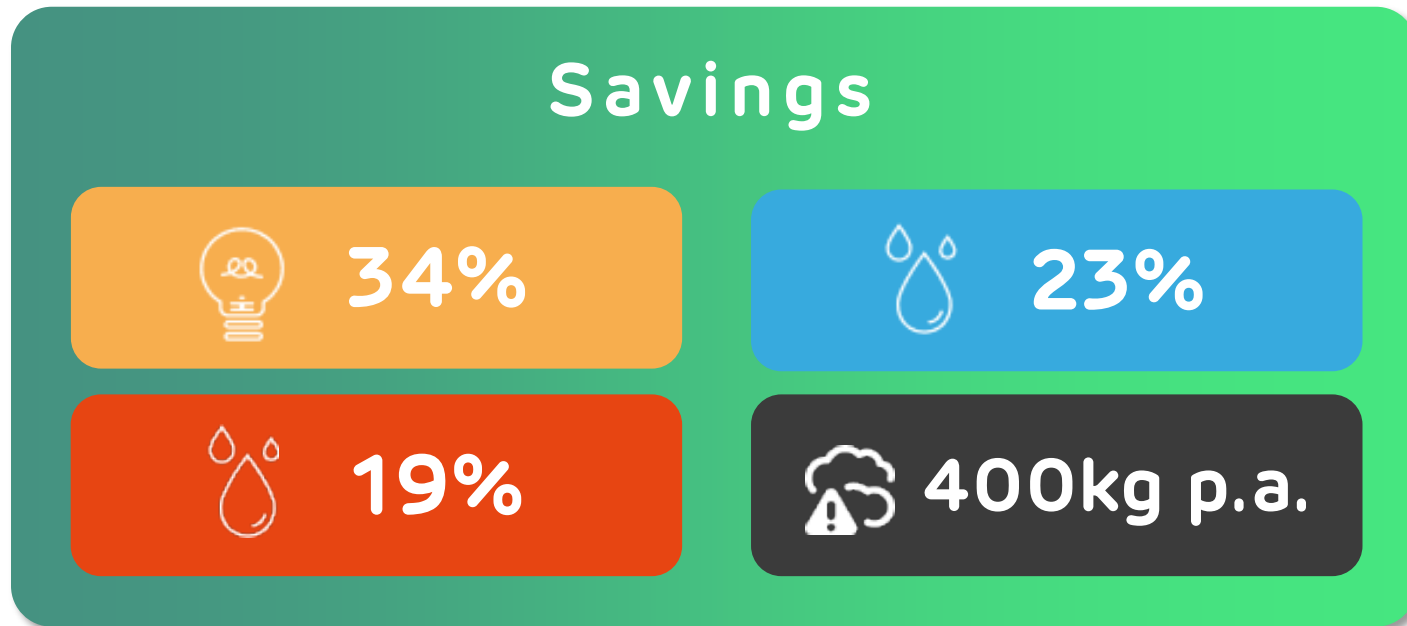
On-site signage were created for the lodges to better connect guests with their destination and introduce the impact of their consumption behaviour to intrinsically motivate guests to adapt.

The My Green Butler service was delivered via in-room tablets (as there is no phone signal or wireless internet available in the lodges), allowing guests to see in real-time their consumption behaviours, activities to complete to support the local economy, and advice to be most comfortable in the tropical climate.

Results

The My Green Butler intervention proved very successful at the Daintree Wilderness Lodge. Significant savings were made in all resources, highlighted by **34% electricity savings** in 2023 compared to the 2021 baseline.

These savings accumulated in **400kg of GHG emissions per annum**, as well as cost savings with **\$437 donated** via the Noble Cause program to Daintree Wilderness Lodge's charity of choice, the Daintree Rainforest Regenerations.



Green Insight


Pressing this button turns on your air conditioning for 2 hours.

That is the same amount of power as charging 320 phones at once!



If the air conditioner seems to be your only option to cool down, don't let the cold air escape outside! Make sure to keep your windows closed to keep cool.

Once you feel comfortable, turn off the air conditioner (but keep your fan on and the windows closed) to stay comfortable whilst saving resources!

Track how much power you're using here:



The second largest bird in the world, the cassowary, use their "headgear" to allow more air to hit their skin and cool them down.



Example in-room sign installed at Daintree Wilderness Lodge.