



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

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14 Florida Keys Hotels and Motels Become Water CHAMPs
634 hotel & motel rooms to save water and money through SFWMD pilot program



West Palm Beach, FL – After introducing the Water Conservation Hotel and Motel Program (Water CHAMP) to the Florida Keys in August, the South Florida Water Management District (SFWMD) has enrolled 14 lodging facilities in the water-saving program.

“With this successful start to Water CHAMP, our partner hotels and motels are once again demonstrating the strong environmental ethic of the hospitality industry in the Florida Keys,” said SFWMD Governing Board member Michael Collins. “We expect the program to keep growing as more hotel and motel owners realize the benefits for themselves and our region’s water supply.”

Developed by the Southwest Florida Water Management District in 2002, Water CHAMP is a public education program that helps hotels and motels save water, improve energy efficiency and reduce operating costs. The SFWMD is piloting the program in South Florida with smaller lodging facilities in the Florida Keys that have fewer than 100 rooms and are not yet qualified for the more comprehensive Florida Green Lodging Program.

Keys hotels and motels that enroll in Water CHAMP commit to:

- Implementing reuse programs that encourage guests to use towels and linens more than once during their stay.
- Installing high-efficiency faucet aerators, provided by the District, in every guest room.

Each Water CHAMP hotel and motel receives an orientation briefing for property managers as well as training materials, linen reuse pillow cards, towel reuse door hangers and promotional materials for guests – all at no cost to the facility.

The 14 Keys hotels and motels that have signed up for the program are:

Bayside Inn, Key Largo	1800 Atlantic Condominiums, Key West
Chesapeake Beach Resort, Islamorada	Coconut Mallory Resort, Key West
Hampton Inn and Suites, Islamorada	Hyatt Beach House Resort, Key West
Ocean Dawn Suites, Islamorada	Hyatt Windward Pointe Resort, Key West
Days Inn Oceanfront Resort, Islamorada	Hyatt Sunset Harbor Resort, Key West
Bay View Inn and Marina, Conch Key	The Palms Hotel, Key West
Conch Key Cottages, Conch Key	Big Pine Key Fishing Lodge, Big Pine Key

Through conservation measures promoted by Water CHAMP, each of the 634 rooms in the enrolled hotels and motels could save an estimated 21 to 23 gallons of water per night occupied. For an example occupancy rate of 75 percent, combined water savings for the facilities would be more than 3.8 million gallons of water per year.

In 2008, more than 420 Southwest Florida hotels and motels collectively saved more than 181 million gallons of water by participating in the program. The District will work with the Florida Keys Aqueduct Authority to measure actual water savings generated by the program in the Keys.

The combination of towel and linen reuse and faucet aerators will enable participating Keys hotels and motels to satisfy the water conservation criteria needed to join the Florida Green Lodging Program, pending verification and approval by the Florida Department of Environmental Protection (DEP).

Water CHAMP is a component of the District’s Comprehensive Water Conservation Program, which encourages more responsible use of water resources throughout South Florida. More information about Water CHAMP is available in this [fact sheet](#). For details on the Comprehensive Water Conservation Program and water conservation tips, please visit www.savewaterfl.com.

Lodging facilities in the Florida Keys with fewer than 100 rooms that are not yet qualified for the more comprehensive Florida Green Lodging Program may sign up for Water CHAMP by contacting Tom Genovese, SFWMD Florida Keys Service Center director, at tgenove@sfwmd.gov or call (305) 453-1275.

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About the South Florida Water Management District – [Celebrating 60 Years \(1949-2009\)](#)

The South Florida Water Management District is a regional, governmental agency that oversees the water resources in the southern half of the state – 16 counties from Orlando to the Keys. It is the oldest and largest of the state's five water management districts. The agency mission is to manage and protect water resources of the region by balancing and improving water quality, flood control, natural systems and water supply. A key initiative is cleanup and restoration of the Everglades.