



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

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Two Florida Keys Lodging Facilities are Newest Water CHAMPs
Travelers Palm Inn & Guesthouses and Largo Lodge join water conservation program



West Palm Beach, FL – The South Florida Water Management District (SFWMD) has enrolled two new Florida Keys lodging facilities in the Water Conservation Hotel and Motel Program (Water CHAMP).

Travelers Palm Inn & Guesthouses in Key West and Largo Lodge in Key Largo are the latest facilities to commit to saving water through Water CHAMP. Since the District introduced the program in the Florida Keys in August 2009, 16 hotels and motels with a combined 648 rooms have signed up.

“We are pleased to see Water CHAMP continuing to expand in the Florida Keys,” said SFWMD Governing Board Chairman Eric Buermann. “We would like to thank our two new partners for their commitment to helping us protect the regional water supply.”

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 Keys lodging facilities 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.

Through conservation measures promoted by Water CHAMP, each of the 648 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 3.9 million gallons of water per year. The District is working with the Florida Keys Aqueduct Authority to measure actual water savings generated by the program.

The combination of towel and linen reuse and faucet aerators enables 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.

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-saving tips, please visit www.savewaterfl.com.

Lodging facilities in the Florida Keys with fewer than 100 rooms that are not yet qualified for the 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 (305) 453-1275.

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About the South Florida Water Management District

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.