

# CLIENT CASE STUDY

Blue Waters Inn  
Tobago, W.I.



**"PRESERVE OUR NATURAL ENVIRONMENT  
TAKE NOTHING BUT PICTURES  
LEAVE NOTHING BUT FOOTPRINTS  
KILL NOTHING BUT TIME"**

- Blue Waters Inn Motto

## overview

The owner of Blue Waters Inn wanted to marry the eco-conscious mindset of their motto into everything they did at the hotel, but they weren't sure how to make their operations more sustainable. I helped them establish their sustainability goals by identifying areas that could use improvement and providing solutions that could be easily implemented without adding to their overhead.

## process

I completed a site visit at the Inn, where I observed and recorded all aspects of their daily operations. My intent was to look for opportunities to improve their sustainability, reduce their overhead and identify marketing opportunities to help them stand out amongst their competitors. I surveyed operations such as housekeeping, food and beverage, landscaping and groundskeeping, in-room amenities and services, energy and water usage, and waste management.

Following the site visit, I prepared an in-depth assessment of my observations, along with suggestions the Inn could then execute on their own timeline. The assessment laid out clear solutions and opportunities for improving their sustainable footprint from client-facing aspects to behind-the-scenes protocols.

## solutions

### **Housekeeping/Guest Experience:**

- Switching to chemical-free laundry detergents, which are better for the earth and guest/employee health.
- Implementing an "upon request only" policy for laundering guest linens and towels, which save staff time and decrease the Inn's water and energy bills.
- Switching from single use plastic water bottles in the hotel rooms to glass decanters with filtered water

## **solutions (cont'd)**

### **Dining:**

- Incorporating more local foods into the restaurant menu to cut down on transportation emissions, improve the quality of food, and reduce the expensive overhead of importing food from other countries.

### **Waste:**

- Establishing an onsite compost, which would reside in the hotel's future produce garden. This compost would not only divert all of the hotel's organic waste from the landfill, but it would also produce fertilizer that the hotel could use to keep the grounds and garden healthy and strong. This would also reduce their overhead since they would no longer have to purchase fertilizer and soil for maintaining the hotel grounds.

## **creative problem solving**

We brainstormed ideas for using seaweed (an unsightly nuisance that was washing up on the hotel beach due to climate change) to develop hotel products such as handmade soaps that could also generate additional income for the hotel.

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