

CASE STUDY

TRANSFORMING WATER & ENERGY SAVINGS IN HOSPITALITY

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Hotels & Resorts

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EVERY DROP COUNTS

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overview

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A typical UK hotel consumes approximately 340 litres of water per guest daily.

Water costs in the UK have been steadily increasing, driven by rising demand, aging infrastructure, and the need for more advanced water treatment processes. For the hospitality industry, this has led to higher operating costs.

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Hotels & Resorts

We partnered with Best Western Plus in South London to reduce water and energy usage.

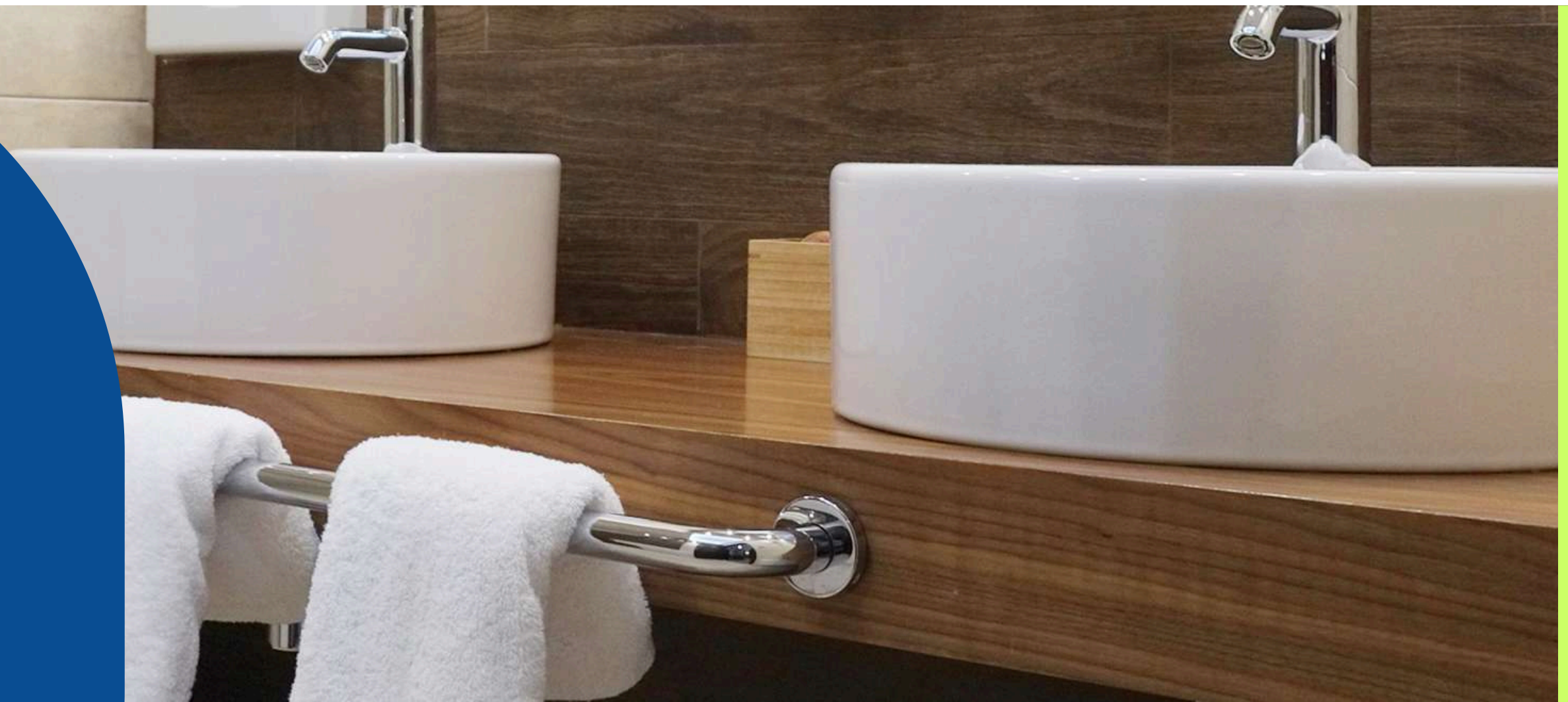
Client: Best Western Plus

Location: South London

Rooms: 107

Guests/year: ~45,000

Sustainability Goal: Reduce water and energy usage in line with local council targets and increase brand loyalty.





challenges

Balancing sustainability, costs, and guest expectations



ENVIRONMENTAL IMPACT

The UK faces increasing water stress, with London at risk of shortages by 2040.

Hotels are major water consumers (e.g., showers, laundry, kitchens), contributing to resource depletion.



REGULATORY PRESSURE

Stricter UK water efficiency regulations (e.g., Part Building Regulations) and potential fines for excess usage.

Alignment with the UK's 2050 net-zero targets requires reduced operational footprints.



FINANCIAL COSTS

Water bills for hotels have risen by 40% in the past decade (source: Water Retail Company data).

Yet many hotels still waste up to 30% of water, through leaks and inefficiencies. With excessive water usage per guest shower (12 to 15 litres per minute), water waste is directly affecting profitability.

challenges

Balancing sustainability, costs, and guest expectations



GUEST EXPECTATIONS

With 73% of travellers preferring eco-conscious hotels (Booking.com 2024), sustainability is now a guest priority.

Visible actions, like water-efficient fixtures, aren't just operational wins; they boost a hotel's credibility and appeal. Hotels that don't act risk falling behind in reputation and relevance.



CLIMATE RESILIENCE

Increased drought risks and seasonal water restrictions (e.g. summer hosepipe bans) threaten both the guest experience and operations.

Proactive water conservation is essential to future-proof against supply instability.



why water can't wait

According to the World Resources Institute, water scarcity is no longer a distant threat. By 2030, freshwater demand is expected to outpace supply by 40%.

- The effects of water stress will be felt across industries from agriculture to e-commerce, putting up to \$70 trillion of global GDP at risk.
- England's public water supply could face a shortfall of 5 billion litres per day by 2055 without urgent action to future proof resources.
- On June 17th, 2025, the Environment Agency warned that Climate change, population growth, and environmental pressures are impacting supplies, with the predicted shortfall equivalent to a third of our current daily use, or the volume of 4.5 Wembley Stadiums.
- An additional one billion litres per day will also be needed to generate energy, grow food, and power emerging technologies.



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■ solution/implementation

Introducing the Gjosa GS3 water-saving showerheads

PRODUCT

gjosa GS3

WATER-SAVING SHOWERHEAD

- Technology: Jet Fusion (Atomiser, Water Fragmentation)
- Uses as little as 4.5 L/min
- Maintains high comfort and user satisfaction
- Easy installation, durable and maintenance-friendly
- Compatible with all standard plumbing



solution/implementation

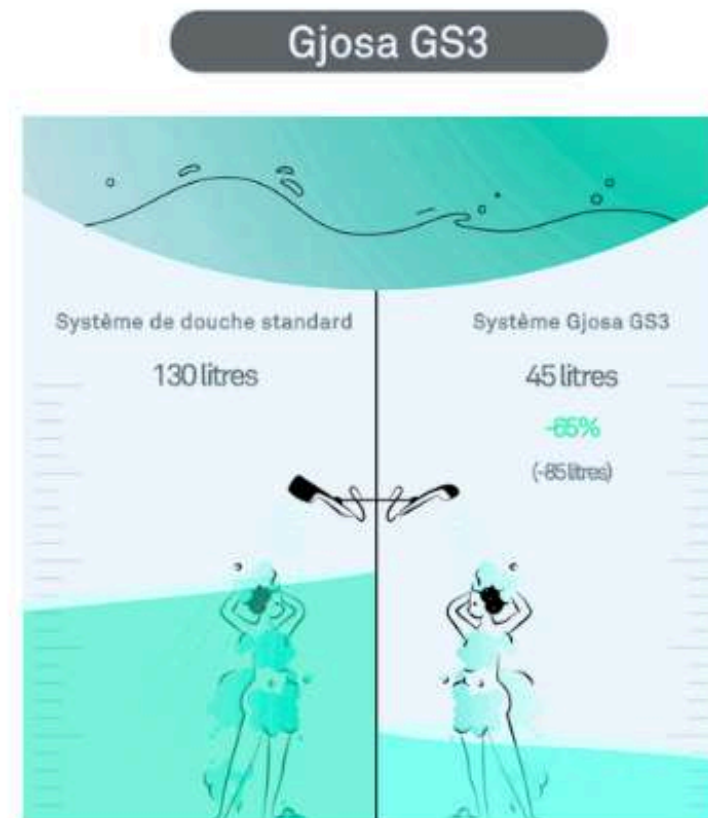
Introducing the Gjosa GS3 water-saving showerheads

GS Product Impact

The GS showerheads have proven remarkable results in water and energy savings.



Based on a shower duration of 10 minutes and 1 shower per day



On Feb 2025, 107 units of GS3 water-saving showerheads were installed in a Best Western Hotel in South London.

Following the complete replacement of 107 shower heads on February 19, 2025, water meter readings were analysed to assess the impact on water consumption and cost savings.

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results

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Water & Energy savings as a result of using the GS3 Water Saving Showerhead

* Calculations are based on a 59 day trial period

£606

Total water cost savings for the period of 59 days

£2449

Total energy cost savings for the period of 59 days

£3055

Total cost savings for the period of 59 days

3,944 litres/day

Daily Water Savings

1,439,789 litres

Annual Water Savings



ANNUAL SAVINGS FORECAST

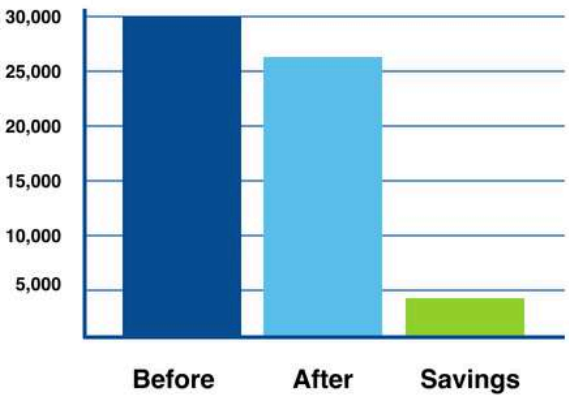
Water savings as a result of using the GS3 Water Saving Showerhead

*Estimates based on a 59 day trial period

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water savings overview

Daily Water Usage

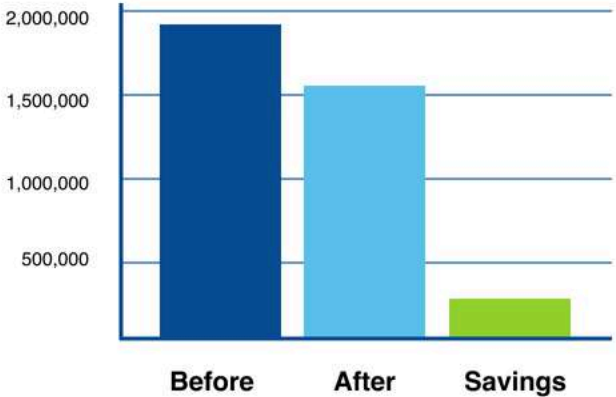


↑ **30,509 litres**
Daily usage before

↓ **26,564 litres**
Daily usage after

💧 **3,945 litres**
Daily savings

Water usage for the period of 59 days

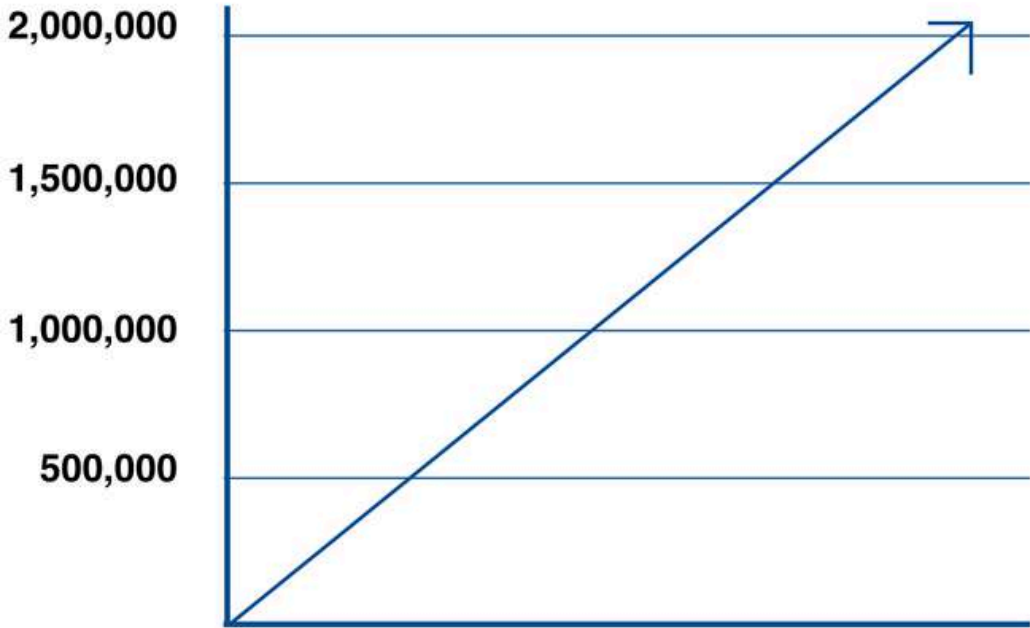


↑ **1,800,031 litres**
Daily usage before

↓ **1,567,276 litres**
Daily usage after

💧 **232,755 litres**
Daily savings

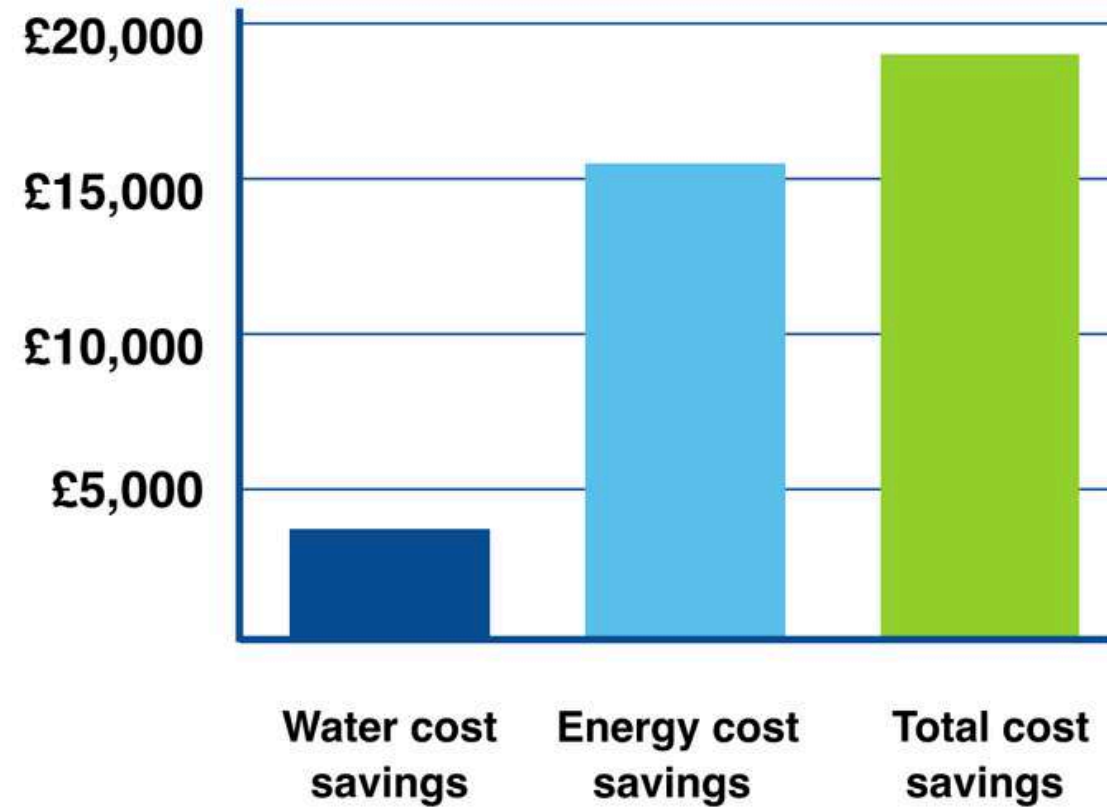
Annual Water Savings



Annual Savings

💧 **1,439,789 litres**
Annual water savings

Annual estimated cost savings



💧 **£3,749**
Annual water cost savings

💡 **£15,150**
Annual energy cost savings

👤 **£18,899**
Total annual cost savings

annual cost savings forecast

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VALUE TO YOUR BUSINESS

Business Value Beyond Water & Energy Savings

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the value to your business

Balancing sustainability, costs, and guest expectations



REGULATORY ADVANTAGE

Future-proof your property against water restrictions and stay compliant with evolving regulations.



ATTRACT NEW GUESTS

Improve sustainability image and attract environmentally-conscious guests who are willing to pay more, with 73% seeking eco-friendly options.



ASSET APPRECIATION

Achieve higher valuations through ESG compliance, attracting investors looking for sustainable investments.



5-YEAR EBITDA BOOST

With conservative estimates, experience an additional ~£100,000 boost in EBITDA over five years by adopting GS3 systems.

Want to make an immediate impact
for the planet? Switch to the Gjosa
GS3 showerhead now.

**IT'S FAST, EASY &
COST-EFFECTIVE**



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