

WASTE MANAGEMENT PROJECT

Our core projects focus on recovering and redirecting waste back into the circular loop through recycling, upcycling, and resource optimization initiatives.



P.O.P. Fish "Plastic Only Please!": Help raising awareness and highlight the importance of plastic waste management, Centara Hotels & Resorts introduced the P.O.P. Fish as a symbol of plastic waste separation. In 2024, 743.62 kilograms of plastic waste were recycled.



Coffee Grounds: the hotel business separates and repurposes coffee grounds by mixing them with vegetable and fruit scraps to produce compost for on-site use. Additionally, the grounds are sun-dried, packaged, and distributed to our guests.



1,384.11 kg. was repurposed into organic compost.



34,521 kg. was transformed into spa treatments and take-home gifts for guests.



2024 Performance

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Upcycled Christmas Tree under the Concept: “Turning Trash into Art”

During the Christmas celebrations, eight properties under Centara Hotels & Resorts created Christmas trees using recycled and natural materials, transforming waste into unique works of art. This initiative allowed guests to participate in the festivities while raising awareness about the value of recycled materials and supporting locally sourced materials.

The Christmas trees were made from

- ❖ 1,187 glass bottles
 - ❖ 1,178 plastic bottles
 - ❖ 1,000 dried coconut shells
 - ❖ 316 cardboard boxes
- with 8 hotels participated



2024 Performance

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At CENTEL, we recognize the power of collaboration in advancing sustainability. We actively seek partnerships and encourage our businesses to manage waste responsibly and innovatively.



OCYCO Collaboration

Our hotels in Krabi Province, collected recyclable wastes with 1,665.59 kg of plastic waste was repurposed into new products through our partnership with OCYCO, promoting circular economy practices and local innovation.

UNISOAP & Goumbook Collaboration

Through our collaboration with UNISOAP, our Dubai-based property collected 239.51 kg of used soap from guest rooms, which was sanitized and repurposed into new soap bars for vulnerable communities. Additionally, for the second consecutive year, the property joined the “Save the Butts” initiative with Goumbook, contributing 7,000 cigarette butts (1.4 kg.) collected from hotel area and beach cleanups. These waste materials were processed into plywood.



2024 Performance