

WATER STEWARDSHIP

CENTEL recognizes the importance of the responsible use of common goods, including water. Therefore, our business activities are monitored to ensure compliance with local laws and regulations, aiming to prevent and mitigate risks that could impact both the environment and surrounding communities.

We stipulated a guideline encouraging hotels with water treatment plants to reuse treated grey water for watering plants and lawns, promoting efficient water use.



2024 Performance



13

hotels
participated



530.16

Megaliters of freshwater
consumption reduction

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Centara Grand Beach Resort & Villas Hua Hin was featured in the “Green Lodging Trends Report” for its efficient water management, notably reusing treated greywater for irrigation.

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In our Hotel Business, we initiated guest engagement programs that promote sustainable practices through everyday actions. The programs are designed to be interactive and rewarding. As a token of appreciation, participating guests receive a cash card redeemable for drinks during their stay, recognizing their valuable contribution to environmental sustainability.

“**My Green Day**” program invites guests to opt out of daily room cleaning, Meanwhile, the “**Going Greener**” and “**Reserve Water Drop**” initiatives encourage guests to reuse bed sheets and towels, significantly reducing water usage and the need for chemical detergents.



My Green Day



❖ 24,647 participating rooms



❖ Saved 7 million Baht in room cleaning costs



Going Greener



❖ 301,070 participating rooms



❖ Saved 45 million Baht in water & cleaning chemical costs



2024 Performance