

## HOTEL TOOLKIT · 01 / PREPARE &amp; ACTIVATE

# Bring water into the guest journey.

Practical steps to prepare, activate and review your programme.

## Your starting point

BlueGo Essentiel: €1,500 per property per year excluding VAT, billed annually. The core includes your BlueGo presence, content, toolkit, onboarding, follow-up, badge and simplified annual review.

## Launch checklist

- Appoint a contact and schedule a 30-minute discovery session.
- Collect your logo, approved photos, contact details and copy.
- List existing initiatives and local water priorities.
- Choose touchpoints: booking, reception, room and departure.
- Approve the profile, recommendations and access link or QR code.
- Brief teams and agree the reporting indicators.

## A simple team briefing

Explain the local context, existing initiatives and messages to share. Show how to access BlueGo, answer questions and invite a 1–5 drop rating and a voluntary comment. Assign a contact for reported issues. In-depth workshops and customisation are scoped separately.

## Three guest journey moments

**Before arrival:** introduce the destination's water story.

**During the stay:** suggest useful actions and easy access to recommendations.

**After the stay:** listen to feedback, improve messages and share documented progress.

## HOTEL TOOLKIT · 02 / COMMUNICATE &amp; REVIEW

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## Guest message template

Welcome to [Property]. Water is part of what makes [Destination] special. With BlueGo, explore the local water context and simple actions for your stay: turn off the tap while brushing, consider a shorter shower or tell our team about a leak.

Explore recommendations: [property BlueGo link]. Open our BlueGo profile to rate your water-related experience from 1 to 5 drops and add a comment. Your feedback helps us improve.

## Property launch post

[Property] joins BlueGo to make its water commitment visible throughout the stay. Discover recommendations for [Destination] and share your experience with a rating out of 5 drops. [Link] Mention a destination campaign only if your participation is confirmed.

## Badge & communication guidelines

Use the badge within your participation and approved materials. It is not an independent environmental certification. The 1–5 drop rating reflects guest perception, not water stress or measured savings. Distinguish reported actions, participation, verified data and metered savings. Do not promise a saved volume without a method.

## Annual review template

**Scope:** [property], [period], [contact].

**Activation:** [materials used], [actions], [teams briefed].

**Engagement:** [views], [review count], [ratings out of 5 drops], [comment themes], [sample and method].

**Consumption, if available:** [m<sup>3</sup>], [guest-nights], [baseline period], [seasonality and other factors].

**Next:** [improvements], [owners], [renewal].

Enhanced dashboards and data connections are agreed separately.