



Duxton Hotel Case Study

Enhancing Sustainability and Guest Experience with Purezza at Duxton Hotel Perth.

The Duxton Hotel Perth, a five-star luxury property known for its commitment to sustainability and exceptional guest experiences, recently introduced Purezza to its operations. As the hotel undergoes significant refurbishment to enhance its offerings, the installation of Purezza systems has proven to be a strategic decision, balancing environmental responsibility and operational efficiency.

Identifying the Need for Change

The decision to install Purezza systems stemmed from an initial need to address inefficiencies in the hotel's existing water supply system. Dario Strittmatter, Assistant Director of Finance and Procurement at Duxton Hotels, explains:

"When I joined the Duxton four years ago, we were using an outdated water system from a competitor, and the service was non-existent. As a result, we began exploring other options. Purezza came highly recommended, so we reached out and we were not disappointed."

This marked the beginning of a partnership that has since delivered measurable benefits for both the hotel and its guests.

Purezza

Premium Water for the Hospitality Industry

Purezza offers an end-to-end sparkling and still water solution tailored exclusively for the hospitality industry.

Proudly served in thousands of venues worldwide, it combines global expertise with a local touch, making it a trusted choice for hotels like the Duxton. By providing premium chilled and sparkling water on tap, Purezza delivers a seamless and sustainable solution that aligns with the needs of modern hospitality businesses.



PUREZZA™

PREMIUM WATER

www.purezza.com.au



DUXTON HOTEL
PERTH

www.perth.duxtonhotels.com



The Dual Approach

Sustainability and Cost Efficiency

Hotels often face the challenge of balancing sustainability efforts with cost considerations. However, Duxton Hotel Perth recognised an opportunity with Purezza to achieve both goals simultaneously. Strittmatter elaborates:

“Combining sustainability efforts with cost savings is usually a contradictory approach. However, in this case, we saw great potential in achieving both.”

By transitioning from single-use plastic and glass water bottles to refillable glass bottles, the hotel has significantly reduced its carbon footprint. This move aligns with the hotel's commitment to sustainability, as it lowers the environmental impact associated with transportation, storage, and waste management of bottled water.

Operational Efficiencies and Improved Guest Experience

The installation of Purezza systems has also streamlined several operational processes. Strittmatter highlights:

“We successfully reduced the use of plastic and glass bottles by switching to refillable glass bottles. This not only helped lower our CO2 footprint in terms of transport and logistics but also eliminated the labour-intensive processes of receiving, storing, chilling, and disposing of packaged water.”

These efficiencies translated into cost savings that allowed the hotel to offer still and sparkling water at a more competitive price. As a result, guests now enjoy a premium water service that complements the hotel's overall luxury experience.

To further enhance guest satisfaction, Duxton Hotel Perth has installed a Murano Tower unit in its exclusive Swan River Lounge, which operates 24/7. This self-serve station allows guests to access unlimited still and sparkling water, providing a convenience that has been well-received.

A Positive Sales and Service Experience

The success of the partnership between Duxton Hotel Perth and Purezza is not solely attributed to the product but also to the quality of service provided. Strittmatter shares:

“I must say that we are extremely pleased with the service experience. The installation and service are consistently prompt and professional. Louis handled both sales and after-sales and has been able to adapt flexibly to all our requirements to date.”

Purezza's commitment to service and maintenance ensures the systems operate seamlessly, allowing the hotel to focus on delivering a superior guest experience. The inclusion of flexible pricing options adds further value, enabling businesses like Duxton Hotel Perth to tailor their investment to operational needs.

Supporting Broader Sustainability Goals

The introduction of Purezza systems aligns with Duxton Hotel Perth's broader sustainability and renovation initiatives. As part of its extensive refurbishment, the hotel has partnered with local Western Australian businesses to enhance its operations while staying true to its roots. The installation of Purezza is a practical reflection of this commitment, reducing waste and minimising environmental impact.

By adopting innovative solutions like Purezza, Duxton Hotel Perth demonstrates how luxury hospitality can integrate sustainable practices without compromising on quality or service.

Conclusion

A Model for Modern Hospitality

The integration of Purezza systems at Duxton Hotel Perth has delivered tangible benefits, from reducing environmental impact to enhancing operational efficiency and guest satisfaction. As the hotel continues its transformation journey, the decision to prioritise sustainability while maintaining its luxury standards serves as a model for other hospitality businesses. Strittmatter summarises the experience:

“Purezza has enabled us to align our sustainability goals with our operational needs, all while enhancing the experience for our guests. It's been a win-win for everyone involved.”

With its commitment to reimagining spaces and services, Duxton Hotel Perth reinforces its position as a leading luxury hotel, offering a blend of refined elegance and forward-thinking sustainability. Purezza's premium chilled and sparkling water solutions, supported by cost savings and dedicated service, remain an integral part of this vision.

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