

Choice Hotels Internation, Inc.

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Member 1: Victoria Schurr	2 nd year	MBA
Member 2: Chad Gepfrey	2 nd year	MBA
Member 3: Molly Egan	2 nd year	MBA
Member 4: Zaija Pelligree	2 nd year	MBA
Member 5: Haley Cummins	2 nd year	MBA

Advisor(s): Megan Buchter

Topic Title: Lakefront Strategy Solutions

Audience: Choice Hotels Executive Team, including the Sustainable Strategy Team

Sustainable Development Goal

SDG #12: Responsible Consumption & Production: Ensure sustainable consumption and production patterns

SDG #14: Life Below Water: Conserve and sustainably use the oceans, seas, and marine resources for sustainable development

Executive Summary

Personal care products are among the 7 largest contributors to microplastic pollution. A typical 200-room hotel discards more than 150,000 miniature plastic toiletry bottles annually, making the hospitality industry a major source of single-use plastic waste. Despite growing regulatory pressure and consumer demand for sustainability, hotels continue to rely heavily on disposable personal care packaging. While some properties have introduced in-room refillable dispensers, these solutions only partially reduce waste and do little to engage guests in sustainable consumption.

Choice Hotels International operates over 7,500 hotels across 49 states and 50 countries and has demonstrated sustainability leadership through initiatives such as its Room to Be Green® program. However, many properties still rely on miniature plastic toiletry bottles, generating significant environmental waste and increasing exposure to emerging regulations targeting single-use plastics.

Choice Hotels has an opportunity to replace single-use amenities with centralized refill stations located on guest floors. These stations would provide bulk shampoo, conditioner, body wash, and skincare products that guests can dispense into personal or hotel-provided reusable containers. This system reduces plastic waste, lowers costs through bulk purchasing, and minimizes regulatory risk while encouraging responsible guest behavior.

Aligned with SDGs 12 and 14, this solution strengthens Choice Hotels' sustainability leadership while delivering cost efficiency and a differentiated guest experience. Lakefront Strategy Solutions proposes this scalable refill model to transform plastic dependency into a sustainable competitive advantage.