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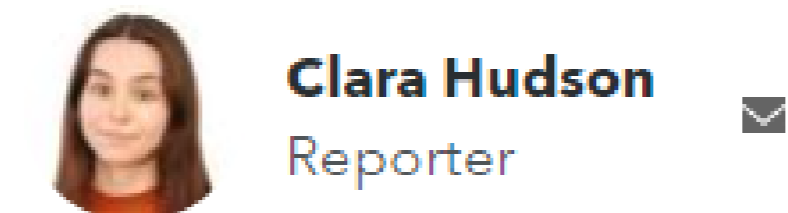
Hotels are phasing out plastic bottles that are used once and then tossed. Photographer: onsuda/Stock via Getty Images Plus

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Aug. 16, 2024, 5:00 AM EDT

Hotels Curb Single-Use Plastics Amid Investor Demand, State Laws

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- New state laws target excessive plastic waste in hotel rooms
- Hilton, Marriott, Choice Hotels promise to set reduction goals

Hotel chains from Hilton to Marriott have cut back on once-ubiquitous small plastic bottles of shampoo and other bathroom staples, and they're working to further reduce their reliance on plastic that gets discarded after one use following pressure from environmentally conscious shareholders and new state laws.

Hilton Worldwide Holdings Inc. required all of its hotels to offer full-size shampoo and soap containers in rooms starting last year, and now offers a digital key card option. And after a shareholder proposal from Green Century Capital Management, the company also agreed in April to release a single-use plastics report by 2025 and to set a plastics reduction goal by 2026.

Marriott International Inc. agreed with Green Century in March to set a single-use plastic reduction goal by the end of 2025 and to disclose a baseline footprint of single-use plastics starting in 2026. Marriott said in its environmental, social, and governance report that it is piloting an initiative to replace single-use plastic soap containers with more sustainable alternatives, and to remove plastic packaging from soap bars.

Hotels will need to make further changes in the coming years as activist concerns and additional laws and regulations addressing single-use plastic pollution pile up. A New York state law taking effect next year will ban hotels from providing guests with toiletries in single-use plastic bottles. The 2021 law was originally poised to begin last year, but was reportedly delayed to give hotels more time to use their remaining stock. A similar law in California took effect in 2023, while Illinois is following suit with legislation signed into law just last week. The Illinois law will take effect next July.

The Biden administration is taking action also beyond the hospitality industry: last month it committed to cutting out single-use plastics across the federal government to reduce pollution.

Annie Sanders, Green Century's director of shareholder advocacy, said that urging hotel chains and other industries to examine their packaging including single-use guest amenities was "a key area of concern."

"It's something that everyone is looking at," said Sanders. [Continue Reading](#) Visible by your average

To contact the reporter on this story: Clara Hudson in Washington at chudson@bloombergindustry.com

To contact the editors responsible for this story: Amelia Gruber Cohn at agrubercohn@bloombergindustry.com; Jeff Harrington at jharrington@bloombergindustry.com

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