

CASE STUDY

Alaska Troutfitters

Hotel Details

Location: 18239 Sterling Hwy
Cooper Landing, AK

Industry: Hotel Lodge

Average Guests Per Season: 500

Alaska Troutfitters is a family-owned log cabin lodge nestled right on the banks of the Kenai River. Alongside the lodge, they run a guided fishing and scenic tour charter.



Ocean Friendly Practices

- No plastic bags are sold or used
- No expanded polystyrene (styrofoam) used
- Reusable foodware is available in rooms
- Water refill stations are available to guests
- Proper recycling practices are followed
- No mini plastic toiletries are used
- No single-use key cards are used
- Water conservation efforts are in place
- Energy efficiency efforts are in place
- No concessions sold in plastic
- Light pollution is minimized
- Reef friendly sunscreen is sold

Ditching Mini Toiletry Bottles

Troutfitters previously used mini plastic 2-in-1 shampooing conditioner and plastic packaged bar soap. Now, they offer shampoo, conditioner, and body wash in large refillable containers. Despite adding conditioner to their line of products, they cut toiletry costs by 22% and save about \$50.00 per season, all while improving overall guest experience.



**Mini Plastic
Toiletries**

**Large Refillable
Toiletries**

Despite adding conditioner, Alaska Troutfitters saw a **22% reduction** in toiletry costs per season by switching to large refillable toiletry bottles!