

Waldorf Astoria Ras Al Khaimah – TwP Initiatives

Waldorf Astoria Ras Al Khaimah is one of the leading companies in the northern most Emirate of UAE, Ras Al Khaimah when it comes to sustainability. The team has taken many initiatives to reduce the carbon footprint and educate the guests and colleagues alike on the importance of sustainable travel.

Listed below are the initiatives our team has put forward so far:

Door to Door Awareness Session

Jebel Jais Trail Cleaning

Ecobio Golf Balls

Paper Straws

Door to Door Awareness Session

The event that took place in two parts was kicked off on Saturday, July 21st by knocking on residents' doors to tell them about benefits of recycling, what can/should be recycled, and providing them with green recycling bags, courtesy of RAK Waste Management. The initiative involved a chance to win a night stay in one of the five participating Hilton brand hotels based on the amount of recycling that the residents would collect.

Ras al Khaimah hotels' Global Week of Service was wrapped up by going back to the same doors we knocked on and collecting their green bags a week later on Saturday, July 28th.

Nearly one ton of pure recyclables were collected – 4360kg gross, 3460kg tare, and 900kg pure recyclables to be exact. When taken into consideration the fact that a 1.5-liter bottle of water weighs 30 grams and it takes about 30,000 bottles in order to collect about a ton of recyclables, it is inevitable to accept that the five hotels put in a good impact through the GWOS.



Jebel Jais Trail Cleaning

Our team members joined forces with Via Ferrata and Ras Al Khaimah's hiking community to clean two widely used trails.

Around 141 of amazing soul participated in this campaign to hike and clean and collected around 880kg of waste material as they go, spreading awareness amongst other community members.



Ecobio Golf Balls

Very recently we have introduced the Ecobioball – the first ever ecological and biodegradable golf ball to contain fish food at its core, making it perfect for playing golf close to marine environments.

So now guests can practice golf strikes on our beachfront using this unique product with the comfort of knowing no harm will be caused to the sea flora and fauna.



Paper Straws

We were also trying to reduce the use of plastic and have already replaced the plastic straws with paper ones in all restaurants in the resort.

The guests really love the idea and appreciate Hilton as a company to have taken such steps in preserving the environment.

