



CASE STUDY

Making **tap water** **the more preferred** **option for camping** **guests**

Led by **BehaviorSMART &**
Campofelice camping complex

BeST

Behaviour Smart community
for Tourism



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CHALLENGE

Campofelice camping complex is one of the largest camping sites in Ticino Region, Switzerland. Despite the fact that Swiss tap water is perfectly clean and tasty, and widely available throughout the complex, **most guests drink bottled water** contributing to a significant volume of **single-use plastics waste**.

BEHAVIOUR

Bottled water is the **easier option**, while tap water is not a top-of-mind option for guests.

BEHAVIOUR

MECHANISM

Availability and **ease** are the main behavioural factors that explain the widespread use of bottled water despite the fact that tap water is widely available, free and tasty.

Three barriers prevent tap water from being the preferred alternative:

- 1. Lack of top of mind awareness**
- 2. Lack of ease**
- 3. Lack of appeal**



HOW DID WE GET THERE?

Observation and **targeted interviews** revealed the essence of the problem.

A significant (to some extent unexpected) challenge is the fact that the **camping leadership is also hesitant to make significant changes** (eliminating bottled water) and was **more comfortable with more gradual changes**.

INTERVENTION



Three steps have been developed to address the challenges mentioned above:



Make drinking tap water **easy** (providing reusable water bottles for use at the park)



Make tap water **top of mind** (visual signals on bottles + tap water outlets)



Adding **appeal** to tap water (through signs around the camp)

To be explored:

- adding more refilling points with extras (ice, carbonated option);
- eliminating bottled water.

TESTING, RESULTS

This intervention is currently ongoing, therefore this section will be updated as soon as the testing phase is completed.

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