

CASE STUDY

The Ranch at Laguna Beach

Hotel Details

Location: 31106 Coast Highway
Laguna Beach, CA
Industry: Resort
Number of Rooms: 97



The Ranch at Laguna Beach is an award-winning luxury boutique resort nestled within the majestic Aliso and Wood Canyons just steps from the Pacific Ocean.

Bamboo Key Cards = Behavioral Shift

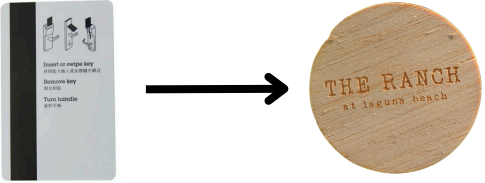
The Ranch switched from plastic keycards to laser-engraved bamboo discs. Despite the 56% increase in unit cost, the return rate rose by roughly 5x. **We thought we'd lose more bamboo keys than plastic ones. Instead, the sustainability message impacts guests and they return the bamboo keys."** - The Ranch

Ocean Friendly Practices

- No plastic bags or styrofoam used
- Reusable foodware available in rooms
- Ocean Friendly Restaurants onsite
- Water refill stations available to guests
- No mini plastic toiletries are used
- In-room coffee stations are plastic-free
- Bamboo key cards are used
- Water conservation & energy efficiency efforts are in place
- No concessions sold in plastic
- Light pollution is minimized
- Reef friendly sunscreen is sold

The Math of a Returned Key

A higher unit cost gets quietly subsidized by guest behavior. See the breakdown:



Plastic Key Card Bamboo Key Card

The higher unit cost of bamboo key cards was subsidized by higher return rates.

| Metric Per 20,000 Keys/ Year | Plastic | Bamboo |
|---------------------------------|---------|----------|
| Cost Per Unit | \$0.32 | \$0.50 |
| Units Ordered Annually | 20,000 | 20,000 |
| Return Rate | <10% | ~50% |
| Annual Spend | \$6,400 | \$10,000 |
| Cost Per Issuance | ~\$0.29 | ~\$0.33 |