

Case study

Entertainment & Leisure

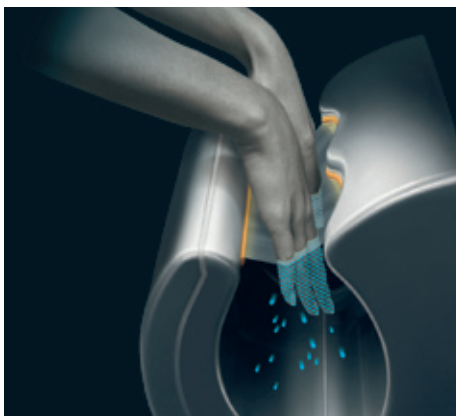
# Independence Visitor Center



“The Independence Visitor Center’s mission is to deliver every day in every way, and the Dyson Airblade™ hand dryers contribute to delivering a memorable experience.”

Christine Keates  
General Manager

With more than 2.3 million annual visitors, the Independence Visitor Center is the tourism hub for Philadelphia and the surrounding regions. Known as the site to see before the sites, the center’s dedicated concierge team has been advising visitors where to go, what to do, and where to stay in the City of Brotherly Love for the last decade.



## The Challenge

In its 50,000 square foot facility, the Independence Visitor Center was using paper towels in its guest and employee restrooms – costing about \$12,000 every year (plus an annual 5% incremental cost of paper goods). The center wanted to reduce its paper towel expenditure, while also implementing sustainability initiatives and maintaining the highest standards of cleanliness. The Independence Visitor Center initiated a review of paper towel alternatives.

## The Solution

Christine Keates, General Manager of the Independence Visitor Center, learned about the Dyson Airblade™ hand dryer by using it in other facilities, and contacted Dyson for a demonstration. Keates also trialed the Xlerator hand dryer. Keates selected the Dyson Airblade™ hand dryer, because it performed the best during the trial and was a better fit with the Independence Visitor Center. Keates commented, “In addition to its 12 second drying

capability, we liked the overall look of the Dyson Airblade™ hand dryer.”

## The Results

The Independence Visitor Center installed 17 hand dryers in eight restrooms and completely removed paper towels.

According to Keates, the Dyson Airblade™ hand dryers have received excellent reviews; visitors like the look of the hand dryers and the quick dry time. Visitors also value the Independence Visitor Center’s sustainability efforts in removing paper towels.

“Benefits of the Dyson Airblade™ hand dryers to the visitor center’s staff have been significant. We’ve been able to reduce the level of cleanup and the amount of waste. And, our staff really appreciates the lessened workload,” commented Keates.

Further, Keates estimated the Independence Visitor Center will achieve ROI in less than two years.

To try the Dyson Airblade™ hand dryer or for more information call or visit:

1-888-DYSON-AB  
[www.dysonairblade.com](http://www.dysonairblade.com)



# dyson airblade

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