



How to Support Dry January USA

Hotels Guide

Join the Dry January® USA movement!

1 Non-Alcoholic Beverage Program

- Offer complimentary mocktails at check-in
- Stock mini-bar with exciting non-alcoholic options
- Create a dedicated wellness drink menu

2 Visible Support Markers

- Place yellow ribbons in lobby and guest rooms
- Use yellow accent decor to show support
- Create informative welcome packets about Dry January

3 Membership Benefits

- Become an official Dry January USA partner
- Highlight your commitment on booking platforms
- Offer special wellness packages for health-conscious guests

4 Wellness Amenities

- Promote spa and fitness center alternatives
- Offer morning juice bars or smoothie stations
- Create relaxation spaces that don't center around alcohol



DRY JANUARY®
USA

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