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The Water Price Index

Study reveals the differences in price for both tap and bottled water in over 100 cities around the world, including local indicators of tap water quality and water stress.

- **A typical affordable bottle* of 500ml water costs the most in Oslo, Norway, at $1.84**, and costs the least in Beirut, Lebanon at $0.04.
- Comparing prices across **several brand-name waters**, Oslo still has the **most expensive bottled water in the index**, costing 194.90% more than the global median, followed by Tel Aviv, Israel (+123.90%) and New York, USA (+76.42%). **Istanbul, Turkey instead has the cheapest across brands,** costing 69.43% less than the median price, followed by Naples (-67.45%) and Milan, Italy (-51.25%).
- **Osloites also pay the most for tap water**, at 212.24% more than the global median, followed by people in San Francisco, USA (+183.60%) and Stuttgart, Germany (+164.78%). **Citizens in Riyadh, Saudi Arabia pay the least,** at 98.17% less than the median price, followed by Cairo, Egypt (-96.30%) and Karachi, Pakistan (-95.71%).
- **Innsbruck, Austria has the highest tap water quality score**, followed by Helsinki, Finland and Vienna, Austria. **Lagos, Nigeria has the lowest,** followed by Karachi, Pakistan and Dakar, Senegal.
- **Dubai, United Arab Emirates** ranks **#66** out of 120 worldwide for the **cost of bottled water.**

Munich, Germany, May, 2021— Holidu.com, the search engine for vacation rentals, has released a study which looks at the difference in the price of both tap and bottled water in over 100 cities around the world. The company decided to examine this topic as part of their mission to help travelers make smart and affordable decisions about where they decide to stay, which led them to investigate the most basic of everyday vacation expenses: water. Keeping in mind daily water usage in vacation rentals, they began by finding the average costs for tap water in each destination, before turning their attention to the often unavoidable cost of bottled water. After collecting the average costs for both in each location, Holidu was able to calculate in percentages how far the prices varied in each city, as well as between brands. Special attention was also paid to tap water quality and scarcity in every region, to help inform travelers of any restrictions they may face. The result is a comprehensive price index which reveals how much variation there is in the cost, quality and availability of water in cities around the world.

How the study was conducted:

To begin the study, Holidu selected 120 cities which are popular tourist destinations, as well as places where there is a heightened risk of water shortage. For this purpose, they included a category showing the level of water stress for each city. Holidu also looked into the quality of tap water in each location, as it was important above all to see if and where the water was safe to drink.

Next, the monthly consumption cost** of tap water in each city was found, from which it was possible to calculate the percentage deviation from the median price for all the cities in the list. The results show, more or less, just how much citizens in each metropolis pay for their tap water compared to the rest of the world.

The second part of the study focused on bottled water as a common cost for many travelers, despite the negative effects on the environment. To start, the price of a typical affordable bottle of water that a person may buy at a supermarket in each city was found. This was broken down further into the average price per bottle of three of the most common water brands - Evian, Perrier/Nestlé and the local water brand from the Coca-Cola company. Finally, the cost of all these different brands was averaged to see which cities have the most expensive and cheapest bottled water, calculating the percentage deviation from the median price in the index.

The final index paints a picture of how the price of water varies worldwide, as well as giving an overview of the differences in local tap water costs and water stress levels found across the globe.

*The cost of an affordably-priced 500ml bottle of still water bought at a supermarket in each city. Typical was defined as the brand with the most variants available at supermarkets in each location.
*The global average water consumption per person per month is 15 cubic meters.

Findings:

The table below reveals the cities with the **highest and lowest prices for a typical affordable bottle of 500ml water.** 'Typical' was defined as the most commonly found, affordably-priced bottled water brand available at supermarkets **:**

Highest	Price (USD)	Lowest	Price (USD)
1. Oslo, Norway	$1.84	1. Beirut, Lebanon	$0.04
2. Virginia Beach, USA	$1.59	2. Bangalore, India	$0.13
3. Los Angeles, USA	$1.54	3. Accra, Ghana	$0.16
4. New Orleans, USA	$1.48	4. Lagos, Nigeria	$0.17
5. Stockholm, Sweden	$1.47	5. Brussels, Belgium	$0.18

6. Baltimore, USA	$1.47		6. Istanbul, Turkey	$0.18
7. Tel Aviv, Israel	$1.31		7. Santo Domingo, Dominican Republic	$0.19
8. Prague, Czechia	$1.30		8. Al Kuwayt, Kuwait	$0.19
9. Dubai, UAE	$1.27		9. Ho Chi Minh City, Vietnam	$0.19
10. Hong Kong, Hong Kong	$1.27		10. Jakarta, Indonesia	$0.22

Dubai, United Arab Emirates ranks #9 out of 120.

The tables below reveal a sample of results for the **10 cities with the most and least expensive <u>bottled water</u> across all brands in the study,** shown as a percentage deviation from the median price:

Most expensive	% Deviation from the median		Least expensive	% Deviation from the median
1. Oslo, Norway	+194.90%		1. Istanbul, Turkey	-69.43%
2. Tel Aviv, Israel	+123.90%		2. Naples, Italy	-67.45%
3. New York, USA	+76.42%		3. Milan, Italy	-51.25%
4. Stockholm, Sweden	+71.46%		4. Cairo, Egypt	-50.85%
5. Helsinki, Finland	+67.58%		5. Florence, Italy	-49.24%
6. Atlanta, USA	+60.79%		6. Jakarta, Indonesia	-47.55%
7. Beirut, Lebanon	+59.57%		7. Al Kuwayt, Kuwait	-46.93%
8. Santiago, Chile	+57.69%		8. Brussels, Belgium	-45.12%
9. New Orleans, USA	+56.79%		9. Rome, Italy	-44.93%
10. Virginia Beach, USA	+56.59%		10. Buenos Aires, Argentina	-39.46%

Dubai, United Arab Emirates ranks #66 out of 120.

N.B. This is a sample of the full results, which you can find here: https://www.holidu.com/magazine/water-price-index-intl

The tables below reveal a sample of results for the **10 cities with the most and least expensive <u>tap water</u> in the study,** shown as a percentage deviation from the median cost:

Most expensive	% Deviation from the median		Least expensive	% Deviation from the median
1. Oslo, Norway	+212.24%		1. Riyadh, Saudi Arabia	-98.17%
2. San Francisco, USA	+183.60%		2. Cairo, Egypt	-96.30%
3. Stuttgart, Germany	+164.78%		3. Karachi, Pakistan	-95.71%

4. San Diego, USA	+151.12%		4. Kuala Lumpur, Malaysia	-88.40%
5. Copenhagen, Denmark	+147.78%		5. Beirut, Lebanon	-87.71%
6. Brisbane, Australia	+143.26%		6. Bangalore, India	-86.39%
7. Indianapolis, USA	+141.16%		7. Ho Chi Minh City, Vietnam	-84.65%
8. Rotterdam, Netherlands	+126.18%		8. Odessa, Ukraine	-84.56%
9. Seattle, USA	+114.94%		9. Shanghai, China	-79.72%
10. Toronto, Canada	+114.40%		10. Manila, Philippines	-78.89%

Dubai, United Arab Emirates ranks #25 out of 120.

The table below reveals the cities with the **highest water quality score in the study:**

The Top 10 Highest Water Quality	
City	**Score**
1. Innsbruck, Austria	100.00
2. Helsinki, Finland	99.51
3. Vienna, Austria	98.93
4. Oslo, Norway	97.83
5. Rotterdam, Netherlands	97.20
6. Amsterdam, Netherlands	96.84
7. Stockholm, Sweden	96.68
8. Geneva, Switzerland	96.50
9. Zurich, Switzerland	96.38
10. Glasgow, United Kingdom	95.84
Dubai, United Arab Emirates ranks #96 out of 120.	

Further findings including a breakdown of price (in EUR) by water bottle brand, as well as the monthly consumption cost for tap water per cubic metre can be found on the results page: https://www.holidu.com/magazine/water-price-index-intl

Quotes

"When planning for a holiday, there can often be so many hidden costs that we forget to factor in besides transport and accommodation. It's easy to not think about something as simple as everyday water consumption and accessibility while on holiday, and yet it's really important. We conducted this study

because we wanted to keep our travellers informed not only about their choices when it comes to on-the-ground expenses, but also about the quality of the local water and any possible water restrictions they may face. Knowing the cost of something as basic as water in each location can also be used as an indicator of how expensive a destination is overall," comments Johannes Siebers, CEO & Co-founder of Holidu. "As safe travel increases, we hope that the results of this study will help to inform those looking to book their holidays, as well as prepare them for what financial costs await them at their destination."

"There are of course locations where people buy bottled water because it is healthier and safer to drink than the local tap water, however what the water quality indicator confirms is that in many popular holiday destinations the local water is perfectly fine to drink. Not only that, but the results show that the local tap water is often a much cheaper option for budget-conscious travellers, as well as being infinitely more environmentally-friendly. Drinking tap water can be just as convenient for the on-the-go traveller - all it takes is a little pre-planning and investment in a good water bottle," says Johannes Siebers, CEO & Co-founder of Holidu. "It's our hope that this study can help inspire travellers to inform themselves about the local water conditions, and consider the eco-friendly option of drinking the local tap water instead of buying bottled on their next trip."

"Bottled water consumption has skyrocketed over the last decade and shows no signs of slowing down. Global annual consumption passed 3 billion hectoliters in 2017, and it's projected that the global market for bottled water will reach US$307.6 billion by 2025. There's no question that paying for bottled water has become an everyday norm in our lives, at home and when we travel" says Johannes Siebers, CEO & Co-founder of Holidu. "And yet, the results of our study show just how much the cost of bottled water can vary depending on where you live. In the context also of the recent news about water futures being traded on the stock market for the first time, the results are a real eye-opener when thinking about how much we are willing to pay for something that we take for granted as a basic necessity."

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Spokespeople at Holidu are available for interviews. If you require an exclusive quote on a particular angle, then please contact us.

About Holidu: Holidu's mission is to finally make the search and booking of vacation rentals easy. Its search engine for vacation rentals allows travelers to book the ideal accommodation for the lowest price. The company also helps vacation rental owners multiply their bookings with less work through its software and service solution under the Bookiply brand. The brothers' Johannes and Michael Siebers founded Holidu in 2014. The high-growth startup is headquartered in Munich and has local offices in the most attractive travel destinations in Europe. For more information, see https://www.holidu.com and https://www.bookiply.com/.

About SweetSpot PR: Based in Berlin, Sweet Spot PR is a team of creatives, journalists and data analysts who founded an agency in response to the growing challenges facing the media as the industry adapts to the digital world. The agency promotes fact-based, informative and compelling journalism by connecting data-driven journalists with excellent content from research agencies and industry patrons.