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ENERGY STAR®, a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Earn the ENERGY STAR for Your Hotel Properties!

ENERGY STAR is a voluntary U.S. Environmental Protection Agency (EPA) program offering hospitality building owners and managers free tools to help measure energy performance, set goals, track savings, and reward improvements.

The hospitality industry spends over \$7.5 billion on energy each year.¹ Reducing energy use by 10 percent across the industry could save \$750 million, and help reduce U.S. greenhouse gas emissions by 6 million tons.² ENERGY STAR partners have found that strategic improvements in energy efficiency can cut utility costs by 10–30 percent without sacrificing service, quality, style, or comfort. Hoteliers can track and assess energy and water consumption, identify under-performing hotels, verify efficiency improvements, and receive EPA recognition for superior energy performance using EPA's ENERGY STAR energy performance rating tool, [Portfolio Manager](#).

Use Less, Save More, Earn the ENERGY STAR

EPA provides a national energy performance rating system that allows hotels of all types to benchmark and track energy performance. Properties are scored on a 1-100 scale, relative to similar properties nationwide, and ratings take into account weather, building size, and other operational characteristics. Hotels achieving a score of 75 or higher are eligible to earn the ENERGY STAR, indicating that they have achieved a superior level of energy performance.



How to Rate a Building in Portfolio Manager

Use EPA's ENERGY STAR benchmarking tool, [Portfolio Manager](#), to track your hotel's energy consumption and to receive an energy performance rating. To obtain a rating, enter at least 12 consecutive months of energy data, as well as information regarding hotel-specific operating characteristics. There are three ways to input data into Portfolio Manager:

1. [Single building manual entry](#): enter building and energy consumption information directly into Portfolio Manager on a building-by-building basis.
2. [Excel data upload](#): upload initial building data for a minimum of 10 properties in Portfolio Manager using an Excel template; update energy information on a monthly basis using the [Multi Facility Meter Update](#) tool.
3. [Automated benchmarking services](#): use an ENERGY STAR Service and Product Provider to have the rating automatically integrated into your energy information and bill handling system for all buildings.

¹ From the Energy Information Administration's 2003 Commercial Building Energy Consumption Survey (see <http://www.eia.doe.gov/emeu/cbecs/contents.html>).

² Emissions estimates calculated using data from CBECs 2003, as well as conversion factors from the ENERGY STAR *Technical Documentation on Greenhouse Gas Inventory and Tracking in Portfolio Manager* (see http://www.energystar.gov/ia/business/evaluate_performance/Emissions_Supporting_Doc.pdf).



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Earn the ENERGY STAR and Other Recognition

Hotels achieving a rating of 75 or higher can qualify to earn and display the ENERGY STAR, signifying superior energy performance. A professional engineer (PE) or registered architect (RA) must verify that all information in Portfolio Manager is accurate, and that the building operates in accordance with industry standards and indoor environmental criteria. Once approved, your property will be listed in the [Registry of ENERGY STAR Labeled Buildings](#), and you will be able to submit a building profile to promote the energy management activities that led to your success.

Did You Know?

Commercial buildings that have earned the ENERGY STAR use on average 35% less energy and emit 35% less carbon dioxide than similar buildings.

ENERGY STAR offers two other forms of recognition for superior energy performance:

- [ENERGY STAR Leaders](#): ENERGY STAR partners demonstrating continuous improvement portfolio-wide can qualify for recognition as ENERGY STAR Leaders. EPA recognizes building portfolios that have achieved reductions of 10, 20, 30 percent, or more, and those that have an average energy performance rating of 75 or higher portfolio-wide. Leaders candidates must own at least two properties that are eligible to receive the ENERGY STAR rating, and at least 50 percent of properties in the partner's portfolio must be eligible to earn the ENERGY STAR rating.
- [ENERGY STAR Partner of the Year](#): each year, EPA honors businesses and organizations for their outstanding contributions in reducing greenhouse gas emissions through energy efficiency.

ENERGY STAR Hospitality Successes

- To date, over 5,000 hotel properties have benchmarked using Portfolio Manager, and over 415 hotels have earned the ENERGY STAR.
- Leading travel companies Travelocity, Orbitz, and AAA have enhanced their online hotel listings to allow travelers to easily identify properties that have earned the ENERGY STAR. The Travelocity [Green Directory](#), the eco.orbitz.com Web page, and the AAA [Eco Program](#) empower travelers to make decisions in a more environmentally responsible manner.
- Marriott International is engaged in an organization-wide benchmarking effort, and has earned the ENERGY STAR for more than 275 hotel properties across the country. Marriott has also committed to reducing energy and water consumption in its properties by 25 percent over the next 10 years.
- HEI Hotels & Resorts leveraged ENERGY STAR tools and resources to reduce company-wide energy consumption by more than 8 percent in 2009. Since 2006, HEI has achieved an overall energy use reduction of 24 percent. HEI is also promoting the importance of energy efficiency to its 5,000 employees, using resources such as the [Bring Your Green to Work with ENERGY STAR](#) campaign materials. For its efforts, HEI was recognized as an [ENERGY STAR Partner of the Year](#) in 2010.