

Hospitality: Looking for Energy Solutions



Turn to an ENERGY STAR® Service and Product Provider Partner

ENERGY STAR Service and Product Providers (SPPs) have the experience and access to the tools needed to implement energy-efficient strategies that are right for you. The U.S. Environmental Protection Agency's (EPA) Guidelines for Energy Management is a proven strategy developed from ENERGY STAR partner successes. SPPs can help your organization follow the Guidelines to gain control of energy consumption and costs.

Working with an ENERGY STAR SPP, hotel owners and operators can pursue energy efficiency while not compromising comfort, convenience, or the overall brand experience. By instituting strategic energy management programs, hoteliers can realize energy cost savings that flow directly to the bottom line—all while enhancing guest experience by improving comfort and reliability. Furthermore, leading hoteliers realize that energy efficiency is a key component of “green” practices, allowing them to respond to increased demands for climate stewardship.

EPA's ENERGY STAR program is more than a label awarded for energy efficiency. It is a partnership among government, business, and consumers, united in pursuit of a common goal—to protect our environment for future generations. ENERGY STAR is recognized by more than 75 percent of the American public. Look to the expertise of ENERGY STAR SPPs to help your organization:

- > Reduce energy costs and operating expenses.
- > Enhance guest comfort and satisfaction.
- > Demonstrate environmental leadership by reducing greenhouse gas emissions that contribute to global warming.

Most Active Service and Product Providers ■

www.energystar.gov/sppresources

ENERGY STAR SPPs can help you identify, prioritize, and implement quality projects that will improve your total energy management. Use the list of Most Active Service and Product Providers to find companies with demonstrated experience in providing services and products that will help lower operating costs, allowing you to invest more in guest satisfaction.

The Benefits of Energy Efficiency

Energy represents the single fastest-growing operating cost in the lodging industry. EPA has found that a 10 percent reduction in energy consumption would be equivalent to increasing RevPAR by \$0.60 for limited service hotels and by more than \$2.00 for full-service hotels. Furthermore, reducing energy use by 10 percent across the U.S. lodging sector would help the industry save over \$745 million per year in energy costs.

Improving hotel energy performance reduces operating costs, benefiting your bottom line and leaving more money to invest in further improvements that can lead to enhanced guest satisfaction. In addition to delivering financial savings, cost reductions through energy efficiency translate into greater profitability for hotel owners.

ENERGY STAR® is a U.S. Environmental Protection Agency program helping businesses and individuals fight global warming through superior energy efficiency. Learn more at energystar.gov.



Work with ENERGY STAR Service and Product Providers to:

- > **Assess the Energy Performance of Your Hotels.** Using ENERGY STAR's Portfolio Manager tool, SPPs can work with you to evaluate the efficiency of your facility relative to similar buildings nationwide, and relative to buildings in your portfolio. SPPs can help you to receive a 1-100 Energy Performance Rating for eligible hospitality building types, and an Energy Use Intensity index for all hospitality building types.
- > **Set Energy Performance Goals.** SPPs can help you set meaningful, achievable goals for new and existing hotels.
- > **Create and Implement an Action Plan.** SPPs use the guidance provided in the ENERGY STAR Building Upgrade Manual to identify projects, prioritize opportunities, and establish energy efficiency plans. Recommendations begin with no- and low-cost improvements, and also take advantage of capital investments and longer-term strategies that make financial sense.
- > **Calculate Financial Value.** To help you quantify and communicate the value of improved energy efficiency, SPPs will help compute the potential financial impact of energy performance improvements using ENERGY STAR's Financial Value Calculator.
- > **Evaluate Your Progress.** Once a project is underway, SPPs can work with you to track energy use and financial savings, and compare improved energy performance against your goals through the Energy Performance Rating System and Energy Use Intensity indices.

Service and Product Providers Making a Difference for Hospitality

Servidyne Systems, LLC worked with the energy team at the Ritz-Carlton, Boston to recommend improved operations and maintenance measures for HVAC and lighting systems. With no capital investment, the Ritz-Carlton saved almost \$100,000 in less than one year.

Servidyne's ongoing energy analysis and data reporting tools allowed the Ritz's energy team to make adjustments in their daily activities to maximize energy savings and reduce energy consumption by 12.5 kBtu per square foot as compared to the prior year.

Service and Product Providers Can Also Help You:

- > **Become an ENERGY STAR Partner.** Make a commitment to energy excellence by becoming an ENERGY STAR partner.
- > **Get Recognition for Your Achievements.** Buildings that rate in the top 25 percent of facilities in the nation for energy performance can qualify for the prestigious ENERGY STAR label. ENERGY STAR partners also receive benefits from joining the program. Once you are a partner, SPPs can assist you in documenting and communicating project success. Partners can gain recognition through leadership awards, publicized case studies, and more.
- > **Fight Global Warming.** By reducing your energy use through energy performance upgrades, you will also minimize your greenhouse gas emissions, which contribute to global warming.

Service and Product Provider Success Stories ■ www.energystar.gov/sppresources

Success stories illustrate best practices, lessons learned, and energy performance achievements through successful relationships between facility owners and operators and SPPs working in the Commercial and Industrial markets. Read these stories to learn more about project scope, costs, energy savings, financial returns, and other benefits which you can begin to garner today. Work with an ENERGY STAR SPP partner to improve your energy performance and share your success with others.

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