



CASE STUDY



ENERGY STAR for Commercial Buildings

Park Hotels & Resorts

Park Hotels & Resorts Helps Drive Portfolio Energy Efficiency and Sustainability through its Green Park Platform



[Park Hotels & Resorts](#) Inc. (“Park”) is a publicly traded lodging real estate investment trust, comprised of a diverse portfolio of hotels and resorts. Since it was established in 2017, Park has developed a robust sustainability program that has resulted in 100% benchmarking of its wholly owned properties with ENERGY STAR Portfolio Manager and 10 of its currently owned properties earning ENERGY STAR certification, some for multiple years in a row.

In 2020, Park formalized its energy management program by establishing Green Park – a programmatic platform, identity, and brand around Park’s environmental sustainability efforts. The vision was to develop a best-in-class sustainability program to reduce energy and water use and greenhouse gas emissions across the portfolio while increasing asset value and improving the guest experience.

When asked why Park created such a substantial sustainability program, Kenny Thomas, Senior Director of Engineering, noted, *“Our portfolio is located in diverse destinations across the United States. We value and prioritize the need to protect the environment in and around our properties, which not only contributes to the wellbeing of biodiversity and benefits our global society, but also helps us align with our stakeholders’ environmental reduction priorities, including those of our hotel guests, associates, investors, and partners, as well as our own internal reduction targets.”*

Focusing on Energy Efficiency

A major component of the Green Park program is energy efficiency. Park benchmarks 100% of its wholly owned properties using ENERGY STAR Portfolio Manager, which allows the Green Park program to collect and aggregate portfolio-wide sustainability, supply, and facility data in one place.

“ENERGY STAR is the most recognizable sustainability certification brand and logo which translates to an easy understanding for our operators, their staff and our guests.”

- Kenny Thomas, Senior Director of Engineering at Park on the value of ENERGY STAR certification efforts.

Questions?

www.energystar.gov/buildingshelp



Hotel energy costs and usage are actively measured and monitored, and reporting is available at all levels throughout the organization. This data is then used by the Green Park team to provide key performance assessment statistics that drive energy management strategy and action.

To meet energy management goals, the Green Park Program established a roadmap with strategies and a path to achievement. The pillars of this roadmap include short-, medium- and long-term sustainability improvement plans and align with Park's broader decarbonization initiatives.

With the Portfolio Manager data, Park uses site specific energy use intensity to analyze and prioritize hotels for energy efficiency projects. To help execute identified efficiency projects, in fund, which identified a pipeline of over \$25 million in potential energy efficiency projects across its portfolio. Before this process, energy efficiency projects were either lumped in with maintenance, repairs, and end-of-life replacements, or with company-wide return-on-investment projects, resulting in a more haphazard approach to improving energy efficiency. Park found that by establishing a dedicated fund for energy efficiency projects, these projects were more appropriately prioritized in a manner that better supported Park's internal sustainability goals. Park utilized resources from this energy efficiency project fund at 22 hotels across its portfolio in 2022, all to pay for projects with expected paybacks of less than 4 years. These projects focused on mechanical, electrical, and plumbing systems, fixtures and equipment, kitchen and food prep, and the central plants.

The Green Park team has found both internal and external communication key to meeting its goals. Internally, Green Park communicates with hotel Directors of Property Operations and General Managers regularly to support and drive sustainability initiatives. The team sends directors and managers regular sustainability communications including monthly Green Park Program sustainability newsletters, sustainability surveys to gather data for the [corporate responsibility report](#) and [sustainability framework submissions](#), and congratulatory emails when their property earns ENERGY STAR certification. The Green Park team also holds quarterly sustainability webinars to educate, engage, and recognize property team members on sustainability topics and successes.

Based on these successes, Park won an ENERGY STAR Partner of the Year award in 2023, but they're not backing off from their efforts. To the contrary, Park has set goals to substantially expand its Green Park program, which include:

- Earning ENERGY STAR certifications and awards for additional properties.
- Educate properties on energy management award winning best practices and the importance of sustainability initiatives to achieve engagement, increase visibility, and strengthen support.
- Focus on energy optimization, efficiencies, and improvements across the portfolio to reduce emissions and continue to decarbonize Park's portfolio.
- Establish guidelines on energy efficient equipment replacements including electrification options to provide direction for property operations to plan for electric equipment as current equipment fails or reaches end of life.
- Continue growing impact from serving on the American Hotel and Lodging Association Sustainability Committee.

When setting up ambitious sustainability programs like Park's, Thomas noted that *"any energy efficiency and sustainability program needs to be robust and comprehensive to establish long term goals, a brand and identity, achievable annual goals, and milestones and plans to communicate successes. Data collection and tracking are important for accurately setting goals and measuring success. Additionally, communication with all stakeholders, including property teams, corporate leadership, management companies, and supply partners, is key to educate on the importance of sustainability initiatives, achieve engagement, increase visibility, and strengthen support."*

For more information on Park Hotel and Resorts sustainability efforts, please see the Environmental Strategy section with details on the Green Park Program, sustainability best practices, efficiency projects and individual property success stories in the most recent [Annual Corporate Responsibility Report](#).