

Energy Solutions for Hospitality



is an ENERGY STAR® Service and Product Provider Partner. We Can Help.

Guest satisfaction is the number one priority in the hospitality sector. Fortunately, hotel owners and operators can pursue energy efficiency while not compromising comfort, convenience, or the overall brand experience.

As an ENERGY STAR Service and Product Provider partner, we can help you reap the financial and environmental benefits of superior energy efficiency. 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.

ENERGY STAR is more than a certification awarded for energy efficiency. It is a partnership among government, businesses, and consumers, united in pursuit of a common goal—to protect our environment for future generations. ENERGY STAR is recognized by more than 85 percent of the American public. Look to our ENERGY STAR expertise to help your organization:

- > Enhance guest comfort and satisfaction.
- > Reduce energy costs and operating expenses.
- > Demonstrate environmental leadership by reducing greenhouse gas emissions, which contribute to climate change.

Rising Greenhouse Gas Emissions

Over the next 15 years, greenhouse gas emissions attributed to buildings are projected to grow faster than any other sector, with emissions from commercial buildings leading the way—a projected 1.8 percent per year through 2030.

The Benefits of Energy Efficiency

Energy represents the single fastest-growing operating cost in the lodging industry. The U.S. Environmental Protection Agency (EPA) has found that a 10 percent reduction in energy consumption would have the same financial effect as increasing the average daily room rate by \$0.62 in a limited-service hotel and by \$1.35 in a full-service hotel. Furthermore, reducing energy use across the U.S. hospitality sector by 10 percent would help the industry save more than \$285 million in energy costs.

Improving your hotels’ 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 higher asset values for hotel owners.

In Focus

On average, America’s 47,000 hotels spend \$2,196 per available room each year on energy. This represents about 6 percent of all operating cost.

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



Turn to an ENERGY STAR Service and Product Provider Partner

As an ENERGY STAR Service and Product Provider partner, we have the experience and access to the tools needed to implement energy-efficient strategies that are right for you. We adhere to the U.S. Environmental Protection Agency's (EPA) Guidelines for Energy Management, a proven strategy based on ENERGY STAR partners' successes, which will allow your organization to gain control of energy consumption and costs.

Let Us Work with You To:

- > **Assess the Energy Performance of Your Hotels.** Using EPA's ENERGY STAR energy performance scale, we will help you to evaluate the efficiency of your portfolio relative to similar properties nationwide.
- > **Set Energy Performance Goals.** We help you set meaningful, achievable goals for new and existing hotels.
- > **Create and Implement an Action Plan.** Using the ENERGY STAR Building Upgrade Manual, we 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 quantify and communicate the value of energy efficiency, we compute the potential financial impact of energy performance improvements using EPA's Financial Value Calculator and Building Upgrade Value Calculator.
- > **Evaluate Your Progress.** Once a project is underway, we will work with you to track energy use and financial savings, and compare improved energy performance against your goals through the ENERGY STAR energy performance scale.

"By investing smartly in our existing and new properties, we can increase energy efficiency through our partnership with ENERGY STAR, which helps protect the environment and reduce greenhouse-gas emissions. Everyone benefits through such partnerships – our guests, our communities and our employees and their families."

—Anthony Rutledge, CEO, HEI Hotels & Resorts

HEI Hotels & Resorts was awarded ENERGY STAR Partner of the Year in 2011 and Sustained Excellence in 2012 and 2013.

We 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 score in the top 25 percent of facilities in the nation for energy performance can qualify for the prestigious ENERGY STAR certification. ENERGY STAR Partners also receive benefits from joining the program. Once you are a partner, we assist you in documenting and communicating project success. Partners can gain recognition through leadership awards, publicized case studies, and more.
- > **Fight Global Climate Change.** By reducing your energy use through energy performance upgrades, you will also minimize your greenhouse gas emissions, which contribute to climate change.

To Begin Taking Advantage of the Benefits of Improved Energy Performance, Contact:

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