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ENERGY STAR Success Story: Loews Hotels



LOEWS
HOTELS • RESORTS

Loews Hotels is a luxury hospitality brand with 18 hotels and resorts in the United States and Canada. Undertaking its first energy reduction measures in 2006, and joining the ENERGY STAR partnership in 2008, Loews has demonstrated commitment and industry leadership in addressing its environmental impact and prioritizing sustainable practices. With a goal to reduce energy use by 10% in 2011 as compared to 2007, Loews has achieved over 7.5% reduction through October 2010 – well on target to meeting corporate energy targets.

Energy Management with ENERGY STAR

By aligning its approach with the ENERGY STAR [Guidelines for Energy Management](#) and by leveraging the [Teaming Up to Save Energy](#) guide, Loews created a Corporate Energy Team that meets monthly and works with “Green Teams” at each hotel, advising property-level staff on how best to reduce energy through simple measures. Loews’ Corporate Energy Team established portfolio-wide best practices protocols and an energy management checklist to institutionalize conservation into property management. Additionally, energy assessments were performed at each owned hotel – using EPA’s ENERGY STAR Portfolio Manager tool to benchmark performance and investment grade energy audits were conducted by a third-party. These baseline assessments allowed the Corporate Energy Team to set goals, develop energy reduction plans, and prioritize investments for each hotel. Continuously tracking energy in Portfolio Manager and reassessing properties using the energy management checklist enables Loews to evaluate energy performance improvements, quantify cost savings, and ensure best practices are sustained.

Top energy saving projects at Loews Hotels include:

Energy Efficiency Projects	Energy Savings
Retrofitted 33,600 guest room incandescent lamps with compact fluorescent lights across all 18 facilities	60% energy reduction in lighting energy per room, plus reduced labor to change bulbs
Installed variable frequency drives on large motors across all 18 facilities	30% reduction in motor electric load
Installed capacitors on large pumps, motors, and air handler units in some facilities as a pilot	4-5% electricity reduction, plus extended motor life
Installed 5 ozone laundry systems	18% energy reduction, plus extended life of linens due to fewer chemicals and no hot water
Implemented a pilot hot water storage tank temperature reset system with computerized tracking sensor	15% natural gas reduction for system
Updated guest room shower heads and toilets, and retrofitting public restrooms with sensor devices across all facilities	50% reduction in water flow rate, with lowered energy demand by pumps and motors

Many of Loews’ projects were made more financially attractive by utilizing rebates offered by utilities and government agencies. For pilot projects, tracking energy impacts at the system and building levels helped Loews identify which projects contributed most to overall energy performance improvement, which were most cost effective, and which should be replicated in other hotels.

Employee Engagement and Communications

Loews places emphasis on fostering energy awareness among staff, and motivating employees to save energy at work and at home. The company leverages ENERGY STAR communications resources such as ENERGY STAR videos that play on “Team Member TV,” [Bring Your Green to Work](#) campaign posters



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and energy saving tip cards in employee break rooms, and messaging via an employee intranet site to help staff understand that conservation is everyone's duty. In spring 2011, Loews will launch an employee pledge drive as part of the [Change the World, Start with ENERGY STAR](#) campaign, encouraging individual actions that lead to big environmental benefits.

Additionally, Loews is spreading energy awareness to the public by showcasing its achievements to guests through well-appointed, helpful reminders and tips displayed throughout guestrooms. These materials encourage guests to partner in energy-saving practices during their stay, while still enjoying Loews' comfortable, luxury environment.

Continuous Improvement

Building on successful energy projects with proven savings and payback, in 2010, Loews created a dedicated budget for energy reduction projects to sustain continuous energy improvement across its hotels and resorts. With money specifically allocated to energy efficiency projects, this enables Loews to expand measures that have been shown to be effective in its owned hotels to its managed hotels. This will include undertaking energy assessments and developing energy plans for all managed properties in 2011, and implementing proven pilot programs for capacitors, ozone laundry systems, and hot water storage tank temperature reset systems.

After maximizing its impact by taking advantage of "low hanging fruit," Loews is now looking at more aggressive strategies including two new renewable energy pilot projects for 2011 – an urban wind generation project at Loews Philadelphia, and a solar panel heating project at Loews Annapolis.

By investing in pilot energy efficiency projects and replicating best practices portfolio-wide, as well as engaging employees and guests in energy conservation, Loews is well on its way to meeting its goal of reducing energy use by 10% in 2011. This also directly impacts their triple bottom line by reducing costs and carbon emissions.

What You Can Do

"Forming an energy team is a key first step," says Joe Thomas, Vice President of Engineering at Loews Hotels, who spearheads energy efficiency efforts at the Loews Philadelphia Hotel and company-wide. "Loews used the ENERGY STAR [Teaming Up to Save Energy](#) guide to help us bring together the right people to turn strategy into action – structuring, launching, and maintaining a team that will continue to save energy across our organization."

As Loews' demonstrates, establishing an energy team and following a strategic approach to energy management can assist organizations in driving energy efficiency success. Energy teams can leverage tools such as [Portfolio Manager](#) to set goals, prioritize efficiency improvements, track progress, and demonstrate success.

To learn more about ENERGY STAR resources for hotels, visit www.energystar.gov/hospitality.

Feature Property: The Loews Philadelphia Hotel

As a result of ongoing strategic energy management, the Loews Philadelphia Hotel increased its ENERGY STAR score by 16 points and reduced energy use by over 13% in three years.

To achieve this success, Loews Philadelphia comprehensively looked at energy use across its operations, implementing improvements including:

- Electronic thermostats in guest rooms, with settings preventing the temperature to run above or below seasonal set points
- Centralized controls for ballroom lighting systems
- Steam condensate economizers to reuse all condensate
- Capacitors on all drive motors and pumps
- Managed water treatment chemical levels to optimize heat exchangers and chillers

To deliver continued reductions in environmental impact, Loews Philadelphia is continuing to pilot energy projects as well as employee and guest outreach efforts, and will become the first hotel in the U.S. to implement an urban wind generation project in 2011.