

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 Partners' 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 65 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.

Service and Product Provider Directory ■ www.energystar.gov/spp

ENERGY STAR SPPs can help you identify, prioritize, and implement quality projects that will improve your total energy management. Use this Directory to locate the companies that serve the hospitality sector to provide you with 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 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 over \$285 million in energy costs.

Improving 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 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 EPA's Energy Performance Rating System, SPPs can help you to rate the efficiency of your portfolio relative to similar properties nationwide.
- > **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 EPA'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.

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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