

ENERGY STARS

Introducing a series of special case studies of energy-saving programs

In cooperation with *Lodging* magazine, the AH&LA, and the U. S. Environmental Protection Agency's ENERGY STAR Program, four Washington, D.C., area hotels—the Fairmont Washington D.C., the Willard InterContinental Washington, Hotel George, and the Best Western Capitol Skyline Hotel—have agreed to let readers of *Lodging* follow them on a year-long exercise to reduce their energy consumption.

Through regular features in the magazine over the next year, you will be able to learn from the experience of these diverse properties as they assess their

energy performance, implement energy efficiency measures, and evaluate the financial and environmental impacts of reductions in their energy use over time.

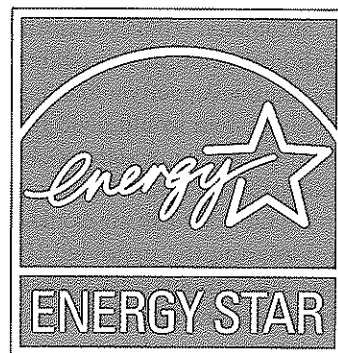
Now more than ever before, effective energy management is closely linked to hotel profits. Across the country, hotels are facing deregulated markets and increasing utility rates as well as a client base who wants to do business with organizations that are reducing the environmental impact of their operations. When hoteliers demonstrate their successes in energy management, they are addressing both the financial

and environmental demands of the market.

As a first step, these hotels will evaluate their current energy performance using Portfolio Manager—the ENERGY STAR Program's web-based tool—and will learn how their performance compares to those of other hotels throughout the United States. Portfolio Manager provides a foundation for a strategic approach to energy management—an approach that optimizes energy efficiency investment decisions and tracks the financial and environmental benefits of improved energy performance.

Each property will then focus on developing and implementing a successful energy management strategy over the coming months.

Last year alone, with the



help of ENERGY STAR, U.S. businesses and consumers prevented the emissions of 35 million metric tons of greenhouse gases—equivalent to the emissions of 23 million vehicles—and saved about \$12 billion on their utility bills. Stay tuned for updates on how these hotels are working—and how you can work—with ENERGY STAR to reduce energy impacts and increase profitability.

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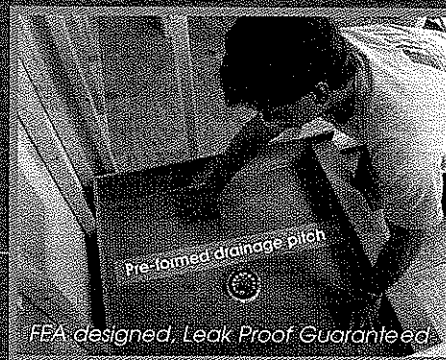
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