

FOCUS ON GUEST EXPERIENCE

Your guide to reducing energy waste at your lodging business



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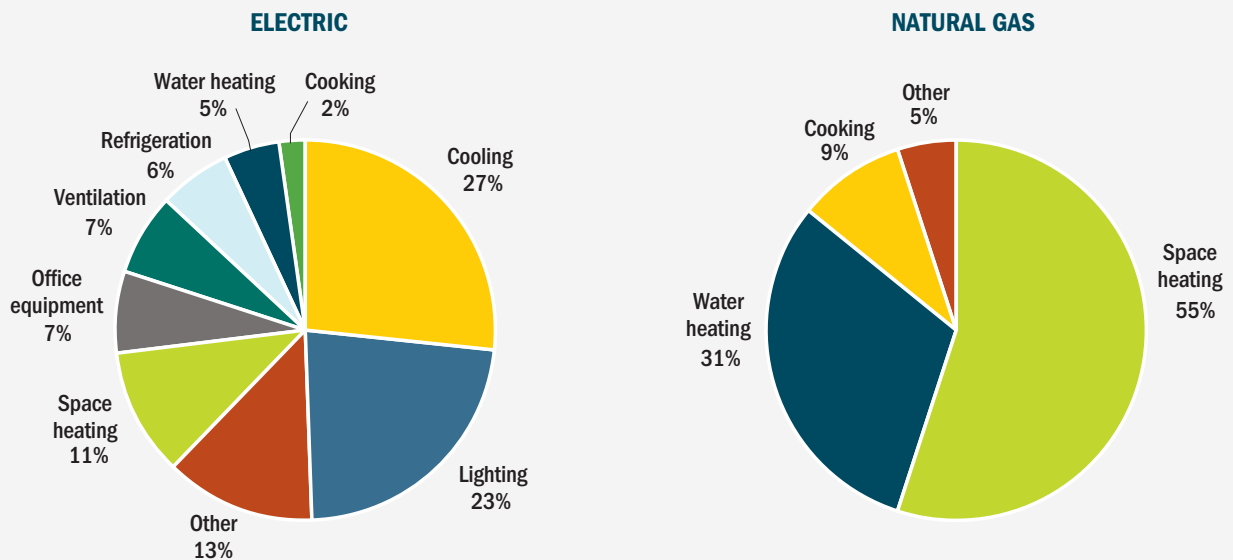
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1. YOUR ENERGY PROFILE



Want to know where to focus your efforts or which improvements will make the biggest impact? Check out the energy profile below. Use ENERGY STAR® Portfolio Manager at portfoliomanager.energystar.gov to track your usage and see how your energy use compares to similar facilities in the industry.



Source: https://www.energystar.gov/sites/default/files/buildings/tools/EPA_BUM_CH12_HotelsMotels.pdf

DID YOU KNOW?

Electricity use accounts for **60%-70%** of an average hotel's utility costs.

2. CAPITAL IMPROVEMENTS



The right solutions can enhance building aesthetics, increase safety and comfort, and reduce overhead costs of your lodging business. Review our recommendations for proven energy-saving upgrades, along with available FOCUS ON ENERGY® incentives.



CAPITAL IMPROVEMENTS: Recommendations



Lighting

Switch to LED lighting and add controls inside and outside your building to maximize savings.

- ✓ Add occupancy sensors in common areas such as bathrooms, fitness centers, or game rooms.^{\$}
- ✓ Install LED lighting in less obvious places, including high ceilings and fixtures providing ambient lighting.^{\$}
- ✓ Integrate daylighting controls in areas with skylights or large windows to further reduce lighting and operating costs.^{\$}



DID YOU KNOW?

Upgrading 24/7 lighting to LED options can have a payback of as little as two years – or sooner with Focus on Energy incentives.¹

CAPITAL IMPROVEMENTS: Recommendations



Water heating

Reduce hot water consumption associated with showers, laundry, and food service operations.

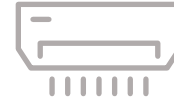
- ✓ Choose high-efficiency water heaters, laundry equipment, and kitchen equipment like dishwashers when replacing existing equipment.^{\$}
- ✓ Equip sink faucets with low-flow aerators and install low-flow showerheads.
- ✓ Replace or retrofit pumps with variable frequency drives (VFD) or variable speed electronic commutated motor (ECM) pumps.^{\$}

DID YOU KNOW?

An average hotel uses 20 gallons of water each day per occupied room. Water-efficient fixtures can reduce water and sewer bills by up to **30%**.⁴



CAPITAL IMPROVEMENTS: Recommendations



HVAC

Improve guest comfort and cut costs by adding controls and choosing energy-efficient equipment.

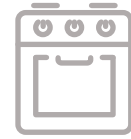
- ✓ Reduce HVAC use in common areas, including conference rooms and banquet halls, through demand-controlled ventilation.^{\$}
- ✓ Install guest-room energy-management controls to reduce heating and cooling when a room is unoccupied.^{\$}
- ✓ Upgrade packaged terminal air conditioners with high-efficiency packaged terminal heat pumps.^{\$}
- ✓ Replace fan-coil unit fan motors with ECMs.^{\$}
- ✓ Install VFDs on HVAC pump and fan motors.^{\$}



DID YOU KNOW?

Adding a VFD to an uncontrolled pump or fan motor can reduce energy consumption by **70%**.⁴

CAPITAL IMPROVEMENTS: Recommendations



Kitchen

High cooking demands and heavy-duty equipment have significant energy demands but can serve up a fast return when upgrades are made.

- ✓ Add kitchen-hood controls to operate the exhaust hood and make-up air unit only when heat and smoke are detected. \$
- ✓ Purchase commercial kitchen equipment—including refrigerators, freezers and icemakers—certified by ENERGY STAR® \$
- ✓ Install ECMs in walk-in cooler or freezer evaporator fans. \$



CAPITAL IMPROVEMENTS: Recommendations



Pools

From water filtration to heating, pools and hot tubs can have you swimming in extra costs.

- ✓ Install a high-efficiency pool and water heater. \$
- ✓ Utilize pool covers or replace old covers with higher efficiency options. \$
- ✓ Equip pool pumps and air-handler fans with VFDs. \$
- ✓ Explore custom energy-saving opportunities, such as dehumidification equipment or utilizing energy recovery. \$



3. OPERATIONS AND MAINTENANCE



One of the most cost-effective ways to improve performance is to restore existing equipment to designed conditions. Implementing workplace best practices can result in profitable returns with little to no investment.



OPERATIONS AND MAINTENANCE: Checklist



Energy-efficiency doesn't have to break the bank. Check out these low- and no-cost measures to get your lodging facility on its way to saving energy.

Low-cost measures

- ✓ Make setpoint adjustments and valve repairs to HVAC equipment.^{\$}
- ✓ Optimize economizers and outside air-intake equipment.^{\$}
- ✓ Tune up boilers and chillers.
- ✓ Restore VFD motor-control settings.^{\$}
- ✓ Clean filters and coils on a regular basis.
- ✓ Perform routine balancing of pool air system to ensure proper ventilation while reducing the risk of mold and structural damage.



DID YOU KNOW?

A **10%** reduction in energy costs is equivalent to increasing the average daily rate by **2.6%** and increasing the occupancy rate by **4.3%**.³

OPERATIONS AND MAINTENANCE: Checklist



No-cost measures

- ✓ Direct staff to dim or turn off conference room, banquet hall or other nonessential common-area lighting when unoccupied.
- ✓ Minimize heating and cooling energy use by programming thermostats in unoccupied areas to increase or decrease temperature.
- ✓ Lower domestic hot-water setpoints to the safest possible temperature.
- ✓ Put unsold rooms into a deep setback setting to reduce heating, cooling and/or lighting costs until occupancy is expected.



STAY CURRENT
STAY PROFITABLE
START NOW

Contact **800.762.7077** or visit
focusonenergy.com/business
to learn more.



REFERENCES

ESOURCE; from Commercial Building Energy Consumption Survey, 1999 data
See page 217 of this PDF:
https://www.energystar.gov/sites/default/files/buildings/tools/EPA_BUM_Full.pdf
¹<http://www.cairecycle.ca.gov/epp/greenlodging/>
²<http://www.cairecycle.ca.gov/epp/greenlodging/>
³<http://smartenergy.illinois.edu>
⁴Focus on Energy Technical Resource Manual, focusonenergy.com

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.
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