

# Hotel Hunts Down Wasteful Spending on Energy

A lighting retrofit in July 2005 involving 7,300 fixtures at the 390-room Baltimore Marriott Hunt Valley Inn made for a summer of delight—not discontent—for executives of privately held HEI Hospitality LLC, the Norwalk, CT, company that owns and manages the property.

The hotel cut wasteful spending on energy for lighting over 50 percent by replacing outdated incandescent and fluorescent lamps in favor of dimmable, long-life plug-in and screw-in compact fluorescent lamps (CFL) from GE Consumer & Industrial. GE's High-efficiency T8 linear fluorescent lamps and the F28T8 UltraMax® System, which combines F28T8/SP35/UMX/ECO linear fluorescent lamps and UltraMax® electronic ballasts, were also installed.

For about 500 linear fluorescent fixtures, HEI saw light output improvements jump from 4,950 lumens to 5,170 lumens. Color rendering also improved.



"We've helped the hotel hit a 50-percent improvement on kilowatt savings alone," says Richard G. Lubinski, president of Ohio-based energy consulting firm Think Energy Management, LLC, a consultant to HEI. "There's also a tangible reduction in electrical demand peaks (KW), lower maintenance hassles and lower costs whenever long-life lighting products are applied."

Lubinski reports that the 6-month performance of the new lighting nets out as a recurring annual savings of 1,250,000 kWh of electricity consumed, compared with the old lighting. Most of the retrofit involves compact fluorescent lamps used for down-lighting and general lighting applications in hotel hallways, banquet rooms, conference rooms and guestrooms. A 42-watt CFL from GE Consumer & Industrial, for example, offers up to 72% energy



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savings compared with a 150-watt incandescent lamp near a guestroom reading chair.

## IN PURSUIT OF PROFITS

Lubinski's firm and HEI collaborated with GE Consumer & Industrial to develop a self-funding energy-efficiency initiative that not only cuts wasteful spending on energy for lighting, but also delivers lower maintenance costs and better quality lighting throughout the hotel.

"In the hospitality industry, our profitability ties directly to our approach to energy management," says Bob Holesko, vice president of facilities for HEI. "While we can't control escalating electricity and natural gas costs, we can control our properties' energy consumption with responsible demand-side energy management projects. Our MarriottHunt Valley Inn is a classic example of how a simple lighting upgrade can greatly improve a hotel's financial performance.

From nearly \$2.3 million invested in new lighting at all its properties, HEI executives expect to achieve over \$1 million in annual lighting energy cost

savings. HEI looks for payback periods of 3 years or less for its lighting retrofits.

According to ENERGY STAR, an EPA program that helps businesses and individuals protect the environment through superior energy efficiency, U.S. hotels spend about \$4 billion on energy every year. It further notes that reducing these costs by just 10 percent is the equivalent of a \$0.62 ADR increase for limited-service hotels and a \$1.35 ADR increase for full-service hotels.

HEI, Think Energy Management and GE Consumer & Industrial are all ENERGY STAR Partners.



The lobby and other public areas of the Baltimore Marriott Hunt Valley Inn now feature dimmable, long-life compact fluorescent lamps.



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