



Energy

by Phil Sprague

Hotel energy management information on the Internet

Another great article from *The Rooms Chronicle*, the #1 journal for hotel rooms management! ***Important notice: This article may not be reproduced without permission of the publisher or the author.*** College of Hospitality and Tourism Management, Niagara University, P.O. Box 2036, Niagara University, NY 14109-2036. Phone: 866-Read TRC. E-mail: editor@roomschronicle.com

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The American Hotel and Lodging Association (AH&LA) has developed a new website called Good Earthkeeping. This is available to both AH&LA members and non-members. The website can be reached at www.ahla.com/goodearthkeeping. Under the tab labeled What Resources are Available? are several items available free to all hoteliers.



An abundance of valuable resources

One resource is a checklist which highlights the top ten practices for superior energy management which would provide interesting material for hotel staff meetings and for the Engineering Department to use as a 'to do' list. TRC is pleased to provide its readers a complimentary pullout poster of this checklist with this current issue of *The Rooms Chronicle*.

There is also a list of fifteen simple things individuals can do to create a better, more energy efficient world that incorporates both the home and the workplace. It should be noted that some of the items under this tab are only available to AH&LA members and require registering one's AH&LA membership number to access the restricted information.



One of the other tabs that can be accessed on the AH&LA Good Earthkeeping webpage is How to Establish a Strategic Energy Management Plan. This tab discusses the global approach to an energy management program in any hotel. First and foremost, a hotelier must make a commitment and then assess his property's past performance and set future goals. The next step is to create an Action Plan, implement the Action Plan, and evaluate ongoing progress. The final step is to recognize achievement, which includes some type of certificate or incentive plan for employees. Typically, a global approach such as this can achieve a ten to twenty percent reduction in energy use at the hotel. In simple terms, this can be equal to a \$1 to \$2 reduction in the hotel's average daily room rate, depending upon utility rates in the hotel's geographic area and the success of the program.

Energy Star website

One of the key components of the Good Earthkeeping website is its link to the Energy Star website. The Energy Star website can be located directly from the address www.energystar.gov. The Good Earthkeeping website has numerous ways of routing to the Energy Star website, such as through benchmarking and Energy Star products. One of the most interesting Energy Star products is a list of manuals available on the website. Some of the more interesting manuals available are:

- *The Building Upgrade Manual*. This is a complete manual on energy management for one's property.
- *The Financial Analysis Manual*. This manual discusses methods of evaluating one's return on investment.
- *Recommissioning Manual*. The Recommissioning Manual develops a professional standard of recommissioning older hotels to bring them into state-of-the-art condition.
- *Lighting Manual*. This manual is a complete discussion on all of the lighting opportunities available for lighting in the hotel industry.
- *Load Reduction, Fan Systems, Heating and Cooling*. These are three manuals that discuss in extensive detail the technology associated with modifying a building's heating, ventilating and air conditioning systems.

There are several other manuals that may be of interest, such as an Energy Glossary, Introduction to Energy Star and a bibliography of all manuals available pertaining to the subject of energy management. These manuals must be downloaded through a computer's Adobe Acrobat Reader. In some cases, these can be relatively large documents upwards of 170 pages in length.

The Energy Star website also has an Online Training Presentations tab, which offers more general information, as it is designed more for all types of buildings and has a very wide range of technical training.

The home page of the Good Earthkeeping website has a direct link to the Energy Star Benchmarking Program. The purpose of the Benchmarking Program is to provide the hotel owner or operator with a relative rating of their hotel, compared to other similar hotels in terms of energy use. Our review of this Energy Star feature revealed it might not be easy for all people to understand. It incorporates many technical acronyms that are commonly used in the energy management business.



As noted in other TRC articles, energy accounting is the cornerstone of a good energy management program. Sometimes it is more effective to reduce this to a more basic format, which includes simply documenting monthly energy costs and consumption on a simple Excel spreadsheet. This will allow management to make simple month-to-month and year-to-year comparisons of gas, electricity and water use for each individual account in the hotel.

Other Internet resources

We discovered during a random search of the Internet that there is a wealth of information on hotel energy management located in one specific area. We used Google™ as a search engine to locate hotel energy management information. Entering the key words “Guestroom Energy Management” revealed about 370 websites that discuss almost every conceivable piece of information associated with this subject. As one might expect, there are numerous websites discussing guestroom energy management systems. Ironically, the Energy Star website for the lodging industry was also located under this search. Finally, this web search also provided information on how hotel managers in deregulated areas of the country can locate service companies from which to purchase energy. ✧

(Phil Sprague is a member of the AHLEA Executive Engineers Committee and president of PSA Hotel Energy Consultants. Based in Minneapolis, PSA Hotel Energy Consultants assists lodging companies and individual properties to develop effective, cost-saving energy strategies by auditing and assessing all energy consuming devices and appliances, and delivering comprehensive, customized recommendations in an actionable format. They can be reached at 952-472-6900.)