



FAIRFIELD INN MAKES ROOM FOR ENERGY SAVINGS

The Fairfield Inn & Suites in East Peoria was still just a blueprint when developer EM Properties turned to the Ameren Illinois Energy Efficiency Program.

“The Fairfield Inn was one of the first hotels to come to us,” says David Gibson, Project Advisor for Ameren Illinois. “They were interested in what they could do to make the facility more energy efficient.”

The energy efficiency team had a ready recommendation: a guest room energy management system — a key card-activated system that could be installed in each of the planned 89 guest rooms. And Ameren Illinois backed that suggestion with more than \$5,300 to help fund the project.

As a result, EM Properties enhanced the hotel design to include a guest room energy control system that was installed by Entergize, a Program Ally.

“EM Properties is committed to energy efficiency, and they translated that commitment into their design,” says Gibson.

By tying lighting and the HVAC system to guest room occupancy, the energy control system guards against energy waste. Here’s how it works:

An illuminated key card slot replaces a traditional light switch near the door. To turn the lights on in the room, the guest must insert the room key into the slot and leave it there.

As an added measure, the traditional thermostat is replaced with an energy control thermostat that communicates wirelessly with the key card-activated lighting system. This ensures that the HVAC system operates only when the room is occupied.

Cathy Stinson, project manager for EM Properties, says guest room energy control systems are a good idea because the typical hotel room is only occupied a small percentage of the time.

“A key card-activated system prevents guests and housekeeping staff from leaving lights or air conditioning on when they leave the room,” says Stinson. “It leads to huge savings.” In fact, the system is expected to reduce the Fairfield Inn’s energy use by an estimated 106,800 kWh every year!

Along with energy savings, a guest room energy management system may offer hotels an edge in terms of image, particularly among energy-conscious travelers.

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Cash Incentives Available for the Hospitality Industry

Ameren Illinois provides a number of attractive incentives for hotels, including:

- Pool pumps and covers
- Building control system upgrades
- High-efficiency water heaters
- Lighting upgrades
- Specialty kitchen equipment
- And more ...



Though the program covers multiple technologies, lodging customers are only required to fill out one application for all measures.

Schedule Your Wake-Up Call for Energy Efficiency

Did you know?

Even when a room is rented, it's only occupied about 50% of the time — making guest room energy consumption an area ripe with savings. According to Entergize, a Program Ally, a key card-activated system can save hotel owners up to 40% on guest room energy bills.



Energy Efficiency. It's Good Business.

Incentives are available for a variety of energy-saving projects, including:

- Lighting
- Heating and cooling
- Water heaters
- Specialty equipment
- Steam traps
- Variable frequency drives (VFDs)
- Retro commissioning

Why wait? Start your energy efficiency project today — and save!

READY TO BEGIN?

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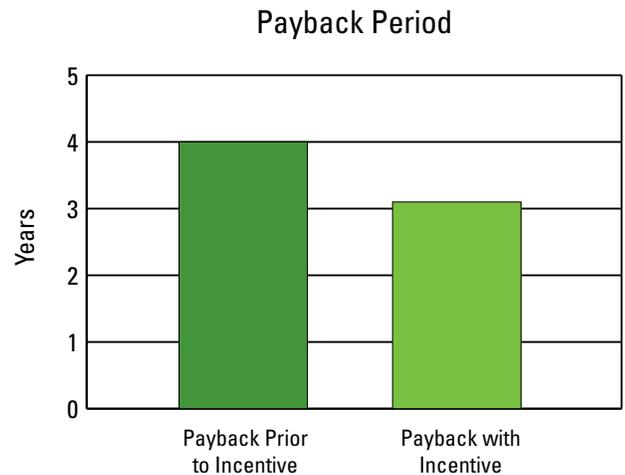
"Guests have to engage the technology, so they understand that they are staying in a 'green' facility," says Gibson — an observation echoed by Cathy Stinson.

"Most guests are impressed with the system. They like the fact that when they leave the card in, the room stays nice and cool and when they pull the card out, they know they are saving energy," she says.

In an industry eager to offer a warm welcome and cozy stay, the guest room energy management allows the Fairfield Inn to eliminate energy waste without asking guests to sacrifice comfort. Positioned in its prime location along Interstate I-74, this hotel proves there's always room for energy efficiency.

Benefits to EM Properties

- \$5,340 in incentives from Ameren Illinois
- Reduced project payback period
- Estimated annual energy savings of 106,800 kWh
- Enhanced image among energy-conscious consumers



More Good News: Retrofits are Easy

While the Fairfield Inn incorporated energy efficiency into the building's design before construction began, a guest room energy management system is an easy enhancement for existing hotels, too. No rewiring is required to install the system, so retrofitting an existing hotel is as simple as replacing the thermostat and light switch with a card device.

"Guest room energy management systems are a simple upgrade for a lodging facility to implement — whether it's a new hotel or an existing facility. The wireless technology means that no rewiring is required," says David Gibson, who hopes the hundreds of lodging facilities in Ameren Illinois' territory will follow the Fairfield Inn's lead.

