

## CASE STUDY



# Demand Response: Hospitality



“The biggest benefits of the program were the things that we started to do better on a day-to-day basis. Some meeting rooms have stand-alone HVAC units, so we now turn those off when the rooms are done for the day. We will benefit from that financially.”

Hospitality Executive



If your hotel needs to manage its energy demands, Pacific Gas and Electric can help. We now offer financial incentives to participate in our Demand Response programs. PG&E's Account Services division will work with you on a plan of action that can help reduce your operational cost and demonstrate corporate social responsibility. You should know that Demand Response participation pays public relations dividends:

- It reduces the risk of service interruptions caused by supply shortage, transmission constraints, or rolling blackouts.
- It creates goodwill in the community for your company.

PG&E studies show that participating in a Demand Response program can refocus the hospitality industry towards general energy conservation practices that regularly benefit the business. It is also a morale booster for employees who want to see their company get involved and be more energy conscious.

### DEMAND RESPONSE OPPORTUNITIES

Case in point: a hotel with over 600 rooms, 60,000 square feet of meeting space, and hundreds of full-time employees with electricity consumption of 1,700kW successfully participates in a Demand Response program.

### The Challenge

Find a plan to meet guest expectation and participate in a Demand Response program. This is not easy when you are open 24/7 with energy needs to provide air conditioning, hot water, and lighting.

### The Solution

To create a Demand Response action plan, the hotel management worked with their local utility account representative and identified everything in the facility that they could turn off without affecting guest comfort. For example, the hotel management worked with the entire staff on four areas:

- Lighting: Reduce or turn off non-essential lights.
- Cooling: Turn off some ice machines and secondary chillers when possible.
- Other Key Equipment: Postpone running large dishwasher and laundry operations during an event.
- Other Non-Essential Areas: Turn off signage, fountains, pumps, and all machines as often as possible.

There were other simple measures such as turning out lights in offices when employees went to lunch and using the stairs. To keep the plan on track, an e-mail was sent to all employees asking them to do whatever they can to help.

### NEXT STEP

Contact your PG&E representative or call our Business Customer Service Center now at **800-468-4743**. We will help you determine what Demand Response program is right for you and how it can complement other programs in your Integrated Energy Management portfolio. Earn incentives with PG&E's Technical Audit/Technology Incentive program for the identification and installation of demand response enabling equipment. Complete details on these no-cost programs are available from your PG&E representative and our web site: [pge.com/DemandResponse](http://pge.com/DemandResponse).



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