

Hospitality Lighting

Small lighting changes make a big difference

FACT SHEET

Focus on Energy, a statewide service, works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. We provide technical expertise, training and financial incentives to help implement innovative energy management projects. We place emphasis on helping implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. Our efforts help Wisconsin residents and businesses manage rising energy costs, protect our environment and control the state's growing demand for electricity and natural gas.

To learn more about Focus on EnergySM, call 800.762.7077 or visit focusonenergy.com

Lighting is one of the top consumers of energy in the hospitality industry—at 12 percent of energy usage, only space heating (31 percent), water heating (17 percent) and cooling (15 percent) consume more—so it's no surprise that owners and managers who want to save on their energy bills are putting lighting upgrades at the top of their to-do lists. Here are some easy, cost- and energy-effective ways to keep the lights on.

REPLACE INCANDESCENT BULBS WITH COMPACT FLUORESCENT LAMPS

Compact fluorescent lamps (CFL) can reduce energy usage by 60 percent to 75 percent and last up to 10 times longer than incandescent bulbs.

Today's CFLs have many options. They are available in "warm" light options that help create ambience in guestrooms, dining rooms and common areas and "cool" light which is often preferred in bathrooms. Today's CFLs also come in a variety of shapes and sizes that can be used with dimmer switches, three-way lamps, recessed cans and outdoor applications. All of the features make CFLs today a much improved product than what customers might remember in the past.

CFLs are a good choice in guestrooms or anywhere lights are on 24 hours a day, but avoid using them in places where lights are on briefly—like a closet—because it takes a minute or two for them to achieve full brightness.

Mike Goodier, owner of the Seagull Bay Motel in Bayfield, replaced 489 incandescent bulbs with CFLs last year. This simple switch cut lighting wattage by more than 65 percent and led to an 11.5 percent decrease in electrical usage.

The Timberline Inn in Manitowish Waters recently upgraded guestroom lamps, overhead fixtures and outdoor walkway lights to CFL. The



Brighten up guestrooms with low-watt compact fluorescent bulbs.

new outdoor lights give off more light at 11 watts than the old ones did at 60, and should last roughly eight times longer. And energy usage was down by 17 percent for the month of August.

Owner Rich Gilman also switched to CFLs in the property's attached gift store. He believes that energy usage in this part of the property is probably down by 40 percent over the previous years. And because the CFLs generate less heat, the store stays cooler in summer—though it typically requires that the heat is turned on a little earlier in the fall.

Pete Giovanoni, owner of the Hurley Inn in Hurley replaced all guestroom lights with CFLs. "Even with a (electricity rate) price increase and occupancy up 25 percent, our electric bills have stayed the same. I'd say we saved about a third off our electricity costs."

UPGRADE POOL LIGHTS TO HIGH PERFORMANCE T8 FLUORESCENT

While metal halide is often used in pool areas, vapor tight fluorescent lights are typically a better choice: they're less expensive and deliver nearly "instant on" light that's more consistent with natural light. For optimal energy efficiency and light quality consider high performance T8 (HPT8) fluorescents.



The Hurley Inn recently updated 12 T12 fluorescents in its pool area to HPT8s and can expect to save \$235 in energy costs each year. With an estimated project cost of \$1,500, and a \$120 financial incentive from Focus on Energy, the upgrade will pay for itself in less than six years. Plus, HPT8s last much longer and deliver better light quality because they have a minimum color rendering index (which describes how a light source makes color appear to the human eye; the higher the number the better) of 82 on a scale of 1 to 100. Most T12s are only 60.

ANNUAL DEMAND, ELECTRICITY AND COST SAVINGS

HURLEY INN UPGRADE			
Light source	kWh	kW	Energy Costs
T12s	10,755	1.6	\$700
HPT8s	7,161	1.1	\$465

DON'T FORGET BACK OF THE HOUSE LIGHTING

These areas offer a huge opportunity for savings because many are lit on a 24/7 basis, often with outdated and inefficient T12 linear fluorescent lights. A simple switch to HPT8s will save energy and deliver vastly improved lighting quality. For example: if you replace a four-foot, two-lamp T12 magnetic ballast and lamp with a low-watt HPT8 electronic ballast and two high-lumen long-life lamps you'll save approximately \$18 in energy costs a year. Plus, HPT8 lamps have a longer life—up to 36,000 hours on a 12 hours per start schedule—which means reduced maintenance and bulb costs.

LIGHT THE PARKING LOT—NOT THE SKY!

Choose a fixture that directs light down, not out, to get maximum lighting effectiveness. You'll save energy and the beauty of the night sky.

GET STAFF ON BOARD

Encourage staff to open shades and use natural light whenever possible. Ask them to turn off lights when leaving a room—or to leave on one strategic light instead of several. Educate them on CFL basics: make sure they use CFLs instead of incandescent bulbs when appropriate (e.g., CFLs for guestrooms; incandescent for the storage closet); know that CFLs take a few minutes to achieve maximum brightness; and routinely dust CFL lamps and fixtures to optimize light levels.

MAKE A BETTER EXIT

Just switch two 15-watt incandescents to two light emitting diode (LED) screw-ins. The cost: roughly \$15 to \$20 for the LED kit. The savings: \$20 per fixture, per year, in energy

costs. Plus, LED lights can last as long as 20 years (maintenance savings plus the joy of not getting written up by the fire inspector for a burned out bulb—priceless!). For older fixtures, replacing the existing sign with a new LED fixture can provide an updated look to your property along with the associated energy savings.

KEEP THE (NIGHT) LIGHTS ON

Most guests like to keep the bathroom light on so they can find their way around in a strange place. Deliver comfort and energy savings with a permanently-installed, energy efficient LED bathroom nightlight. Tie in an occupancy sensor to ensure that bathroom light isn't running continuously as well.

INSTALL OCCUPANCY CONTROLS

These are great for public areas—conference rooms, restrooms and some back-of-house areas like offices and laundry rooms. You can also install photosensors or timers on outdoor lights to ensure guest/employee safety and minimize unnecessary run time.

USE CERAMIC METAL HALIDE IN GIFT SHOPS/ DISPLAY CASES

Replace the bright—but hot!—halogen bulbs that you're currently using with more energy-efficient ceramic metal halide. You'll save about 30 percent in direct energy costs, and save indirectly on HVAC expenses.

LET YOUR GUESTS KNOW YOU VALUE ENERGY CONSERVATION

Tell guests how you're conserving energy, educate them on subtle differences that they might notice at your lodging (for instance that CFLs take a minute to reach full brightness) and ask for their help.

"The people who vacation in northern Wisconsin are typically concerned about the environment," said Goodier. "There's value in being able to show them that we share their values and incorporate conservation into our business."

HOW CAN FOCUS ON ENERGY HELP YOU?

Want to learn more about ways to improve your energy efficiency? Contact Focus on Energy at 800.762.7077 and ask to speak with a member of the Hospitality Team. Or visit our Web site at www.focusonenergy.com.