



# Marriott International

## Hospitality Leader Makes Us “Guests on This Planet”

Marriott International takes pride in offering its guests first-rate accommodations and service. But, as Chairman and CEO Bill Marriott once said, the company also takes pride in its philosophy that we are all “guests on this planet,” an approach demonstrated by Marriott’s highly proactive initiatives to save energy and support sustainability.

“We find that our success in doing business efficiently and protecting the planet matters to our leaders, our guests, our associates, and our stockholders,” said Vice President of Engineering & Facilities, the Americas, Robert Bahl.

For its over 200 hotels in Southern California Edison’s (SCE) service territory, Marriott collaborates closely with SCE on energy efficiency (EE) and demand response (DR) initiatives to achieve that success.

“Our Account Manager exemplifies what we need within a utility,” Bahl noted. “She understands our business and ensures she is up to speed on all SCE program offerings, so that she can tailor communications that we find meaningful.”

### Averaging 17 Million kWh Annually in Savings

SCE’s EE offerings continue to make a huge difference for Marriott. With more

than \$2 million in incentives received from 2006 through 2014 in SCE service territory hotels, Marriott saved over 17 million kilowatt-hours annually.

Incentive programs used, among others, include the Energy Efficiency Express and Customized Solutions programs, and the third-party Lodging Energy Efficiency Program (LEEP). Customized Solutions builds on Energy Efficiency Express by offering more tailored equipment upgrades that can obtain even deeper savings and higher incentives, while LEEP provides development, management, and implementation of energy-saving projects for lodging facilities.

Examples of Marriott’s upgrades, with incentives helping to offset up-front costs, include:

- Lighting retrofits, plus wall-box lighting sensors to turn off lighting in unoccupied rooms
- HVAC occupancy sensor thermostats
- Variable frequency drives (VFDs) to maximize HVAC fan efficiencies
- VFDs on chilled water and hot water circulation pumps
- Packaged terminal air conditioners and heat pumps

## Project Overview

### SCE Programs Utilized:

- Energy Efficiency Express
- Customized Solutions
- Lodging Energy Efficiency Program (Third-Party)
- Aggregator Managed Portfolio Program (Third-Party Demand Response)
- Automated Demand Response

## Results:

**Estimated annual savings  
17 million kWh**

**More than 17 million kilowatt-hours saved annually, 4,800 kilowatts of load reduced, and over \$2 million in project incentives from 2006 through 2014 for hotels in SCE’s service territory**



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Vice President of Engineering & Facilities, the Americas  
Marriott International*

- Water-side economizer and temperature reset strategies for central plants
- Energy Management System controls to manage equipment use for both EE and DR savings
- Efficient pool pumps and light-emitting diode (LED) pool lighting

## Pursuing the Next Wave of Efficiency

Marriott plans to continue energy-saving initiatives as part of its corporate goal to reduce energy and water consumption by 20 percent by 2020 from its 2007 baseline.

“We feel that the interconnection of building technologies from dimmers to thermostats to TVs to building automation to appliances represents the next wave of efficiency,” said Director of Energy & Environment Douglas Rath, who manages conservation and demand-side programs. “Any incentives that would help us continue to update, automate, or interconnect these diverse systems to save energy would have value.”



## Saving With Demand Response Load Reductions

Marriott also takes part in DR using the Aggregator Managed Portfolio Program, which authorized third parties to develop their own DR programs for our customers.

With DR, you reduce energy consumption when events are called during peak-demand periods; this relieves stress on the electricity grid, reduces energy costs, and helps the community and environment, in turn earning you incentives to help offset energy charges.

Marriott maximizes DR participation with Automated Demand Response technology incentives that assist in lowering the costs of installing and upgrading smarter building controls.

These Energy Management System controls help Marriott manage energy use on an ongoing basis, while also enabling remote and automatic load reduction during DR events, with the flexibility to aggregate participation at multiple sites when events are called.

Rath noted, “The incentives we get paid for shedding load, coupled with the automation incentives we get paid to put in the controls, make this program a huge success for Marriott.”

## Remaining Competitive With Effective Energy Management

Marriott’s bottom line remains its commitment to building an environment for “guests on this planet” using energy- and money-saving measures in partnership with SCE.

“Effective energy management is as important as guest amenities at keeping us competitive,” Rath said. And as for SCE, “It is one of the more forward-thinking utilities, and proves this every day by the programs and incentives it offers.”



**To learn more about SCE energy management solutions, ways to reduce your energy usage, and manage your energy costs, visit [sce.com/lodging](http://sce.com/lodging) or call your SCE Account Manager.**

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