

Energy Management Success Story



Howard Johnson Express Inn & Suites



Kiran and Saroj Patel,
Owners, Howard Johnson
Express Inn & Suites

Energy Management for the Hospitality Business: A Comfortable Win-Win for Howard Johnson

Howard Johnson Express Inn & Suites in Huntington Beach serves “Surf City USA,” one of the biggest leisure and business destinations in the country, with major industries, theme parks and the Pacific Ocean all at hand. Owners Kiran and Saroj Patel face the challenge of offering the best hospitality value for the best price in a very competitive market. In five years of operation, the Patels have successfully achieved high occupancy in their 65-unit establishment by constantly improving their service level, marketing efforts, and in-room guest amenities, all while lowering their costs for electricity.

Many hotel owners might think that increasing energy rates would require them to raise room rates, but the Patels have actually lowered their electricity bills while keeping their rates competitive and making their guests more comfortable. Some good ideas from Southern California Edison (SCE) helped these owners achieve dramatic electricity savings.

Small Solutions, Big Savings

“We took over our hotel in June of 2000,” Kiran Patel says. “Our electricity bill in July that year was

high, but like most owners of hotels this size, we had no special expertise in energy management. Luckily, my professional association hosted a ‘town hall’ meeting with a representative from Southern California Edison, and in just a couple of hours we learned how measures such as switching to energy-efficient lighting and better climate control could help us cut costs. The solutions were easy for us to implement, and rebates were available for compact fluorescent lights and programmable thermostats, so the savings started almost immediately. Our next month’s electricity bill was down almost 50%. The equipment paid for itself in 18 months.”

“Managing a hotel is a full-time occupation,” says Saroj Patel. “There’s a lot of useful information we might never get unless it’s presented to us in a way we can grasp immediately. When we learned how simple the steps could be, we acted, and we saw the benefits right away. In fact, since we started using the recommendations and rebate programs we get from SCE, we’ve added irons, coffee makers, refrigerators and hair dryers in our rooms, and our electricity costs are still lower than what we used to pay.

Estimated Savings by Managing Energy

- *Location:* Huntington Beach, CA
- *Industry:* Hospitality/Hotels
- *SCE Programs Utilized:* Express Solutions, Summer Discount Plan
- *Results:* Nearly 50% electricity savings using SCE’s Express Solutions Program for rebates on energy-efficient compact fluorescent lighting; further savings on air conditioning through participation in SCE’s Summer Discount Plan

ESTIMATED SAVINGS

50%

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Energy Management is a Way of Doing Business

The Patels have become attentive buyers of energy-efficient products for their hotel. "Televisions, microwaves, light bulbs, refrigerators...we look for the Energy Star logo on new items, because the savings always add up for us," Kiran explains. "Once you start paying attention to energy management, it becomes a way of doing business, and it can have an enormous effect."

Saroj agrees: "Really, our only hesitation in getting started was in getting over the skepticism we felt when we heard SCE's message, "she says. "It seems a little counterintuitive — here's a company trying to get people to use less of their product, and you feel like you need to ask, what's the catch? Are there going to be charges on the back end? Are there hidden costs? But it's true — they do want to help us spend less money on electricity. We've attended free energy management classes at SCE's Customer Technology Application Center (CTAC); we've had SCE at several of our professional association meetings; and our SCE account manager is a friend whose ideas we're eager to hear. When you manage energy wisely, it doesn't take long to see the results."



Kiran and Saroj Patel, Owners Howard Johnson Express Inn & Suites



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Earn Even More Savings with Other SCE Offerings

Southern California Edison offers a range of energy management solutions to help you better manage your electricity costs.

- Purchase qualifying energy-efficient equipment or technologies and receive incentives and rebates through SCE's Express and Customized Solutions.
(800) 736-4777
www.sce.com/Express_Solutions
www.sce.com/Customized_Solutions
- Save more with other SCE Demand Response Programs, such as Critical Peak Pricing and Demand Bidding Program, which offer low cost ways to reduce your electrical bill for agreeing to temporarily reduce electricity usage during peak hours.
(866) 334-7827
www.sce.com/drp
- Use Web-based tools such as SCE EnergyManagerSM Basic, SCE Cost Manager[®] and SCE Bill Manager[®] to monitor and track your electricity usage.
(888) 462-7078
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- Save time. Submit your application using SCE's Energy Management Online Application Tool.
www.sceonlineapp.com

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