

## Energy Efficient Lighting for Hospitality

By Jay Cullimore

The Green movement is all about resource conservation, which translates to resource sustainability. To obtain this sustainability, energy efficient/eco friendly products and processes must be developed and most importantly, adopted. A few states such as California and Florida have new legislation and bills pending to reduce emissions primarily through energy generating conversion technologies. While I applaud these efforts, they tend



to be expensive and will require significant investment and time to integrate. The U.S. could reduce energy consumption by 20%, in just a single year, with simple light bulb changes. U.S. buildings consume 65% of total electricity generated with lighting being more than 50% of that use. Efficient lighting technologies can reduce usage by almost 70% immediately, making it quite clear that lighting is the place to start. The U.S. is far behind in the adoption of efficient lighting technology, for instance, Japan use of CFLs is 80%, Germanys 60%, UK 20% and the US only 6%.

Ecological changes in hospitality facilities are not an exact science and can create confusion. “Green” certifications can come from a multitude of operational improvements such as solid/liquid waste management, water conservation, toxic/chemical usage and so on. On top of that there are numerous certifications standards and certifiers, although LEED certification is quickly becoming the recognized brand for new construction and major remodeling projects.

A complete “Green” changeover in most cases will require a certified consultant or contractor. On the other hand, a facility’s existing staff may be able perform a lighting energy reduction program, and even if assistance is needed, costs tend to be lower. This smart use of efficient lighting is a double PLUS...the facility owner/operator helps reduce energy consumption AND benefits with a payback of reduced operating costs! The basic energy saving criteria involves eliminating the use of incandescent bulbs and converting to bulbs such as CFL’s (compact florescent lighting), and also switching from liquid fuel cells & wax candles to rechargeable or battery operated table lighting. It is inexpensive to perform this conversion as the focus is on replacing bulbs and candles, NOT the fixtures or lamps.

Beyond CFL conversion, the next wave of lighting technologies are already coming to market such as LED and inductive lighting where operating life of the bulb can reach 100,000 hours, increasing overall operating costs even more.

Although the talking continues with every news channel reporting on the heightened global warming concerns, action is already being taken across numerous markets for energy conservation. The Hospitality market needs to step up to the plate and ensure that their establishments are as energy efficient as possible. The Hospitality industry can take advantage of this ground swell of consumer awareness to enhance brand loyalty through energy conversion, since in the near future these conservation processes will most likely be mandated thereby reducing the potential marketing impact and value it has today. Whatever your personal view on conservation may be, any effort will make a difference, and besides it's the smart thing to do.

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