



## ENERGY EFFICIENCY IN THE HOSPITALITY INDUSTRY

The year 2020 – 2021 has been one of the most difficult years in the history of the hospitality industry in Ghana and in the world. During this difficult period, the control of expenses including energy costs for hotels, restaurants, bars etc. has become the most difficult day-to-day activities of the managers. While optimistic hospitality professionals idly

hoped for good years ahead, those who took the opportunity to reduce their energy costs benefited & will continue to benefit from year-on-year savings and are better equipped to control their expenses and improve the quality of their services, with better comfort and solutions to their operational issues.

### 01 You can't manage what you can't measure

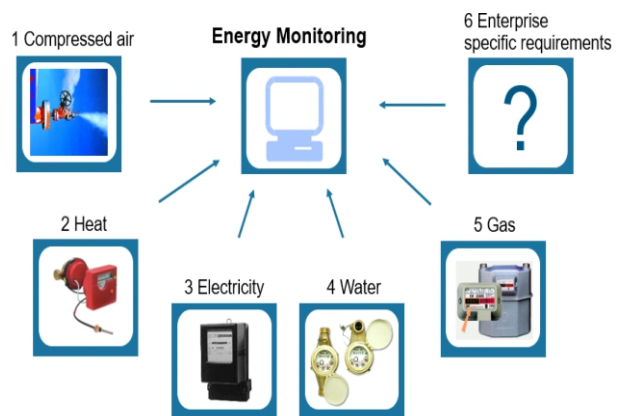
This axiomatic statement holds true in all aspects of life; it is hard to manage one's weight without a scale and it's hard to manage how fast one is

traveling without a speedometer. Like-wise, it is hard to manage one's energy costs if one does not know how the energy is consumed.

### 02 Energy audit

Significant reductions cannot be achieved unless a measurement campaign is conducted and the energy balance is analyzed, challenged, and optimized.

Doing an energy audit is a task that requires significant expertise and knowledge regarding the performance of the buildings and the requirements of the hospitality operation.



### 03 Energy efficiency measures applicable to the hospitality industry

Hospitality industry managers and staff need to improve their knowledge on how to reduce energy consumption in their facilities, increase their competitiveness and produce real and sustainable economic development of their facilities. Hospitality being one of the high potential foreign currency earner for Ghana, an

audit will demonstrate the energy efficiency measures which deal with the efficiency of any hospitality business. Energy efficiency actions carried out for the building and the operations both combine to produce the required improvements. Creating an energy team where the members are from individual

Departments in the business and appointing an energy manager who will champion the training of staff on more energy efficiency in all areas of the establishment are among the most successful approaches taken in the hospitality industry. Implementing daily reading of electricity, water and diesel consumption and publish it to all departments on a weekly basis while implementing the under listed low hanging fruits of the audit recommendations including:

- Use of more daylight in offices and corridors
- Airing room before turning on the Air Conditioning system
- Turning off lights, office equipment and

air condition units (when occupants leave rooms for meetings/ are absent)

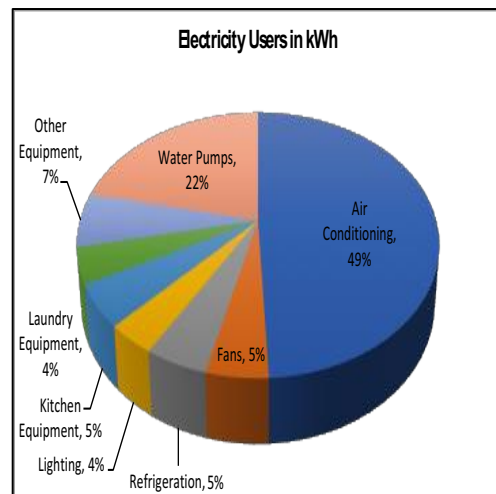
- Unplugging refrigerators/ minibars in unoccupied guest rooms
- Implementing an extended towel and linen reuse program – asking guests to assist the establishment to become greener/ more energy efficient by reusing their towel and bed linen for an extra day – this will lower the laundry energy and water consumption by up to 50%

These low and no-cost measures pay for the costs of the energy audit during the first year and can remain as showcase actions for the energy efficiency policy of the establishment.

## 04 Improving the comfort, the marketing and the public perception

The Energy auditor will assess the needs of the buildings, the occupants, the staff and the current operations to identify where energy savings can be achieved.

While doing so, they can challenge and identify most of the time the comfort level and the quality of the services through new eyes of an outsider of the day-to-day operations resulting in an improvement of the comfort of the facility. Usually, this added-value is perceived by the managers as it will help the facility boost its exposure as 'green venture'.



## 05 Attracting new customers

Improving the energy efficiency will help attract new (mostly corporate) customers who are aligned with sustainability concerns. The hospitality industry is one of the fastest growing industry sectors in the last decade and it needs to

integrate new technologies and approaches for controlling its expenses including energy costs while improving overall customer comfort and the environmental load of specific facilities.

For additional information on this opportunity, please contact:



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