



Factsheet

Hotel Optimizer Overview

According to a recent survey conducted by Farnek Avireal, five-star city hotels in Dubai are using up to 225 per cent more energy than their counterparts in Europe. With energy saving being directly related to cost saving, the findings have highlighted a major savings potential for hotels in Dubai and throughout the region, boosting their bottom line performance.

The industry norm for benchmarking energy consumption is to compare consumption to the total air conditioned area in kWh / m2. However the hotel industry can use other more focused benchmarks including water consumption per hotel guest for example. To prepare a level playing field, total consumption was divided by service units, which represented one guest night, four food and beverage covers or ten conference delegates.

The results were recorded by using internet based software <http://www.hotel-optimizer.com> and then compared with similar surveys carried out in Europe. It revealed that hotels in Dubai on average used between 650 -1,250 litres of water per guest and consumed 275 – 325 kWh of power per square metre. In stark contrast, similar hotels in Germany for example used only 350 litres of water and 100 kWh per square metre, a difference of 225 per cent.

By utilising hotel optimizer, we have been able to identify at renowned hotels savings potential in the areas of energy, water and waste – and hence reduce the related costs by **15–20 %** on a sustainable basis.

References



Hotel optimizer was specially designed for the hotel industry in order to provide a holistic mechanism for analysing the consumption and costs associated with energy, water and waste disposal.

With the key readings generated by hotel optimizer, management has a simple means of setting challenging, but realistic, annual targets in the areas of energy and waste. In addition, hotel operators periodically receive an unbiased overview at the click of a mouse – meaning that successes can be verified, which in turn are a motivator for the hotel's entire staff.

Main Benefits

<p>Benchmarking Insight on how high one's energy costs are in relation to those of a comparable hotel. Indication of areas for potential savings.</p>	<p>Transparency Regular information provided to the hotelier via e-mail. At the click of a mouse, the ability to gain an overview of the energy and water costs of one's own operations.</p>	<p>Cost reduction of 15–20% Cost savings through monitoring and benchmarking. Our experience at a renowned hotel chain (over a 5-year period) demonstrated a continual improvement alone as a result of clearly established goals. The head technician has become sensitised to the issue and is challenged to meet the target values.</p>
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