

A large, multi-story brick hotel building at night, illuminated from within and by external lights. The Marriott logo is visible in red neon on the top right corner of the building. The building has many windows, some of which are lit up. The sky is dark blue. In the foreground, there is a street with some blurred lights from traffic and a few trees.

SIEMENS

Energy efficiency program for Marriott Europe

Saving energy without sacrificing on the guest comfort.

“The new way of working allows greater engagement with owners and other stakeholders on energy reduction and helps to reduce the pressure on the environment and lower our energy consumption.”

Edwin Duijvekam
Director of Energy &
Engineering Europe

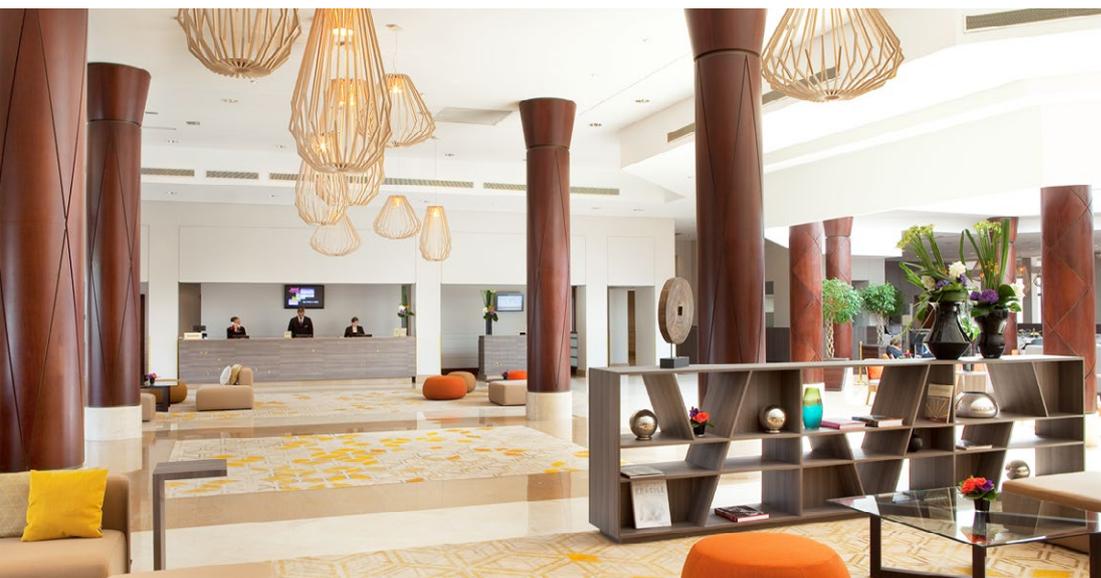
The hotel chain

Marriott has been a leader in the tourism industry for over 80 years. With nearly 3,900 hotels and 18 brands in 72 countries, Marriott is one of the largest hotel chains in the world. It's therefore no surprise that it wants to keep a very close eye on energy consumption. But how can it cut energy use sustainably without sacrificing on the comfort of its guests?

The challenge

The Marriott Hotel Chain in Europe is currently embarked on an energy efficiency program. Initially the project covers 15 hotels. The saving goals are ambitious: water and electricity use in participating hotels will be reduced by 20 percent until 2020. Additionally, Marriott intends to cut carbon dioxide emissions at every location by 10 percent.

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“We were able to create transparency for the Marriott Hotels,” explains Fredrik Aberg, who is the Siemens contact for Marriott. “Siemens collected consumption data at Marriott, analyzed it and developed suggestions to improve the hotel.”

The solution

Marriott found in Siemens the perfect partner to run their energy efficiency program. The program involves performing an on-site audit, determining individual measurement criteria and optimizing the building management systems and processes according to these criteria. Once the optimization work has been completed, Siemens energy experts will remotely monitor and optimize energy consumption data on an ongoing basis. Green Building Monitors will also be deployed, allowing employees and guests to view current energy consumption and thus raise their awareness of energy-efficient behavior.

The Charles de Gaulle Airport Marriott Hotel in France piloted the energy efficiency project. With the help of Siemens this hotel was able to cut its energy costs by 15 percent as well as CO₂ emissions also by 15 percent. In addition to the pilot project in Paris, Siemens implemented the program in 15 other European Marriott Hotels. In 5 of the hotels, even more comprehensive measures with Energy Performance

Contracting were implemented including energy efficiency services powered by the web-based service platform Navigator from Siemens. The potential savings are more than €1 million per year and the overall investment is approximately €3 million. That means an average payback time is less than 3 years which Marriott aims for.

The cooperation is meanwhile extended to include further offers like the Energy Efficiency Directive (EED) advisory service, which will help them to fulfill the strict new regulations in Europe. Another great addition are tailor-made energy saving workshops that Siemens are executing for Marriott Hotel engineers.

The successful cooperation in Europe has triggered other regions to work together as well. An example is Demand Flow™ from Siemens. This solution controls and sequences the operation of the entire cold water system and reduces energy consumption by 20 to 50 percent. Currently 7 possible projects are being prepared in the regions US and MEA.

Highlights

- Siemens is the perfect partner for energy efficiency programs and initiatives of any size and type of infrastructure
- The best possible optimization of energy efficiency through cutting-edge technologies
- Maximized operational cost reduction and conservation of resources at minimum payback periods
- Siemens applies a standardized and proven approach to run efficiency programs across country borders

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