



Crowne Plaza Fairfield Takes a Smart Approach to Energy Efficiency

PROJECT INFORMATION

Organization

- Crowne Plaza Fairfield

Location

- Fairfield, New Jersey

Project Contact

- Sam Oliasami,
General Manager

Technologies

- Occupancy Based
Thermostats
- HVAC Controls
- Boiler Units
- Refrigeration Monitors

NJCEP Incentives

- \$15,300 NJ SmartStart
Buildings Program

Total Project Cost

- \$96,500

PROJECT SAVINGS

Estimated Annual Savings

- 190,618 kilowatt hours
of electricity
- \$22,378 energy expenses

Project information, savings and environmental benefits were provided by the project contact.



The Crowne Plaza Fairfield utilized New Jersey SmartStart Buildings incentives to help finance its energy efficiency upgrades.

“This was a phenomenal project. New Jersey’s Clean Energy Program truly helped us put a system in place that saves money and the environment. And the process was painless.”

Sam Oliasami
General Manager

Background

Crowne Plaza is a chain of full service, upscale hotels catering to business travelers and the meetings and conventions market. The brand is owned by the InterContinental Hotels Group which operates properties in 52 countries. In July 2009, Crowne Plaza was recognized by *Lodging Hospitality* magazine as one of the industry’s top growing brands.

Crowne Plaza of Fairfield, New Jersey was established in 1983 and has recently undergone a \$12 million renovation. This Essex County suburban facility features 204 guest rooms and over 16,000 sq. ft. of banquet and meeting space.

Challenge

Executives at Crowne Plaza Fairfield have openly embraced the green movement to benefit both the environment and their bottom line. Business customers have become increasingly aware of clean power and energy efficiency initiatives taken by hotel properties, occasionally asking convention facility managers about their carbon footprint reduction and sustainability measures.



Success Stories



Intelligent controls regulate operation of rooftop air conditioning units.



Occupancy based controls were installed in guest rooms.



Crowne Plaza
690 Route 46 East
Fairfield, NJ 07004

The challenge for Crowne Plaza Fairfield was to implement cost-justified energy efficiency projects for long-term savings while continuing to reach customer acquisition goals in the highly competitive lodging industry.

Solution

Decision-makers at Crowne Plaza Fairfield approached *New Jersey's Clean Energy Program* to secure funding that would help cover the costs of an energy efficiency project. And, through the New Jersey SmartStart Buildings initiative, the company was awarded \$15,300 in financial incentives.

The first undertaking was to replace existing thermostats in each of the 204 guest rooms with new occupancy based controls, allowing the temperature to be set back when a guest room is not in use. To further optimize its energy efficiency, the hotel installed new intelligent controls on its rooftop air conditioning units that regulate operation of the system as well as adding boiler units that would produce hot water and provide an additional savings of 10% on natural gas consumption. Walk-in refrigerators also experienced an energy efficiency upgrade through the installation of intelligent monitoring devices.

Benefits

In the first year of operation, these energy efficiency projects are estimated to decrease electricity consumption by 190,618 kilowatt hours, equivalent to 247,231 pounds of carbon dioxide emissions, saving the company \$22,378 on its energy bills annually.

The installed cost of the measures totaled \$96,500. With the NJ SmartStart Buildings incentive of \$15,300, the project produced a payback of just over three and a half years.

“This was a phenomenal project. *New Jersey's Clean Energy Program* truly helped us put a system in place that saves money and the environment. And the process was painless,” said Sam Oliasami, General Manager of the Crowne Plaza Fairfield.

Hotel management continues its commitment to pursuing energy efficiency by looking for the newest technologies that can improve their facility's bottom line and reduce its environmental impact, all while increasing the Crowne Plaza Fairfield's value and marketability.

