

# CASE STUDY



## Guoman Hotel Management (UK) Ltd

### INTRODUCTION

Guoman Hotel Management (UK) Ltd manages an exclusive collection of hotels in London, and has plans to expand its luxury developments overseas. Hotels are high users of energy and are looking for practical ways to lessen their impact on the environment, it was a key priority for the company's Head of Property to reduce energy costs and in turn the hotels' carbon footprint.

### THE CHALLENGE

Guoman aims to exceed the minimum standards that the business is required to achieve by environmental legislation and sets the general managers challenging environmental targets to meet. Performance in each financial year is accurately measured and a 'Green Hotel of the Year' is nominated in the company's annual performance awards.

Driving down energy costs and associated CO<sub>2</sub> emissions is a major challenge for the company.

### THE SOLUTION

Following discussions and onsite surveys the decision was taken to commission Powerstar - the only voltage optimisation system wholly designed and manufactured in the UK – to provide a solution to the more efficient use of incoming energy at many of the company's hotels.

### BENEFITS

Savings in the total electricity consumption from the Guoman hotel installations have hit an amazing **26.1%** at the Thistle Hyde Park Hotel. Elsewhere, savings have never been less than **11.5%**.

### KEY FIGURES

➤ **Energy consumption savings at Thistle Hyde Park : 26.1%**

➤ **Minimum savings across the group: 11.5%**

### CUSTOMER QUOTATION

*"In commercial terms Powerstar came up with pretty well the ideal solution. They struck just the right balance between finding a means of installing a fail safe system that would significantly reduce our energy bills while achieving the hurdle rates for capital investment. From the outset, the Powerstar team was pro-active, commercially aware and able to demonstrate a high level of competence in both analysing our technical & subsequent installation requirements within a live hotel requirement. They promised technical support, professionalism and minimum fuss and that was precisely what they delivered!"*

*"We were more than confident that the calculated savings in terms of energy consumption were realistic however, we are delighted to learn that the savings have in some cases exceeded our expectations.*

**David Hannah**, Head of Property



A typical bedroom at a Guoman Hotel

