



Renewable Energy in Tourism Initiative Webinar Series: \$\$ of Renewable Energy in Tourism

May 20th, 10:30 a.m.

Session 1: Dollars and Cents of Energy Efficiency for Accommodations and Attractions

1. What typically are the first questions that a property owner needs to ask to when determining if investments in energy efficiency make sense for them?
2. What are the financial risks associated with energy efficiency that property owners should be aware of?
3. What can a property owner do if they would like to make investments in energy efficiency but do not currently have access to capital?
4. Is just after an economic recession really the best time for small businesses to make investments that do not lead directly to increases in sales? Or is it better to wait until occupancy and sales are back to pre-recession levels to make upgrades?
5. What are some of the mistakes you've seen property owners make regarding energy efficiency upgrades to their facility?
6. Do investments in energy efficiency increase the resale value of a property? We know travelers look for eco-friendly accommodations, but do banks?
7. Do facilities with a larger footprint have an advantage over smaller properties when it comes to energy savings?
8. Does the age of a building impact the possible benefits of investing in energy efficiency?
9. Are there tradeoffs for using more energy efficient equipment and systems? For example I've heard that energy efficient lighting isn't as visually appealing as standard lighting.
10. Who should property managers contact to get started making investments in energy efficiency?



Session 2: Dollars and Cents of Renewable Energy for Accommodations and Attractions

1. What is the biggest single cost barrier to using renewable energy at accommodations and attractions?
2. What are some other common concerns or risks people should be aware of?
3. Do solar panels help reduce energy bills more in the summer since the days are longer?
4. For tourism businesses that are primarily seasonal, should they purchase a solar system designed for the off-season or peak-season?
5. What are the maintenance costs of solar systems?
6. What do you suggest to folks that do not own the building they occupy but are responsible for paying the energy bills? Have you found that commercial building owners are open to solar even if they will not benefit from the reduced energy bills?
7. Is now the right time to invest in solar energy or this still new technology fraught with malfunctions and prices reductions in the future? Can we expect even more tax incentives in the future?
8. Can you purchase a small system now and add panels later when you have more money?
9. Do regular insurance policies cover damage to solar panels or do panel owners have to purchase additional insurance?
10. Can you install a solar system on an existing building? Do facilities need to close while the system is installed?
11. I'm a little confused about the SEPA. My mom always told me if a deal sounds too good to be true it probably is so there has to be a catch. What is it?
12. Who should property owners contact about investing in solar?



General Questions

1. If energy efficiency investments and renewable energy are such a good idea, why haven't more managers made the switch?
2. Are there special loans property owners can get to purchase solar systems or make investments in energy efficiency?
3. Do you recommend that property owners take out loans to purchase a solar system or energy upgrades if they do not have the available capital?
4. Are there special tax implications to doing energy efficiency upgrades or installing a solar system and if so do you have to work with a special accountant?
5. Will having solar panels or doing energy upgrades impact property value? Property taxes?
6. From what you are hearing, do you think it is reasonable for tourism businesses to expect to be held financially responsible for its carbon footprint in the near future?
7. Will reducing your carbon footprint provide other financial benefits, such as access to better insurance policies or bank loans?
8. Where can folks go for more information about energy efficiency and solar systems?