



Renewable Energy in Tourism Webinar Series: Energy Measurement: The Key to Energy Success, September 2nd, 2010

Session 1: John Meeks, Energy Audits and Energy Measurement for the Tourism Industry

- 1) What types of technologies do you offer that would benefit a small business tourism operator?
- 2) What is the typical return on investment for an energy audit that your business does?
- 3) What types of insulation do you offer that may be useful for tourism businesses, how much does the typical insulation installation cost a business owner?
- 4) How much does an energy audit cost for a typical business or home owner?
 - a. How are these costs calculated? I.e. per sq. foot, ect.
- 5) What would be the largest potential energy wasters in a small tourism business setting?
- 6) How much of a role do human use habits play in a building's energy efficiency?
- 7) How easy are the energy monitoring/measuring devices and software you offer to use?
 - a. Would a hotel operator with limited knowledge of energy management feel comfortable using one?
 - b. What kind of training might be available?
- 8) What information do you look at when examining a utility bill?
 - a. What "red flags" should operators be looking for?
- 9) How much of a role does location/climate play when examining a building's energy efficiency?
 - a. What challenges might a business located in the south face as opposed to one in the north? And vice versa?
- 10) If there was one energy saving measure that a business could take, what would you suggest that be?
 - a. What would give a small business owner the most bang for their buck?
- 11) What unique challenges do the hospitality and attractions industries face when trying to run a more energy efficient business?
- 12) What things could a business owner look for on their own before seeking professional energy assistance?



Session 2: Colin and Deanna Crossman, Energy Use and Energy Management Software for Accommodations

- 1) What green aspect of your hotel has gotten the most positive feedback from guests?
- 2) Do you find that most guests are aware of the sustainable practices that you use, upon their arrival?
 - a. What about when they leave?
- 3) What were some of the unforeseen complications or problems that you ran into with your energy monitoring system, and how were you able to solve these issues?
- 4) What do you wish you would have known going into the project and specifically with energy monitoring systems for B&B's?
- 5) What would you say has been the most positive thing that has come out of using the system that you have? Negative?
- 6) What kind of maintenance does the energy monitoring system require?
 - a. How often does the system require maintenance or updating?
- 7) How easily understood is the output from the system?
 - a. Would a typical hotel operator need any extra training or need to hire someone with expertise in energy management and monitoring?
- 8) Were there any sacrifices to the overall guest experience that were made in order to use the energy monitoring system?
- 9) Were there any unforeseen benefits that came out of the sustainable practices you have implemented at the hotel?
- 10) How much did you have to customize the system that you use to fit your specific needs?
- 11) Would you recommend a similar type of technology to other inn or hotel owners?
- 12) Where would you suggest webinar attendees go to learn more about energy monitoring systems?
- 13) What type of partners, if any, did you work with in developing and installing your system?



General Discussion Questions

- 1) With so much information available to business owners on the internet, how does one go about sifting through the resources and finding relevant, useful information?
- 2) Once energy efficiency measures have been undertaken at a business, how much of a role does employee education play in its continued success?
- 3) If I wanted to open up a sustainable tourism related business, how much should I market it as sustainable?
 - a. How do you avoid “greenwashing”?
- 4) What new technologies do you see as playing a larger role in energy efficiency for tourism businesses as we move further into the 21st century?