Renewable Energy in Tourism Webinar Series: Energy Measurement: The Key to Energy Success, September 2\textsuperscript{nd}, 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?