

Marriott And TCP Help Guests See the Hotel Experience in a Whole New Light

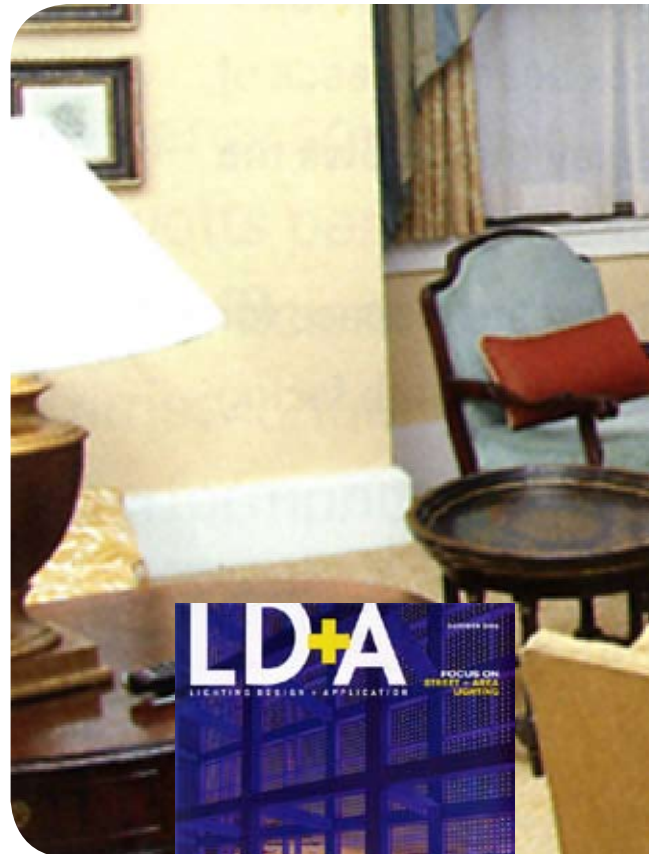
Company-wide program improves lighting, increases energy savings at hotels

In the hospitality industry, guest satisfaction is the number one priority. Marriott International, Inc. (NYSE), which operates more than 2,800 lodging properties worldwide, recognizes that outstanding customer service begins the minute a guest walks in the door. In addition to a friendly staff, comfortable rooms, and exclusive amenities, Marriott works to create the ultimate hotel experience, from top to bottom, including even the smallest details, such as the lighting in every property.

"Guests only notice lighting when it's too dark, too bright or lamps are burned out," said Pat Maher, Senior Vice President of Engineering, Marriott International. "When guests walk into one of our hotels, lighting should be the last thing on their mind."

Bright lighting is essential in the hotel's guest rooms, hallways, and common areas, providing a warm and welcoming environment while also serving as an added security feature. It is equally important for the lighting system to also be energy efficient, echoing the companywide commitment to environmentally friendly business practices and helping to reduce energy costs. Plus, with as many as 500,000 rooms, it's necessary that each property use a long-lasting lighting source to help reduce the costs associated with routine maintenance.

To provide better lighting and improve guest satisfaction, more than 800 Marriott hotels installed energy efficient compact fluorescent lamps (CFLs) and fixtures from Technical Consumer Products, Inc. (TCP), the Aurora, Ohio-based lighting innovator and manufacturer of the most energy-efficient CFLs in the industry. TCP's CFLs have an average life of 10,000 hours, which can last six to ten times longer than standard incandescent light bulbs. Due to new improvements in CFL technology, a variety of color temperatures are now available, including a soft white light similar to incandescent lamps. Plus, the CFLs quickly reach their full light level, producing a greater light level than incandescent products, while using nearly one-fourth less energy, which leads to increased energy savings and lower utility costs.



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"The CFLs and light fixtures satisfied all of our lighting requirements from quality to efficiency," said Mr. Maher.

In Fall 2005, working with TCP, Marriott launched "Bright Lights", a six-month program to have every Marriott hotel participate in a monthly re-lamp program for replacing every light bulb once every 36 months with CFLs. The goals of the group relamp initiative included increasing energy savings and boosting guest satisfaction.

TCP created a web-based program to guide Marriott engineers through the relamping process, replacing existing light bulbs with energy-efficient lighting products. Marriott engineers who use the Bright Lights online toolkit have a quick and easy method for replacing light bulbs for just one room or an entire hotel. The program allows engineers to create customized quotes by percentage or room counts. There is also an option to adjust for extra lights or rooms as needed.

"Dim and poor lighting can lead to a frustrating guest experience," said Lenny Jachimowicz, VP of Lodging Engineering, Marriott International. "After 36 months, lighting levels begin to drop off, losing 25 percent or more of the lamp's brightness. Our goal in participating in the Bright Lights program is to ensure that good lighting is a hallmark of every property."

In addition to enhanced guest satisfaction and enhanced room perception, the Bright Lights program has yielded other benefits for participating hotels, including reduced labor costs, improved

cleanliness, reduced energy usage and utility rebates. For example, a full service hotel with 350 rooms and six sockets per room saved more than \$22,000 a year in energy costs by replacing incandescent light bulbs with CFLs.

For first time participants, Marriott and TCP predict the return on investment can often be achieved in less than 12 months. "A group relamping through the Bright Lights program will provide greater light levels and nearly eliminate random lamp failures," said Kevin Youngquist, National Account Executive, TCP.

Due in part to the Bright Lights campaign, Marriott's commitment to utilizing energy efficient lighting has been recognized by the U.S. Environmental Protection Agency (EPA), which named the company an ENERGY STAR "Partner of the Year" for two consecutive years. The EPA has also awarded the Energy Star label to 183 Marriott hotels. Specifically, Marriott was recognized for saving more than 83 million kilowatt-hours (kwh) of electric energy consumption, which is the equivalent of lighting Washington, D.C. for three months. And, the company has reduced greenhouse gas emissions by 68,000 tons annually, the equivalent of removing 15,000 cars from the road or planting 1.5 million trees per year. ■

