


Spotlight on: Hotels and Resorts



Is your hotel prepared for the next blackout? Partnering with EnerNOC for demand response helps ensure the continuity of your operations by alerting appropriate personnel of potential blackouts. Hotels can adequately prepare for energy crises and proactively initiate emergency response protocol, instead of scrambling to restore operations after a blackout strikes.

EnerNOC Pays Hotels and Resorts to be Prepared

Demand response is the voluntary reduction of electricity demand from the grid, via curtailment, backup generation, or both, in response to grid instability or high wholesale electricity prices. Participating hotels simply conserve energy and/or transfer their demand from the grid to their backup generators when faced with supply constraints. *Hotels and resorts receive revenue for agreeing to reduce demand from the grid when necessary, regardless of whether or not the need arises.*

Did You Know?

- The Northeast blackout in August 2003 disabled lights, running water, air conditioning, elevators, and keyless entry systems
- Hotels on average lost electricity for 16 hours, while some were in the dark for two days
- Many backup generation systems failed after a few hours
- Thousands of guests slept on sidewalks and in lobbies and conference rooms

Benefits:

- Supplement revenue with demand response earnings
- Reduce energy costs
- Receive advanced notice of potential blackouts
- Alert guests of energy crisis
- Prevent damage to electronic equipment with controlled shut down
- Test your emergency system under real crises conditions using the grid as backup
- Enhance community goodwill as an active supporter of grid reliability

Demand Response in Three Steps

No other demand response provider matches EnerNOC's capabilities and level of sophistication. EnerNOC's advanced technology allows customers to perform any combination of curtailment or backup generation, manually or automatically, in as few as three simple steps.



Demand Response Relieves Grid

How Does Your Hotel Participate?

Aggregated demand response stabilizes the grid, keeping the lights on in your community. EnerNOC offers a full-service, end-to-end demand response solution, making participation simple and easy, and EnerNOC's customers have proven that aggregated demand response efforts prevent blackouts from occurring.

- 1 Evaluate your demand response opportunity.**
EnerNOC conducts professional demand response audits to identify your hotel's immediate demand response potential.
- 2 Establish your demand response protocol.**
EnerNOC works with your hotel to determine the appropriate load shedding protocol and, if applicable, enable the use of your backup generator.
- 3 Confirm your demand response ability.**
EnerNOC measures and verifies your curtailable load and ensures your operational performance is satisfactory.
- 4 Enroll your demand response capacity.**
EnerNOC enrolls your capacity in demand response. You can adjust your enrolled capacity level on a daily, monthly, or annual basis, depending on your region's demand response program.
- 5 Receive your demand response revenue!**
EnerNOC pays customers for standing by as demand response resources. Participants receive quarterly checks, and payments vary by region.



Customer Testimonials



“After a heat wave prompted record-breaking peak demand, ISO New England called a demand response event, and [we were] ready to perform. EnerNOC notified us 30 minutes prior to the event, and we transferred our load from the grid to our backup generators. Aggregate demand response participation kept the grid stable and the lights on.”

– Hotel, Connecticut

“When we have utilized our generator,...the load transfer is imperceptible. EnerNOC notifies us of a demand response event, remotely starts our generator from their Network Operations Center in Boston, and automatically transfers our load from the grid to our generator. We simply reduce any non-critical energy usage. Our demand response participation couldn’t be easier.”

– Hotel, Connecticut

“This past summer, following weeks of heat and humidity, the NYISO called five demand response events in New York City. Prior to each event, EnerNOC notified us one day in advance and again two hours before the start of each demand response event. During each event we made sure that our cogeneration system was operating at maximum output and we initiated steps to curtail non critical loads in the hotel to maximize the reduction of load drawn from the grid. During events EnerNOC was in contact with us directly, giving us real-time updates and guidance on our performance. And at no time have these events inconvenienced our guests.”

– Hotel, New York

About EnerNOC

Founded in 2001, EnerNOC, Inc. is a leading developer and provider of clean and intelligent energy solutions to commercial, institutional, and industrial markets. EnerNOC has over 886 MW of demand response under contract, including more than 756 MW of dedicated demand response resources. EnerNOC serves numerous hotels and resorts: Hilton Hotels, Hampton Inn & Suites, Sheraton Hotels, Marriott Hotels, Radisson Hotels, Crowne Plaza Hotels, New Yorker Hotel, and more. EnerNOC’s management team combines over 150 years of entrepreneurial and corporate experience with expertise in demand response, distributed generation, energy management, engineering, embedded systems, and information technology.

EnerNOC has earned high honors for its demand response technology and services, including World Economic Forum’s *Technology Pioneer 2007*, Platts’ *2006 Energy Pioneer of the Year*, Association of Energy Services Professionals’ *Outstanding Achievement in Pricing and Demand Response*, and Peak Load Management Alliance’s *Outstanding Achievement by a Curtailment Service Provider*.



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