

# Blu Goes Green at New Radisson Blu Mall of America® Hotel

**EFFICIENCY, SUSTAINABILITY MEASURES BUILT INTO THE HOTEL PROPERTY**



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**energy efficient and sustainable**  
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TED LORENZI

Senior Director, Technical Services, Americas,  
Carlson Rezidor Hotel Group

Building energy efficiency and sustainability into the Radisson Blu Mall of America hotel Bloomington, Minn. was always the plan. It's the new standard at Radisson Blu hotels.

“Why would we do it any other way?” says Ted Lorenzi, Senior Director, Technical Services, Americas, Carlson Rezidor Hotel Group. Lorenzi is a 30-year veteran in the hospitality industry. “Building in the most energy efficient and sustainable way possible just makes good business sense and keeps our guests comfortable and happy.”

Radisson Blu isn't simply efficient, it's expected to be the first hotel in Minnesota to achieve LEED certification.

LEED, or Leadership in Energy and Environmental Design, is an internationally recognized certification program that provides building owners and operators with a framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions.

While the hotel is the second Radisson Blu in the United States, all future hotels will strive for LEED certification. Building this way takes a team effort and it all starts before construction begins.

## PROJECT SNAPSHOT

|                                 |                               |
|---------------------------------|-------------------------------|
| Building size                   | 570,000 sq ft/500 guest rooms |
| Annual electricity savings      | 1,621,831 kWh                 |
| Xcel Energy rebate              | \$86,700                      |
| Estimated annual energy savings | \$162,098                     |
| Project payback                 | 2.3 years                     |



## A collaborative approach

The owner, design team, and Xcel Energy representatives started by sitting down together to think of every possible measure to save energy, water and the environment while keeping the guest experience top of mind.

"Radisson Blu went through our Energy Design Assistance program which is an integrated design process that uses energy modeling to evaluate different energy efficiency strategies and predict energy savings," says Kris Kohls of Xcel Energy. "We also offered rebates to offset the cost of higher efficiency equipment, which makes it even more attractive for building owners to incorporate energy efficiency measures right from the earliest phases of building design."

### Some of the efficiency measures they planned and installed include:

- Triple glazed windows and additional wall insulation in the guest rooms to save energy and help with sound abatement from the neighboring airport
- LED fixtures and lighting controls to lower overall electricity use
- Efficient mechanical systems and controls to include air-cooled chillers, and variable frequency drives on the heating and cooling pumps
- CO2 control of outside air
- Motion controlled thermostats in the guest rooms

These and other efficiency items resulted in an overall energy savings of 23 percent. As a bonus, some of the measures came with multiple benefits.

"One of the great things about LED lighting is that it's significantly cooler than other forms of lighting," says Lorenzi. "So the light output is better, the color is great and it helps reduce our cooling costs, too."

In addition to efficiency work, Radisson Blu hotels also adhere to corporate responsible business practices, including a carbon offsetting program, recycling throughout the building, low flow faucets and toilets in guest rooms and guest linens made from fabric which uses 100 times less water than cotton.

"We try to consider everything to lower our impact on the environment," says Lorenzi.

## Next steps

It's hard to improve on efficiency when most of the measures are already built in. But Lorenzi says there are other things they can do.

Future plans include upgrading the guest room thermostats by interfacing them with the property management system. The thermostat would then know the difference between a rented but unoccupied room and one that's not being rented at all.

"When the room isn't rented, the temperature can be set back a few degrees more and the heat or air conditioning turns on as soon as another person checks in at the front desk," explains Lorenzi.

He points out that this change, like many of the others, is small, but together can have a major impact on the bottom line.



For more information about Xcel Energy's Energy Design Assistance program and other energy efficiency programs, please visit **ResponsibleByNature.com**.