

CHECKING IN

TO A SUSTAINABLE HOTEL EXPERIENCE



Easier comparison shopping has provided hotel customers with more choices than ever before. With easy access to information, consumers are increasingly interested in hotels that adopt sustainable operations. In fact, when prices are the same, 62% of consumers are choosing hotels that advertise sustainability.



THE NEED FOR AN ENERGY EFFICIENT BUILDING

Hilton Worldwide and Dow formed a relationship as Olympic sponsors and decided to collaborate on a project that would help Hilton's new hotels achieve higher levels of sustainability. For this first project, the companies chose a 10-story Hilton Homewood Suites building that was intended for construction in Arlington, Virginia. The franchisee of the Homewood Suites was eager to reduce costs and improve sustainability for the new building while maintaining its structural integrity. Dow and Hilton collaborated with Gordon Greenberg Architects and Donohoe Construction to make it happen.

Hilton's environmental and social impact commitments align with the United Nations Sustainable Development goals (SDGs) to address issues such as making cities more sustainable and combating climate change. More energy-efficient buildings are critical to that effort as buildings consume nearly half of all the energy produced in the United States. This project aimed to show how collaboration between building stakeholders can yield significant energy efficiency gains.





CONSTRUCTION AND THE REQUIRED MATERIALS

The design phase of the construction project started in November 2016, and the project broke ground in early January 2017. The architect and construction manager used Performance Building Solutions'¹ THERMAX™ Wall System with LIQUIDARMOR™ (LT) Flashing and Sealant as a cost-effective, sustainable and efficient option for the job. The THERMAX™ Wall System offers efficiencies such as streamlined design and construction. The use of LIQUIDARMOR™ (LT) Flashing and Sealant reduces air leakage to help building owners save money and offers a more comfortable environment to occupants. Performance Building Solutions also provided estimated cost savings, dewpoint calculations, and performed a construction detail review, which clearly outlined the changes made to the building's design so that all parties involved were aligned and the building performed as intended.

RESULTS

- Estimated \$198,283 in cost savings (~\$2.64 per square foot of exterior wall)
- 17% increase in R-Value
- 18% R-Value improvement over code
- Warranties: 6 month exposure, 15-year thermal resistance and 10-year weatherization performance

STELLAR RESULTS THAT CAN BE REPLICATED

As a result of this collaboration, the project realized an estimated \$198,283 in cost savings (~\$2.64 per square foot of exterior wall), a 17% change in R-Value, 18% R-Value improvement over code and added 6-month exposure, 15-year thermal resistance and 10-year weatherization warranties. These improvements help the hotel owner save money over time, reduce the environmental impact of the building and increase occupant comfort due to high-quality insulation and sealing.

The success of the project doesn't stop at this one building. The plans are being shared with Hilton franchise members to help them envision better building options that yield a more profitable operating model and better customer experience.

For franchisees interested in taking a similar approach to cost savings and using efficient designs with their buildings, you can reach the Customer Information Group at 1-866-583-2583 to be connected with a local Dow Building Envelope Specialist.



¹Performance Building Solutions is part of the Specialty Product Division of Dow and DuPont.

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³U.S. Energy Information Administration - EIA -

Independent Statistics and Analysis. U.S. Energy Information Administration, www.eia.gov/tools/faqs/faq.php?id=86&t=1.