



Hospitality - Upgrade

W Dallas Victory Hotel and Residences

Dallas, TX

With improved light quality thanks to Cree® LED luminaires, residents and guests feel more secure, while the property also anticipates significant benefits to the bottom line.

- Estimated thirty-nine percent annual energy savings
- \$44,000 annual reduction in energy costs
- Anticipated 202,808 kWhs saved each year
- Payback in just over two years





ROOM FOR IMPROVEMENT

“ I am amazed at the excellent light quality. We were even able to install 12 fewer fixtures than we previously had with the metal halide solution. ”

Bart Cornelius, *Director of Engineering, W Dallas Victory Hotel and Residences*

OPPORTUNITY

Starwood Hotels and Resorts Worldwide is dedicated to integrating environmental practices and sustainability principles into all aspects of its business strategy. By collaborating with hotel owners, franchisees, suppliers and business partners, the company actively works to reduce the environmental impact of hotel operations.

In the summer of 2010, the company announced that it has set a target of reducing its energy consumption by 30 percent and reducing its water consumption by 20 percent by 2020. The new goals are company-wide and apply to every one of Starwood's 1,000 hotels, including those it owns, manages and has franchised.

The W Dallas Victory Hotel and Residences, which was the first high-rise hotel with condominium residences under the W Hotel flag, was developed in 2006. With 252 guest rooms and 151 condominiums, the facility is in the heart of “new Dallas” — an area on the west side of downtown experiencing tremendous growth and offering unprecedented promise for the future.

SOLUTION

Coinciding with Starwood's new environmental commitment and wanting to reduce the facility's 483-space underground parking garage's energy costs, Bart Cornelius, W Dallas Victory Hotel and Residences director of engineering, realized that LED luminaires were the smartest lighting investment.

The new parking structure lighting system includes 162 Cree Edge™ parking structure luminaires, designed to provide improved color rendition and uniformity for parking garages, underpasses and other confined-space applications.

BENEFITS

“I am amazed at the excellent light quality,” said Cornelius. “We were even able to install 12 fewer fixtures than we previously had with the metal halide solution.”

While the improved LED light quality makes residents and guests feel more secure, a bottom-line benefit is the anticipated 39 percent annual energy savings, \$44,000 annual reduction in energy costs and 202,808 kWh energy consumption savings. Additionally, the property expects a return on investment in just over two years.



Learn more at: www.cree.com/lighting | info@cree.com | 800.236.6800