

H O T E L

*GE 2D™ Compact Fluorescent*



*“Everything we do is driven by guest satisfaction. The switch to plug-in compact fluorescent lamps certainly did that.”*

— Greg Branum  
Building Superintendent  
The Westin LaPaloma

*GE 2D™ Compact Fluorescent lamps create attractive, energy efficient guest room lighting at Arizona resort.*

**H**e knew there was an opportunity for dramatic energy savings at The Westin LaPaloma resort in Tucson, Arizona, as much as 75 percent vs. incandescent lighting. However, guest reaction at the 487 room property was the key motivation resort building superintendent Greg Branum considered when deciding whether to make any lighting changes.

**“Energy conservation and energy use are of the highest priorities at Westin,”** Branum noted. **“However, we had to consider how our guests would react to a change in aesthetics and color in the rooms before we even looked at conservation, energy use, lamp life or unit price.”**

The Westin LaPaloma converted all guest room floor, table and swing arm lamps to GE 2D plug-in compact fluorescent lamps. The 2D lamp offers energy efficiency, uniform light distribution, high light output, up to 150-watt incandescent equivalent, as well as up to 10,000 hours of lamp life.

**“Our guest satisfaction surveys don’t show any negative reaction to the new lighting,”** Barnum said. **“In this business we are driven by guest satisfaction. Exceeding the expectations of our guest is our primary goal. The energy savings translate directly to our bottom line** and the conversion qualified for a conservation rebate from our local utility, Tucson Gas & Electric Co. The project is a ‘win-win’ situation for everyone involved.”



GE Lighting