

HOSPITALITY

*GE 2D®, FLE, HIR™ XL and
T8 Fluorescent with Starcoat™ Lamps*



“When we found we could save \$615,000 a year, maintain aesthetics and earn a 1.3-year ROI just from energy savings, we relamped the Atlantis, Paradise Island resort with new GE lamps.”

— Bill Clifford
CFO
Sun International

Major Bahamian resort relamps with GE lamps, saves energy, earns 1.3-year Return-On-Investment.

When the rise in world oil prices hit \$30 a barrel and local electrical energy rates topped 22.5 cents per kwh, these high prices triggered Sun International’s decision to relamp the 2,326-room Atlantis, Paradise Island resort in the Bahamas.

“We had been looking at a relamping effort for the property for a long time,” explained Bill Clifford, Chief Financial Officer—Sun International. “However, when oil prices were low, \$13 a barrel, and energy rates were significantly lower, it wasn’t a priority. But, when our costs neared 23 cents per kwh, our position changed.”

A Sun International team, including Clifford and Senior Vice President of Facilities, John Borchers, developed criteria for the relamping effort. In addition to significantly reducing energy use, the new lighting had to maintain the aesthetics of the property. “We set up demonstration rooms and hallways to evaluate lamp alternatives,” Clifford said. “Members of the hotel executive staff, together with corporate executives, including our CEO, compared light sources and made recommendations.”

Based on the study, Sun International selected the GE family of lighting products to relamp the Atlantis, Paradise Island resort. They used a combination of compact fluorescent lamps in the guest rooms, **2D® plus 15- and 20-watt FLE lamps. HIR™ XL Ultra Life 90-watt PAR lamps** were selected for the guest hallways. And, **32-watt T8 fluorescent lamps with Starcoat™** technology and electronic ballasts were installed in employee areas of the hotel.

“Reaction to the new GE lighting from guests has been positive,” Clifford noted. “We expect the new **GE lighting to save us \$615,000 annually in energy costs, resulting in a 1.3-year return-on-investment. Also, GE’s reputation for service means we don’t have to worry about lighting problems in the future.**”



GE Lighting