

Verdant Energy Management Solutions

Best Western Liverpool



Best
Western
PLUS



About

Nestled in the heart of Liverpool, Nova Scotia in Canada, the Best Western Liverpool Conference Center sits proudly along the region's scenic coastline. Known for its warm East Coast hospitality and modern comforts, the hotel welcomes both leisure and business travelers with ease and genuine charm.

As one of the area's premier venues for meetings and events, the property plays a key role in supporting local tourism and business development. Its conference facilities host everything from corporate meetings and community gatherings to weddings and special celebrations, making it a true hub for both visitors and the local community.



Accommodations

65 Room

7 Suites



Install Date

May 2023



Location

**Liverpool, Nova
Scotia, CA**



Hotel Type

Full-service 3-star

VERDANT
by **COPELAND**



Energy Consumption Challenges

Hotel rooms are among the most energy intensive spaces in the hospitality industry, often consuming significant amounts of power even when unoccupied. Heating, ventilation, and air conditioning systems frequently continue to run, wasting electricity and driving up operational costs while rooms sit empty.

At Best Western Liverpool, rising utility expenses had become a growing concern. The management team recognized that while guest comfort was a top priority, energy efficiency could no longer take a back seat. They faced a common industry challenge: how can we reduce energy consumption and costs without compromising the quality of the guest experience?

The team sought a solution that could intelligently manage energy use in real time, optimizing heating and cooling only when needed, while maintaining the comfort standards expected by guests.

Through this initiative, Best Western Liverpool not only aimed to curb escalating operational costs but also to create a more sustainable, future-ready model for hotel energy management achieving equilibrium between efficiency, cost savings, and comfort.

Best Western Liverpool at a Glance



HVAC Type
PTAC



Avg. Monthly kWh Savings
12,605 kWh



30-month \$ Savings
\$51,734.00



Electric Rate
\$0.1351



Total kWh Savings
378,150 kWh



Verdant System Cost
\$25,001.00



Average HVAC Runtime Reduction
54%



Payback Period
14 Months



Utility Rebate
\$4,875.00



Property Goals

Best Western Liverpool aimed to address key energy challenges while enhancing operational efficiency. Their main objectives included:

Reducing Energy Expenses:

Minimize energy consumption in unoccupied rooms to lower utility costs.

Maximizing HVAC Efficiency:

Seamlessly integrated with PTAC units to optimize runtimes, reduce wear, and extend system lifespan.

Simplifying Installation & Control:

Install an efficient system with minimal disruption and manage HVAC performance through a centralized platform.

Ensuring Guest Comfort:

Maintain a high standard of in-room comfort for guests while optimizing energy use behind the scenes.

The Verdant Energy Management Solution

To address these challenges, Verdant smart thermostats introduced an intelligent, automated approach to energy management. Using advanced occupancy-sensing technology capable of detecting both motion and body heat, the system ensures that energy is only used when rooms are occupied.

When a guest is present, they retain full control over room temperature settings, ensuring complete comfort throughout their stay. Once the room is vacated, the thermostat seamlessly transitions into energy-saving mode, allowing temperatures to adjust within a comfortable range while reducing unnecessary HVAC runtime by up to 45%. On average, this intelligent automation translates into an 18% reduction in electricity costs for hotels.

All Verdant smart thermostat units communicate wirelessly through a secure, proprietary low-frequency radio network. This robust connection penetrates thick walls and spans long distances, eliminating the need for additional networking equipment and preventing interference with existing Wi-Fi systems.





Our thermostats are designed for Hospitality

The Verdant solution was purpose-built for the unique demands of the hospitality industry. Its plug-and-play design allowed for a fast, seamless installation with minimal disruption to daily operations, ensuring the guest experience remained uninterrupted throughout the process.

Because Verdant smart thermostats are universally compatible, the existing HVAC infrastructure requires no major modifications. This makes the system an ideal retrofit solution, providing advanced energy management capabilities without costly renovations or downtime.

Payback period

Most properties see substantial annual savings on their energy bills and achieve a payback period of 18 months. That's thousands of dollars saved each year and a measurable boost to your property's value, and in this case for Best Western Liverpool, they achieved their payback in 14 months.

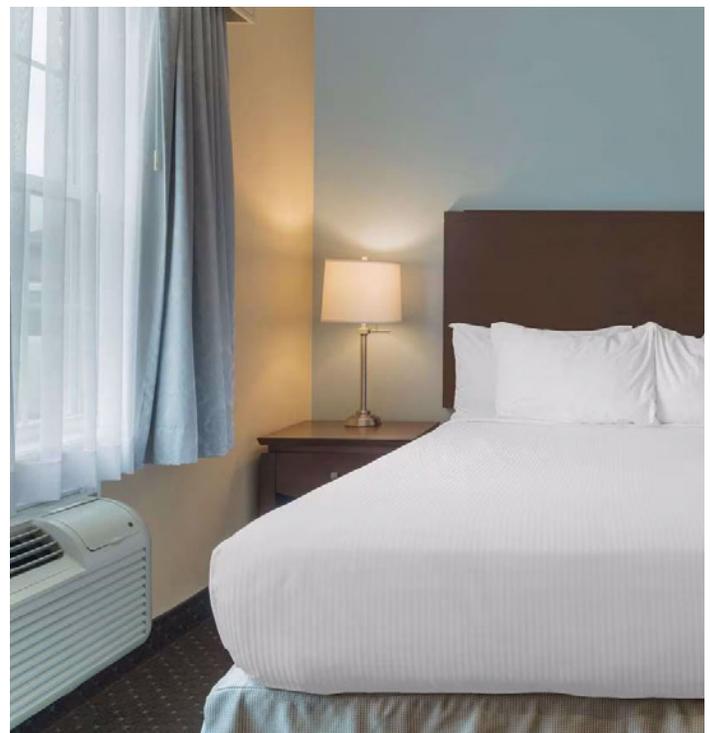
"We are happy with our experience using Verdant thermostats. The system has delivered noticeable cost savings while maintaining guest comfort throughout our property. Their support team is responsive and easy to work with, making the overall experience positive."

— Melissa Robinson, General Manager

Results

Since the installation of Verdant smart thermostats at Best Western Liverpool in May 2023, the property has achieved significant energy and cost savings. On average, the system delivers monthly electricity savings of approximately \$1,724, resulting in a total reduction of 378,150 kWh over 31 months. This translates to total cost savings of \$51,734, based on an electric rate of \$0.1351 per kWh.

The Verdant system, installed on PTAC units, has also reduced HVAC runtime by an impressive 54%, demonstrating substantial operational efficiency improvements. With a system cost of \$25,001, energy savings have already provided a strong return on investment, underscoring the positive impact on both energy consumption and financial performance thanks to the Verdant Solution.



The Rebate Advantage

Along with the significant energy and cost savings achieved by installing Verdant smart thermostats, Best Western also qualified for a utility discount, adding even more financial value to the project. This incentive made the Verdant smart thermostats installation more affordable and highlighted the economic advantages of investing in sustainable technology.

Energy efficiency rebates are financial incentives offered by utilities, government agencies, and energy programs to encourage property managers to use smart, energy-saving technologies. In simple terms, these rebates reduce the upfront cost of upgrading to more efficient systems, helping you achieve a faster return on your investment.

Rebates can take different forms, including direct cash incentives, bill credits, or tax deductions for approved energy-efficient upgrades. Eligibility and rebate amounts vary depending on the region and specific program, and they are often based on factors such as the potential energy savings, building type, and project size.

Verdant smart thermostats are eligible for many of these rebate programs, helping property owners maximize savings while enhancing guest comfort.



How we support you during the Rebate process

Verdant Solutions makes accessing rebates simple. Our team identifies all available incentives in your area, confirms your eligibility, and handles every step of the application from gathering paperwork to submitting it to your utility provider.

We take care of the details so you can focus on running your property, knowing you're getting the rebates and savings you deserve. With Verdant, you get the incentives you deserve without stress.

How can you start saving?

Booking a consultation with one of our experts is quick and easy to do.

If you're ready to boost your hotel's efficiency and cut energy costs, join the many hospitality leaders who trust Verdant smart energy management solutions for lasting savings and long-term results.

Schedule your free consultation today and start reducing your energy bills immediately.



Take Control of Your Energy Management with Verdant



Reduce Energy Costs

Save up to 18% on energy costs and reduce HVAC runtimes by 45% on average without affecting guest comfort.



Plug & Play

Suitable for both retrofit and new construction projects, our wireless thermostat can be self-installed in under 15 minutes.



True Mesh Networking

Keep your thermostats connected without interfering with your Wi-Fi.



Effortless Integration

The Verdant system can integrate with all HVAC types, PMS, BMS, lighting controls, and other smart technology.

Say goodbye to unnecessary heating and cooling costs with Verdant's energy management system. Installed by more than 9,000 properties in North America and Europe, Verdant prioritizes energy efficiency without compromising guest comfort.

Want to Learn More?

Contact Us:
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verdant.copeland.com/book-a-web-demo

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