



Energy Management Success Story



Energy Management at Furnace Creek Inn & Ranch Resort: Quality, Comfort and Conservation

Death Valley, where temperatures routinely break 120°, might be the last place one would expect to find two beautiful hotels, four restaurants, conference and banquet facilities, and other amenities, including—at 214 feet below sea level—the world’s lowest golf course. An oasis in the desert might be the last place one would look for exemplary energy management. Furnace Creek Inn & Ranch Resort, part of the nationwide Xanterra Parks & Resorts[®], proves that luxury and managing energy wisely go hand-in-hand.

Jim Crawford, Director of Engineering, and Ken Kroll, Director of Environmental Safety, uphold Xanterra’s century-long legacy of stewardship at Furnace Creek. “Xanterra is the largest concessionaire for the National Park Service,” says Jim, “and we manage ecologically-sensitive tourism in some of the most beautiful and historic locations in the country. Energy management serves both our bottom line and our mission to treat these places with respect.”

How to Manage an Energy-Efficient Oasis

“Our jobs are to increase revenues, meet the company’s financial targets and maintain guest satisfaction,” Ken says. “But we balance economic viability with ecological responsibility. We purchase environment-friendly products to sell in our General Store and feature sustainable items on our restaurant menus. These goals are part of our bottom line too. So there’s no trading off between energy and amenities at Furnace Creek. Our success lies in combining guest comfort and energy conservation, and Southern California Edison (SCE) has helped us succeed at both.”

On an SCE time-of-use plan that offers savings during off-peak hours, Ken and Jim oversee their power usage for public spaces and 290 guest rooms, water pumping for the golf course, retail shops, office spaces, staff housing, laundry facilities and restaurants. “The time-of-use plan is a perfect fit with Xanterra’s environmental commitment because it gives us an incentive to use power during the off-peak hours and helps

Savings by Managing Energy:

- 50% cash incentives on retrofitting to T8 and Compact Fluorescent Lighting using SCE Express Efficiency Program
- 375,000 kWh in reduced usage
- Seasonal savings using SCE Demand Bidding Program

Jim Crawford,
Director of Engineering,
Furnace Creek Inn & Ranch Resort





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Ken Kroll, Director of Environmental Safety, Furnace Creek Inn & Ranch Resort



SCE to meet its demand during peak hours without building additional generation.” Using SCE’s Express Efficiency Program, Xanterra retrofitted its lighting—“We got a cash incentive of about 50% on that immediately, and the savings paid for the rest,” says Jim. They use Energy Star® air conditioners exclusively, and power down in unused spaces. SCE’s Demand Bidding Program lets Xanterra save on electricity during the summer season when one of its guest facilities is closed.

“We track the trends of all our resources,” says Ken, “and we can document usage and costs for electricity, water and propane. We’ve seen clear improvements in our energy management, even with variables such as occupancy and weather. Between 2003 and 2005 we reduced our usage by over 375,000 kWh, and so we’re delivering better services and amenities with less electricity.”

Preserving a Legacy with Energy Management

Jim continues, “If we hadn’t taken measures like this, we’d be spending more on energy. SCE’s programs have

helped us save energy, keep our costs down, and honor our commitment to the environment, and we’re taking SCE’s advice on energy management projects at our properties nationwide. We’re showing that you can make conservation an asset, and for our guests it’s one more reason they feel good staying with us. Our customers and SCE respect the National Parks and Death Valley as much as we do, and they share our company’s commitment to keeping them beautiful.”

Like Furnace Creek Inn & Ranch Resort, you can save money on electricity:

- **Participate in SCE’s Demand Bidding Program**, in which customers can receive a credit on their bill for voluntarily reducing power.
- **Use SCE’s Express Efficiency Program** or other energy efficiency programs for cash incentives on energy-saving hardware and equipment.
- **Switch to a time-of-use (TOU) rate and shift electricity usage to off-peak hours**, to take advantage of lower energy rates.

For More Information

Southern California Edison offers a range of programs such as cash incentives, energy surveys, and payment options to help you better manage your electricity costs. To learn more, please contact your SCE account representative, call (800) 990-7788, or visit us at www.sce.com.

Learn more about how to save energy and save money:

SCE Energy Management Classes

www.sce.com/ctac
800-336-2822;
www.sce.com/agtac
800-772-4822

Express Efficiency

www.sce.com/express
800-736-4777

Standard Performance Contract

www.sce.com/spc
800-736-4777

Demand Response Programs

www.sce.com/drp
626-302-8320

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