Ways Solar Power Helps Hotels Save Money and Draw More Customers

It is not easy to run a hotel, camp or lodge due to the wide range of circumstances outside the control of business owners. These include: weather, economic conditions, and tourism trends, which have a significant impact on profitability. Accommodation facilities are also subject to a variety of taxes from the county governments. Aside from that, there are many fixed costs that eat into the profit margin, from a large staff to your numerous utility bills.

Profit margins are great in good times but when circumstances are tough, it's easy to get into a rut because your bills won't go away. As a result, any measures that allow a hotel to lower its fixed expenses can have a significant impact on long-term profit margins and business stability. Use of solar energy can play a crucial role in these efforts.

The good news is that cost savings aren't the only reason hotels should consider solar power. Let's take a look at five ways solar energy can help your hotel thrive while also saving money.

Solar Power Provides Instant Savings on Energy Bills

You begin saving money the instant your system is online. Your solar investment is a one-time cost that will be repaid over time. However, it will continue to generate energy for the full 25-year lifespan period of most solar panels.

If you can pay off your solar investment in a few years, you'll benefit from decades of lower fixed energy expenses. For example, The Star estimates that hotels in the Kenyan Coast spend 20% of their total budget just on energy. Solar cuts a significantly deeper hole in your budget and pays for itself much faster than most other improvements. The simplest way to put it is this: Solar power
always generates a positive return on investment given enough time, because hotels and resorts consume so much energy.

**Solar Power Demonstrates Your Hotel’s Environmental Stewardship**

The environmental benefits of hotels that use solar power cannot be overlooked. The big energy consumers will have to join in on the game and commit to making a difference if they want to have a measurable impact on national energy usage. In terms of energy consumption, hotels outnumber dwellings by a wide margin. Hotels moving towards solar energy will have the following positive environmental impacts;

- Reduced air pollution.
- Reduced water usage.
- Reduced dependence on non-renewable energy sources.
- Improved human health in the long-run.
- Contribution towards the fight against climate change.

**Improves Your Hotel’s Media and Public Perception**

Businesses require as much good media attention as possible. The media loves to cover it when a large local business goes full solar energy. By taking advantage of the free and favorable advertising that solar electricity may provide your hotel or resort will be viewed as a positive force in the community, helping to protect the environment, reduce pollution, and combat climate change. The economic and business benefits that your solar energy brings to the neighborhood will bolster your public image even further. For example, the link leads to an article done on Kilaguni Serena Safari Lodge after it went 100% solar – [Kenya’s first 100% solar hotel](#)
The above image is an aerial view of Kilaguni Serena Safari Lodge’s solar farm.

**Solar Helps Hotels Improve the Customer Experience**

One of the places that one can install the solar panels is on the roofs of carpark in hotels and resorts. You can build a carpark specifically for the solar panels if you don't already have one. Imagine if your roof was made of panels! This method dramatically increases the amount of space accessible for solar energy on hotel and resort sites and also improves the customer experience.

The ability to park in the shade is a huge plus. It’s one of the reasons why people choose garages. If it's pouring, you get out of your car and stay dry; if it's hot, you stay cool. Your vehicle is safeguarded. Customers will be pleased and impressed when they learn that they may park in the shade, and that the shade exists because the hotel generates electricity using solar power. You can also use solar electricity to supply more outdoor lights without increasing your expense. Below is an image sample of a solar roofed carpark.
What do happy and impressed customers do? They leave five-star reviews. When you consider the implications that has for your marketing, you'll see that the return on your solar investment goes far beyond your utility cost. If you have solar power, you will almost certainly gain more business.