



Trane Support for the Lodging Industry

*Comfort Solutions
for Profitability*





Creating a Successful Climate

In few other businesses is maintaining a high and consistent level of comfort as critical as in the lodging industry. Hotels succeed or fail based on their ability to put "heads in beds" at profitable rate levels. The prime influence on that occupancy rate is guest satisfaction. A room that is noisy, stuffy, hot or clammy creates a powerful negative impression. Trane has both experience and a portfolio of products to help operators of hotels attract and retain guests. Guest comfort will not only minimize complaints, but will help retain business. We can help you achieve and maintain that kind of comfort.

Trane Understands the Lodging Industry

Trane has decades of experience working with the lodging industry, from individual hotels to global chains. Energy is the second-highest operating cost component in the lodging industry. We help you meet the goals of guest comfort, energy efficiency and environmental responsibility. We know that from 50 percent to 80 percent of the energy costs in lodging are related to HVAC system operation.

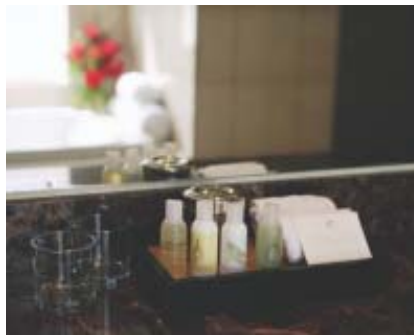
Containing these costs is important, and owners are motivated to install efficient comfort systems. However an even higher priority is guest comfort. If energy efficiency is obtained at the price of guest discomfort, it is a poor bargain. Fortunately, with intelligent building design and quality equipment, it is possible to achieve both energy efficiency and unimpeachable comfort. Guest comfort has many dimensions, including acoustics, temperature, humidity, absence of odors, and precise control.



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We also know that comfort system consistency is critical, from day to day, and from location to location. Lodging facilities range from economy motels to very upscale hotels and resorts, with increasing expectations at each level. Yet at every level, guests will stay longer, will recommend the facility or brand to others, and will return themselves if they perceive they are receiving a quality accommodation at a fair price. Trane's global organization allows us to provide that level of consistency from location to location. We understand that your reputation hinges on being able to consistently offer dependable comfort.

To achieve and maintain this reputation, we can help at every stage — system design, timely equipment delivery, installation support and locally available parts and replacement equipment inventory. We understand that our responsiveness is critical for you to maintain an ideal environment for lodging. We understand.





An Opportunity for Your Lodging Business through Trane

A Changing World of Comfort for Hotels

Every hotel and lodging company wants to offer facilities that are fresh, and in keeping with contemporary expectations for style and comfort. The same should be true of comfort systems—especially in individual rooms. Whether a midscale hotel with PTACs or mini-splits, or an upscale hotel with a chiller water/fan-coil system, in all of these product lines Trane has introduced advanced designs that are quieter, less drafty and more precise on temperature control. These products can differentiate your business from others.

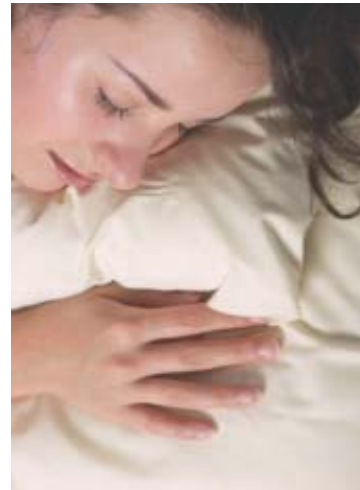


Keeping You On Line

Because you never get another chance to sell tonight, Trane offers programs to improve the reliability of your currently installed equipment. Our service and parts centers are minutes away in all major metropolitan areas. When reliability is critical, your Trane expert provides detailed contingency solutions, including standby HVAC systems, stock equipment options and even backup electric generation. Our goal is to keep your guests in unparalleled comfort.

Meeting Air Quality Expectations

First impressions count for so much. You want to have your guests come to their rooms, breathe deeply, and say, "This is nice!" We know that indoor air quality (IAQ) goes beyond good housekeeping. It requires intelligent system design, use of the right equipment, good HVAC maintenance practices, and training support for your facility team. Trane can help you achieve and maintain the highest quality air by installing humidity control systems, providing ample ventilation with filtered and conditioned outdoor air, and working with your building staff to meet or exceed IAQ standards. IAQ improvement is possible and we can help.



Control Systems Improve Comfort, Simplify Maintenance

Within your lodging facility, there are areas with varying requirements. Guest rooms, lobby areas, dining areas and recreation zones all have different environmental requirements. Food preparation areas need extensive ventilation and to be kept separate from other areas. Pools and workout rooms also have special temperature requirements and need effective dehumidification year round. Part of the solution is quality equipment, properly sized, and installed correctly. The other part is a control system that can keep all areas operating in harmony.

Heat Recovery For Reduced Operating Expense

At today's high energy prices, heat At today's high energy prices, heat. Trane can help with both airside and waterside options that capture energy that would otherwise be lost. For example, heat rejected from HVAC equipment can be utilized to pre-heat domestic water. Heat can also be recovered from exhausts and channeled for dehumidification purposes to better dry ventilation air for room environments.





Trane Can Help

Operating a successful lodging venture is challenging, whether it is a single venue or a worldwide organization. One incident can change a guest's impression of an entire group of hotels, and one unhappy guest will tell others. For this reason, it is important to place the priority on pleasing the guest with comfort in each stay. Trane understands the importance to you of guest loyalty. We also understand that operating efficiency allows facilities to compete and offer potential guests attractive pricing and still show a profit.



Engineering and financial planning resources are being stretched in many lodging organizations. Trane can provide project administration, scheduled maintenance plans, and regular performance reviews to put more hours into your day. Whether the needed assistance is in review of engineering plans, subcontracting services, project commissioning, or renovation management, we're ready to help. Our goal is to assure that your plans can proceed rapidly and cost-effectively. Count on Trane for innovative solutions.



As important as is guest comfort, it is also imperative for you to operate your facility economically. Trane offers a full portfolio of equipment and control systems that can help your bottom line.

For example, Trane PTACs, fan-coils, mini-splits, chillers, air handlers and terminal equipment are among the industry leaders for efficiency. For improved operating efficiency, you want systems that require minimal maintenance. Trane equipment has advanced features that reduce your need for staff maintenance and outside service work. Trane offers:

- Flexible maintenance plans to fit your facility needs
- Staged equipment replacements programs to reduce operating costs and keep your facility current
- High efficiency systems to capture maximum energy rebates and utility programs for system upgrades and routine maintenance
- Standard and extended parts and labor warranties to reduce your operating costs





Environmental leadership

Through our product design flexibility and focus on customer needs and goals, Trane provides energy-efficient, environmentally responsible systems that help create sustainable buildings for today and tomorrow. Trane systems help produce ideal indoor environments, acoustically as well as for comfort and are responsible to the external environment. Trane's substantial experience designing, installing and servicing environmentally conscious systems can help meet your environmental, business and building performance goals, while keeping your project on schedule and within budget.



Comfort Systems and the Bottom Line

Lodging is a dynamic industry. We understand your need to keep your presentation fresh and your guests' lodging experience perfect. Our international organization appreciates that different regions have varying comfort needs, building codes, and engineering practices. Trane's vast local sales and

service support force, with its extensive local experience and relationships, adds value to your plans. Regardless of the size or scale of your lodging business, we're ready to help. Visit www.trane.com/commercial today to locate a Trane lodging expert near you.



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