



**AGI**  
**ENERGY**  
**SERVICE CENTRE**  
Sustainable Energy for Profitability

## SOLAR PV AS A CRISIS PRECAUTION IN THE HOSPITALITY INDUSTRY

The hospitality and tourism sector has been among the hardest hit by the Covid-19 pandemic with the resultant shut down of many businesses. The example of the COVID19 is used to show how

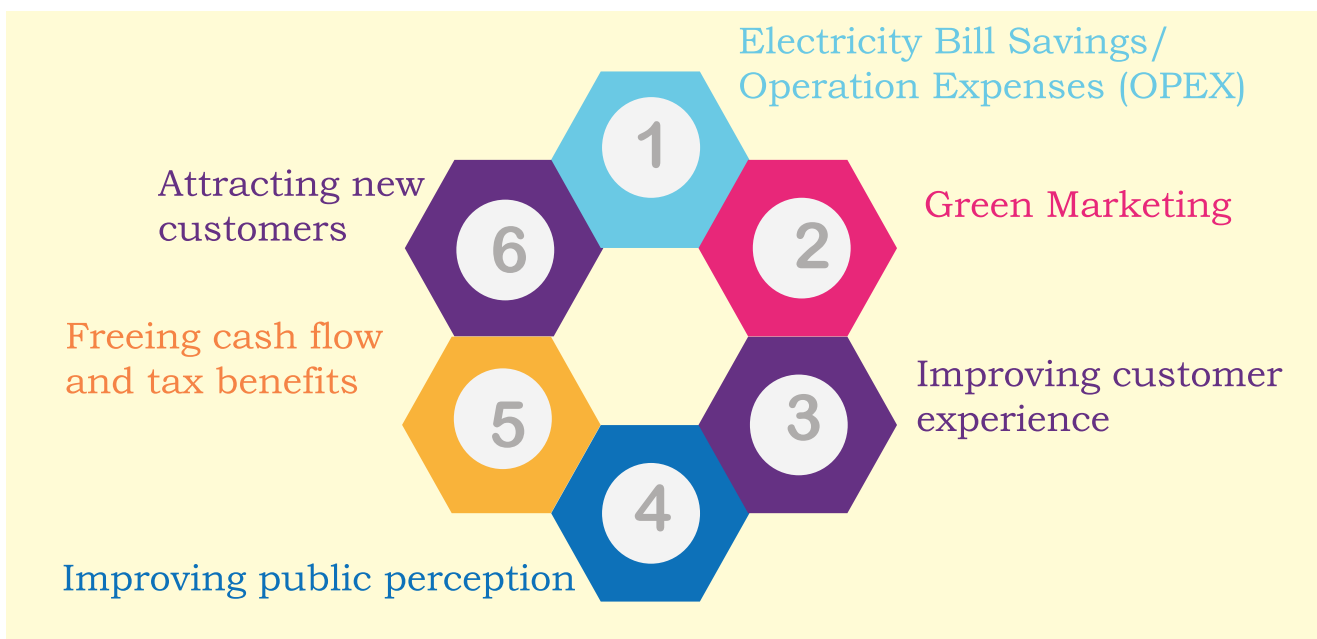
solar PV as a backup measure helped the hospitality industry to achieve real cost savings during the pandemic.

The COVID-19 pandemic had terrible effects on the hospitality industry. This stems from among other factors the travel restrictions imposed by government and the fear of contracting Covid-19. Recent researches conducted suggest that recovery to pre-COVID-19 levels could take until 2023 or later.

The industry therefore is advised to introduce cost saving measures e.g., through the introduction of solar PV.



### How Solar PV can help the hospitality sector



## 01 Electricity bill savings

The hospitality sector uses 50% more energy than the residential one. Costs related to energy in the sector is a big burden. With solar PV, immediate savings of OPEX can be observed as the electricity generated will offset consumption from grid.

## 03 Improving customer experience

Adding solar PV carports, outdoor lighting and charging stations for customers will improve their positive experience. The ROI from solar PV extends beyond the electricity bill.

## 04 Improving public perception

As the use of solar PV is generally perceived positive, it will help the facility boost its exposure as 'green venture'. The public perception with regards to solar PV will also be reinforced.

## 05 Freeing cash flow and tax benefits

Solar PV can free up cash flow as the expenses related to the electricity bill are reduced. The money saved can be reinjected and invested to upgrade the facility. Also, tax credits for solar PV is among the benefits that can help the business surpass a crisis.

## 02 Green marketing

Marketing is an essential tool that the industry can use to recover from the pandemic situation. Green marketing will help attract customers and increase its visibility. Showing that the facility does not rely on fossil fuels is a great asset.



## 06 Attracting new customers

Solar PV will help attract new customers that are aligned with sustainability concerns. The Drive Electric Initiative by Energy Commission may increase the number of users of electrical vehicles in the future. Clients may then for example prefer a facility with a solar EV charging station.

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