

## Case Study

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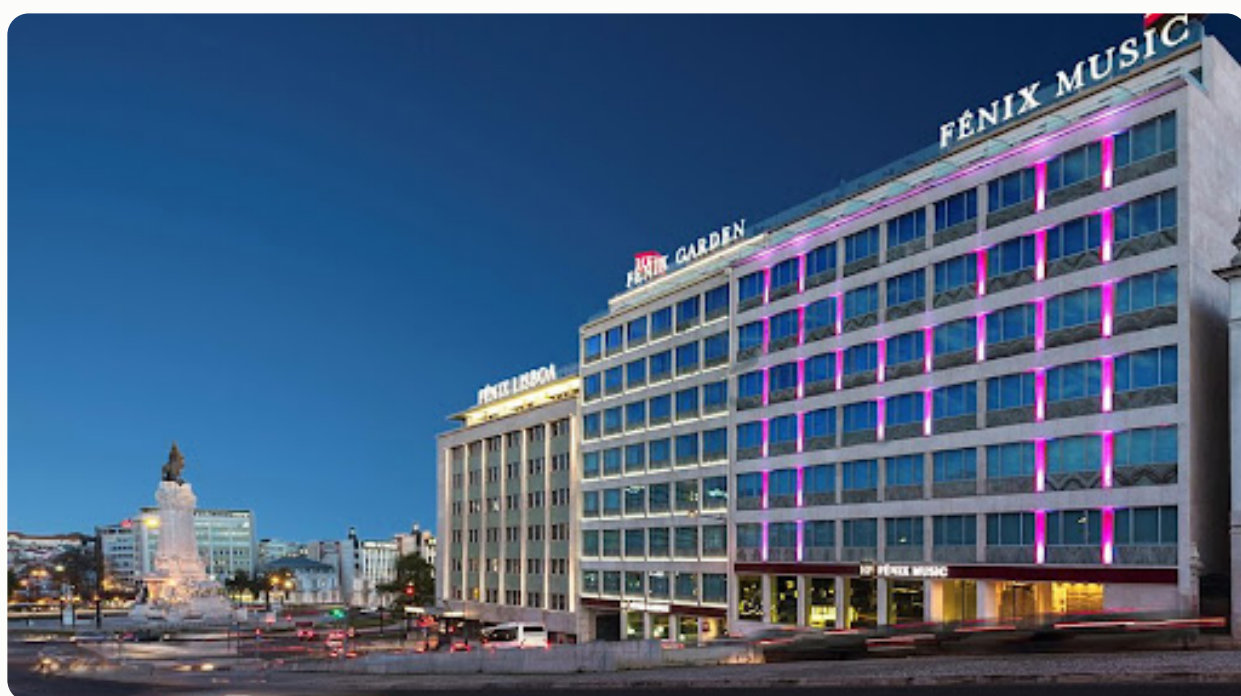
# HF Hotels



**Builtrix**  
Connected-Building Solution

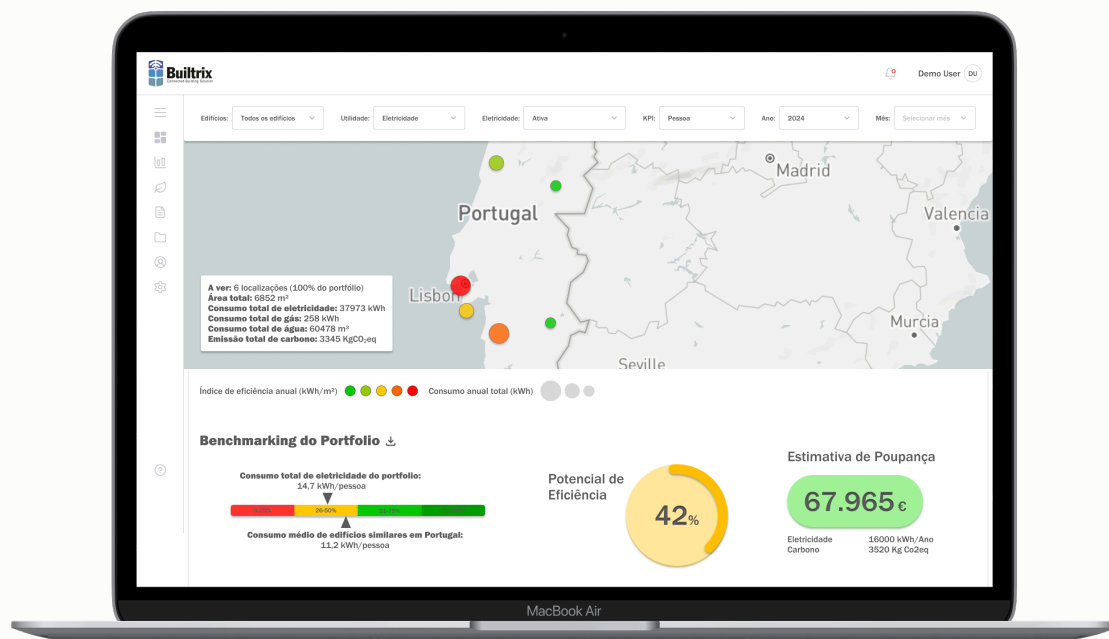
HF Hotels is a leading brand in the urban hotel sector in Portugal, with 8 properties in Lisbon and Porto, totaling 1,320 rooms across 3- to 5-star categories. Known for its commitment to guest experience and operational efficiency, HF Hotels consistently adopts innovative solutions to optimize resource consumption and enhance sustainability initiatives. By integrating modern architectural designs with cultural influences, the brand delivers a distinctive, high-quality hotel experience.

To advance its sustainability goals and optimize operations, HF Hotels adopted an integrated solution to efficiently manage energy and utilities, ensuring alignment with corporate ESG strategies and evolving regulatory requirements.



Builtrix is an advanced energy intelligence and sustainability analytics platform that automates the collection, analysis, and visualization of electricity, gas, water, and carbon emissions data. Designed to support ESG compliance, energy efficiency optimization, and data-driven decision-making, Builtrix delivers insights, benchmarking, and automated sustainability monitoring in a simple and efficient way—without the need for additional sensors or hardware installations.

By leveraging data analytics, artificial intelligence, and cloud-based automation, Builtrix enables organizations to improve operational efficiency, reduce energy costs, and proactively align with sustainability regulations.



# Challenge

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HF Hotels identified key challenges that required an integrated energy and sustainability management solution:

## Need for Sustainability Reporting & Carbon Footprint Monitoring:

With increasing regulatory demands for carbon footprint tracking and ESG compliance, HF Hotels needed a structured, automated approach to measure emissions, monitor sustainability indicators, and improve ESG transparency.

The lack of a centralized platform made it hard to assess environmental impact and justify energy efficiency investments.

## Lack of Centralized Energy Monitoring:

Managing multiple properties without a unified energy management system resulted in fragmented data and difficulties controlling energy and water consumption.

The lack of monitoring made it hard to identify inefficiencies and optimize asset usage, leading to high operational costs and resource waste.

## Energy Consumption Fluctuations Tied to Occupancy Rates:

Energy usage varies with hotel occupancy, making it difficult to distinguish expected variations from operational inefficiencies.

Without precise data correlation, HF Hotels struggled with budget forecasting, energy conservation planning, and long-term sustainable investments.

# Why HF Hotels Chose Builtrix

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## Centralized Energy & Sustainability Data Management:

Builtrix consolidates electricity, gas, water, and carbon emission data from all HF Hotels properties into a single interactive dashboard, reducing manual data entry and reducing errors.

## Proactive Anomaly Detection & Actionable Insights:

The platform generates automated alerts for inefficiencies, allowing HF Hotels' energy managers to quickly identify abnormal usage patterns and take corrective actions.

With custom reports and trend analysis, Builtrix improves decision-making by correlating energy use with occupancy levels.

## Performance Benchmarking for Smarter Investments:

By comparing energy performance per square meter and per occupied guest room, HF Hotels can identify underperforming assets and focus investments where they'll have the most impact.

## Comprehensive ESG & Carbon Footprint Monitoring:

Builtrix simplifies ESG compliance by automating carbon emissions tracking and sustainability reporting, helping HF Hotels align with environmental regulations and corporate sustainability goals.

# Implementation & Timeline

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**Implementation Milestone:** HF Hotels successfully integrated Builtrix into its 8 hotel units (4 in Lisbon, 4 in Porto) in October 2024, ensuring a smooth transition with minimal operational disruption.



# Key Results & Performance

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After implementing Builtrix across 8 properties (covering 10,000 m<sup>2</sup>), HF Hotels recorded:

- Electricity Consumption: 6,311,539 kWh in 2024
- Energy Use Intensity (EUI): 54–130 kWh/m<sup>2</sup>
- Carbon Footprint: 633,381 kgCO<sub>2</sub>eq
- Water Consumption: 12,200 m<sup>3</sup> annually

## Key benefits include:

### Improved Asset Efficiency & Cost Reduction:

HF Hotels can now monitor and track energy inefficiencies, enabling proactive adjustments that reduce operational costs and optimize asset utilization.

### More Accurate Monthly Energy Reporting:

By integrating occupancy-based energy consumption trends, HF Hotels improved budget forecasting and sustainability planning.

### Enhanced ESG Compliance & Sustainability Monitoring:

Builtrix strengthened the accuracy of carbon footprint and sustainability data reporting, ensuring compliance with corporate and regulatory ESG requirements.



# Future Outlook & Sustainable Expansion

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## **Continuous Monitoring for Smarter Investments:**

HF Hotels plans to expand its use of Builtrix to further refine energy monitoring and investment strategies to maximize sustainable returns.

## **Integration of Gas Consumption Monitoring:**

HF Hotels aims to incorporate gas consumption tracking into the Builtrix platform, enabling a fully integrated energy management approach and reducing the carbon footprint further.

## **Conclusion**

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The collaboration between HF Hotels and Builtrix has brought significant improvements in operational efficiency, energy monitoring, and ESG compliance. By adopting data-driven energy insights and automated sustainability reporting, HF Hotels is positioning itself as a leader in sustainable hotel operations.

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**The implementation of Builtrix has brought a new level of precision and automation to our energy management. Thanks to this technology, we're making more informed strategic decisions to cut costs and minimize our environmental impact.**

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Tiago Ferreira

Director of Technical Department & Heritage Consultant, HF Hotels



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