



# CMU Doesn't Measure Up to Hebel AAC for Hotelier

## Case Study

### Challenge

Diplomat Companies, an owner and developer of hotel properties, wanted to establish a best practice for selecting future building materials for its growing portfolio of hotels.

With 12 hotel properties, and more than 1,500 rooms serving travelers throughout Georgia, North Carolina, Tennessee and Texas, Diplomat sought data driven results that would help its leadership quantitatively understand

what materials would provide the best guest experience while simultaneously saving their corporation money.

### Solution

Diplomat Companies chose to build two hotels, one from Hebel AAC and a second with traditional CMU. After receiving an endorsement to build with AAC from the general contractor, Winter Construction, Diplomat proceeded with construction and realized, during its due diligence phase, that AAC could save resources in dollars, time, and long-term energy costs.

### Results

The Red Roof Inn was built utilizing Hebel AAC for both its interior and exterior walls. The six story hotel has 194 rooms and maintains 80% occupancy with a utility bill that has never exceeded \$6,000 a month. Conversely, the 152 room Hyatt Place hotel was built with

traditional CMU and took two months longer to construct. It maintains 70% occupancy and accrues a monthly utility bill averaging \$8,000.

### Pay off in operation costs

"Additionally, a few areas where AAC has really paid off is in maintenance/repairs and insurance", said Sam Malhotra, regional director for Diplomat Companies, Inc. "The AAC hotel is much cheaper to operate. We save at least 20 percent in insurance, and our building maintenance is minimal because of the product's strength and durability"

**"Comparing the two hotel's occupancy and utility costs show a 48% reduction in utility provisions."**

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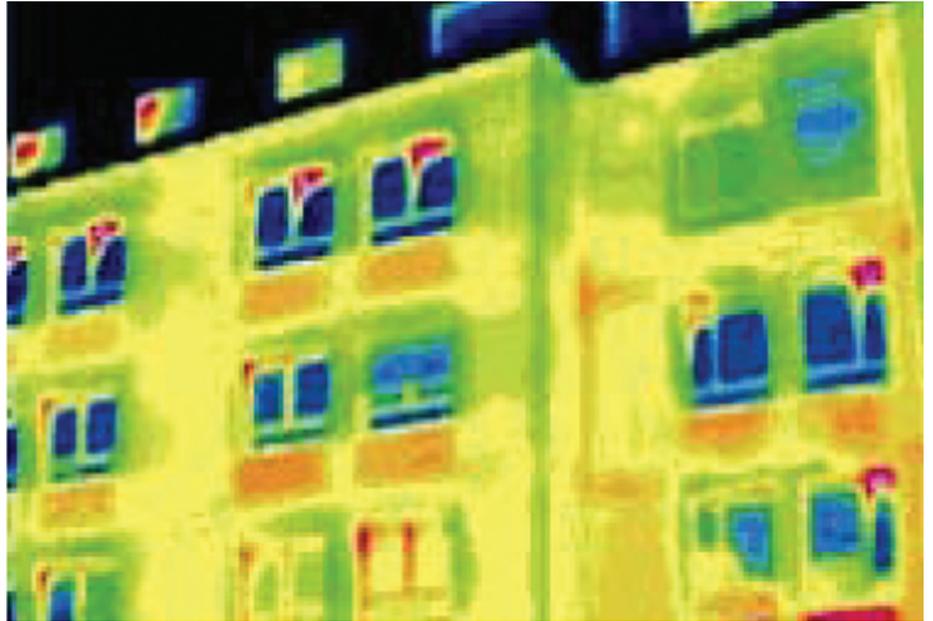
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## Acoustical noise barriers

Acoustical noise and sound barriers were another important element in Diplomat's decision to build with Hebel AAC. With both hotels located within the flight path for landing planes at Hartsfield Jackson International Airport, the busiest airport in the world, it was very important to provide guests with a quiet, peaceful indoor hotel environment to ensure repeat visits. R.C. Patel, chairman and chief executive officer of Diplomat Companies, elaborates: "In a hotel as busy as this one, no news is good news, and repeat guests are the hallmark of the AAC hotel's success."



## True savings

"Comparing the two hotel's occupancy and utility costs show a 48% reduction in utility provisions. Couple this number with the decrease in insurance premiums due to AAC's highest level of UL fire rating and you've got Diplomat Companies' best practice model for successful building materials," Patel added.

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