



GAYLORD PALMS Orlando, FL

CHALLENGE

Facing stiff competition in the Orlando area, the Gaylord Palms Hotel & Resort needed to enhance their existing aquatic recreational amenities to provide a solid market differentiation from other competing properties. In order to stand out from the competition, The Palms needed a setting with multiple demographic appeal, all while increasing their ROI with F&B, rentals and event opportunities.

SOLUTION

ADG's design blends two distinct recreational areas, "Cypress Springs", a kid-friendly adventure water play, and "South Beach", a more formal style resort pool setting for adults. Separating the two areas is a centrally located outdoor bar and restaurant providing easy access to F&B with service to cabanas and guest chairs.

An abundance of outdoor entertainment options were incorporated into the design to host events and provide entertainment to guests. From large outdoor movie screenings overlooking the pool in Cypress Springs, to poolside cocktails and dancing at the South Beach location the property offers multiple options for events and desired guest experiences. A Phase II expansion was complete in 2016 to add the FlowRider® surf simulator and an additional slide complex to further target the teen & young adult market.

RESULT

From play structures, slides and "dive-in" movies, to upscale cabanas, swaying palms, lush greenery and warm water spas, the outdoor area at the Palms has managed to create an oasis with multiple appeal, all in one property. Both Cypress Springs and South Beach Pool boast terrific results in event bookings and rentals with flexible configurations of deck space that increase revenue-generating opportunities.

"The Gaylord Palms is a functional powerhouse for families, couples and business travelers alike."

-Eve Lumsden, Director of Sale



