



HILTON ANATOLE Dallas, TX

CHALLENGE

The Hilton Anatole, a popular conference center and hotel destination in downtown Dallas, wanted to upgrade their recreational aquatic amenities in order to increase guest occupancy during the traditionally slower summer season. They turned to ADG to design a Resort Waterfront setting to increase guest occupancy during the traditionally slower summer season while appealing to business and leisure travelers alike.

SOLUTION

This Resort Waterfront “JadeWaters”, designed and built by ADG, seamlessly carries through the sophisticated Asian-influenced design, architecture and landscaping while addressing the water recreation needs of both family and business travelers alike. Highlights of the new JadeWaters waterfront area include a 4,000 sqft leisure pool, 7,000 sqft upgraded beach-entry family pool with kids play area, and a 630ft lazy river complete with a sun shelf for lounge chairs. Additional amenities of JadeWaters includes two 180-ft winding water slides, seating and lounging for over 800 guests, private cabanas and daybeds and a 23 seat swim-up bar.

RESULT

Opening half way into the summer season, Jade Waters produced immediate results in terms of increase in occupancy and resort fees. F&B sales at JadeWaters exceeded expectations, with over 70% of revenue resulting from poolside beverage sales alone. Summer visitation saw a tremendous boost from guests within the local market with an average occupancy rate of 30-35% increase over last summer.

“We are very happy with our newest amenity JadeWaters and so are our guests! We are receiving very positive responses from patrons.”

-Brett Kraft, Hotel Manager



