



WORLD CENTER  
MARRIOTT



**Client**

Orlando World Center Marriott Resort  
*Orlando, Florida*

**Overview**

The Orlando World Center Marriott Resort is a fixture among Orlando's big box hotel properties while being recognized as the largest Marriott hotel in the world. However, despite its luxurious amenities and prime tourist locale, this 2,000-room golf resort faced a mounting challenge in 2008 due to a 3% decrease in annual occupancy. The hotel had a desire to generate additional non-room related revenue, particularly in parking, and turned to Towne Park for help.

**Solution**

Towne Park jumped at the opportunity to manage the valet and parking services at one of Orlando's largest and most respected properties. Towne Park's experienced and business-minded managers promptly assembled a team of seasoned associates who would strictly adhere to newly-established revenue control guidelines, while working to enhance the guest arrival and departure experiences.

Towne Park implemented a host of proven systems and processes at the World Center Marriott, including:

- **Real-Time Financial Analysis** - The ability to track revenue and revenue sources as well as comps and discounts on a real-time basis.
- **Defined Auditing Processes** - A fool-proof way of reconciling overnight parking charges to guest folios, while ensuring every dollar of daily valet and self-parking revenue is captured.
- **Improved Adjustments Policies** - Clearly defined guidelines to minimize comps and discounts in the parking department.

**Results**

The impact of Towne Park's presence at the World Center Marriott Resort was immediately evident. Towne Park aided the resort in increasing its revenues in all areas of the parking department—with astounding results. In just the first 12-month period, daily parking revenue grew 37% and overnight drive-in ratio increased 5.4%, meaning Towne Park captured more vehicles than the previous provider. This helped drive approximately 14% of additional revenue as the hotel's top line revenue increased by 31% over the previous 12 months.

**"TOWNE PARK ACTS AS A SEAMLESS EXTENSION OF THE WORLD CENTER MARRIOTT TEAM AND CONTINUES TO PROVIDE EXCEPTIONAL GUEST SERVICE COMBINED WITH SUPERIOR FINANCIAL PERFORMANCE."**

— DOUG RIDGE, GENERAL MANAGER  
ORLANDO WORLD CENTER MARRIOTT