

CASE STUDY

Transforming the Guest Experience at JW Marriott San Antonio

Towne Park elevates service and operational efficiency, exceeding expectations.

The Challenge

When Ryman Hospitality Properties acquired the JW Marriott San Antonio Hill Country Resort & Spa in 2023, they aimed to enhance the guest experience and improve operational efficiency. Partnering with Towne Park, they introduced the “Gaylord Experience,” exceeding all expectations. Key operational challenges were quickly identified, affecting both guest satisfaction and revenue potential.

- **Severe traffic congestion** during high-volume periods was impacting the arrival and departure process.
- **Poor arrival guest experience** for self-parkers along with long walking distances and a lack of seamless entry.
- **Underperforming revenue** due to inefficiencies in parking and transportation operations.

The Solution

Towne Park quickly implemented a series of strategic solutions to address the challenges and improve both guest satisfaction and financial performance:

1. **Eliminated Self-Parking Fees** from the Resort Fee to simplify pricing and attract more guests.
2. **Introduced Advanced Parking Technology** to streamline valet and self-park operations.
3. **Optimized Traffic Flow** by splitting valet traffic and moving rideshare vehicles to reduce congestion.
4. **Provided Continuous Shuttle Service** to transport self-park guests to and from the lobby.
5. **Onsite Leadership Available** to ensure smooth operations during peak times.



Key Metrics

Resort Size: 1,002 rooms, 140,000 sq ft of meeting space
Services Provided: Valet, Self-Park, Bell, Door, and Shuttle

Year Prior to Towne Park:

Revenue: \$1.5 million
Profit: \$733,000

Year After Towne Park:

Revenue: **\$3.9 million**
Profit: **\$2.4 million**

The Outcome

The results of Towne Park’s interventions were nothing short of transformative for both the resort’s operations and guest experience:

- Revenue increased by **160%** from \$1.5 million to \$3.9 million
- Profit surged by **230%** from \$733,000 to \$2.4 million
- Guest experience improved with reduced traffic congestion, faster arrivals/departures, and self-parkers spared long walks in the heat
- Front door atmosphere became welcoming, removing the hectic feel of large resorts
- Wait times for departing vehicles significantly reduced, ensuring a more seamless experience.

Towne Park’s expertise and professionalism made an immediate and lasting impact on our operations. Their commitment to enhancing the guest experience and driving financial results exceeded all our expectations.

Doug Gennardo, Managing Director, JW Marriott San Antonio Hill Country Resort & Spa

