



DoubleTree by Hilton Orlando at SeaWorld

Towel Tracker saves luxury resort \$30,000-\$40,000 in first six months of use

The DoubleTree by Hilton Orlando at SeaWorld is a luxury resort with 1,091 guest rooms and 60,000 square feet of indoor and outdoor meeting space. Located on 28 acres of tropically landscaped property, the resort offers guests three beautiful outdoor pools, each with a different theme. As an official SeaWorld hotel partner, DoubleTree is easy walking distance to SeaWorld and its water park Aquatica. The resort is also just minutes away from Disney World, Universal Studios, and their affiliated waterparks.



The Towel Situation

Before Towel Tracker, guests at DoubleTree used enormous quantities of pool towels every day. Many of these towels went missing every month, and this had a significant financial impact on the resort. DoubleTree's Assistant General Manager Antonio Jones elaborated, "We were spending approximately \$6,000 to \$8,000 per month on replacement towels, due to our towels going missing—typically from guests taking the towels and going different places with them; i.e., theme parks and beaches." As a result, DoubleTree spent between \$72,000-\$96,000 on replacement pool towels every year.

The Solution

Frustrated by the cost of replacement towels, Jones began searching for a way to track towels. As part of a forward thinking management team, he hoped to find a high tech solution. Jones explained, "We live in a technology age, and we wanted to bring more value to our owners by finding an innovative way to track towels. Towel Tracker took care of that for us." In summer 2015, DoubleTree leased three Towel Trackers and installed one at each of the resort's outdoor pools. Following are the benefits that DoubleTree has experienced since as a result:

- **Reduced towel loss**

From the date of installation to the end of December 2015, Towel Tracker dispensed 45,945 towels, and 97% of them (44,480 towels) were returned. This 3% loss rate led to a dramatic drop in the need for replacement towels. Jones elaborated, "In the past six months, we have not had to purchase any replacement towels, which essentially saved us anywhere between \$30,000-\$40,000." With Towel Tracker, Jones and the DoubleTree management team also know exactly who has taken the missing towels, and they can address this in any way they choose.



- **Cleaner pool areas**

Jones stated, "Prior to Towel Tracker, we had issues with guests leaving towels on the pool deck. We live in Florida, rainstorms come in pretty quickly, and there were cases where I would see towels all throughout the pool deck. Now guests bring them back to the Towel Tracker, because they don't want to be charged for them." Guests taking responsibility for towels in this way has had a positive impact on the cleanliness of DoubleTree's pool areas.

Additional Benefits

- **Redirected labor hours**

"Prior to Towel Tracker, my staff spent a lot of time retrieving and washing towels," explained Jones. "Now I can have staff members do other things that are needed throughout the resort."

- **Ecofriendly reduction in overall towel usage**

When guests know their towels are being tracked, they no longer take large stacks of towels. Instead, Jones explained, "Guests are only taking the amount of towels that they do need, which saves more towels for other guests who come out on the pool deck." Fewer towels being used means fewer towels that need to be laundered, and this results in a corresponding ecofriendly reduction in chemical detergents, bleach, water, electricity, and natural gas used when laundering towels.

Guest Reaction

Jones stated, "The overall guest reaction to Towel Tracker has been very positive. We were concerned initially to see how our guests would react to Towel Tracker, but we are quite pleased that we have received only positive feedback from our guests."

Summary

In just six months, DoubleTree has experienced a 97% pool towel return rate with Towel Tracker, which has resulted in cost savings of \$30,000-\$40,000. At this rate, DoubleTree is on track to save up to \$80,000 a year with Towel Tracker, while simultaneously ensuring that guests have convenient poolside access to dry towels right when they need them. Jones stated, "I would absolutely recommend Towel Tracker. We are changing things and becoming innovative all the time. This is by far one of the best things we've done to make our pool towel cost and usage decrease, thus saving money and bringing more value to our owners."



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*Antonio Jones
Assistant General Manager*



For more information about Towel Tracker:
www.toweltracker.com

