



**DRIFTWOOD HOSPITALITY MANAGEMENT PRODUCES IMPRESSIVE REVPAR, ADR AND OCCUPANCY GAINS IN MULTI-YEAR TURNAROUND AT COSTA RICA RESORT**



***The New Flamingo Beach Resort & Spa Showcases Driftwood's Excellence in Marketing, Guest Service, Technology, Sales, Revenue Management & More***

**North Palm Beach, FL – March 7, 2013** – Driftwood Hospitality Management ([www.TheDriftwoodDifference](http://www.TheDriftwoodDifference)) is celebrating the successful turnaround of the Flamingo Beach Resort & Spa in Costa Rica, earning kudos from across the industry, the resort's local community and, more importantly, improving the property's bottom line. Since the company assumed management of the oceanfront property in 2004, a capital investment of more than \$5M has created impressive gains. Annual occupancy has increased by 127 percent and ADR has more than doubled. RevPAR is up 254 percent over eight years.

"The Flamingo Beach Resort & Spa is a prime example of how the Driftwood team employs our core guiding principles of flexibility, diversity, integrity, accessibility and originality to turn a struggling property with great bones into an all-around success story," said David Buddemeyer, president of Driftwood Hospitality Management. "The types of gains we've seen at Flamingo Beach are not uncommon for the hotels and resorts in our portfolio, but this particular case brought unique challenges in a new market for us, and we are particularly proud of the results."

Driftwood, working together with the resort's owners, evaluated the resort and areas of opportunity to improve performance moving forward. As a result of this in-depth analysis, ownership then reinvested profits from the operation of the hotel back into the resort. A major, multi-year renovation program began 2005 and was recently completed under Driftwood's guidance. The result marks a truly dramatic transformation, including gains amidst the challenging economic climate of 2011 and 2012, with RevPAR during that period up 6.5 percent YOY.



*A complete redesign of the main pool area was a big focus of the renovation, along with the addition of a second pool*



*New furniture and fixtures, including flat-screen TVs, fans, lamps and artwork, were incorporated into each guestroom*

So how did Driftwood do it? Together with ownership, their executive team carefully analyzed all assets at the hotel and all potential profit centers, to maximize the revenues. This included taking better advantage of previously under-utilized event space and improving rental opportunities with local tenants, as well as offering an array of new services. Some of the most noteworthy efforts have included:

#### **Restructuring the Physical Plant and Resort Operations**

- Removing smaller buildings that blocked ocean views
- Vastly enhancing the resort's landscaping and building a new irrigation system
- Installing a modern fire-safety system and state-of-the art water treatment plant
- Investment in a new property management system

#### **Upgrading Facilities to Meet Industry Standards**

- Completely redesigning the main pool area at the center of the resort
- Incorporating new furniture and fixtures, including flat screen TVs, lamps, fans and artwork into all 120 guestrooms
- Installation of Cat 5 lines for high-speed Internet access

#### **Overhauling and Innovating Resort F&B Programming**

- Introducing a new indoor, air-conditioned dining room with extended hours
- Building a new oceanfront patio featuring direct guest access via covered walkways
- Adding a second floor to the resort's main restaurant with a new bar/lounge
- Expanding kitchen facilities and rolling out new menu options property-wide

#### **Diversifying Amenities to Address Changing Consumer Demands**

- Adding a second swimming pool in a quieter garden area
- Building a new full-service spa, supported by a rebranding program
- Launching new family-friendly offerings – a game room, mini-movie theater and market
- Introducing an all-new water sports operation with dive shop and onsite tour services

#### **Improving the Local Community through Environmental Conservation Efforts**

- Working closely with the local community to integrate the hotel into the lives of the locals
- Attaining a Certification of Sustainable Tourism (CST) with a level four sustainability score for promoting environmental and sustainable tourism

- Sponsoring and promoting regular beach and mangrove clean-ups resulting in a Blue Flag Certification
- Developing a mangrove preservation plan for future development and implementation

#### **Refocusing of Marketing Efforts**

- Creating a dynamic website with an integrated, user-friendly booking engine, and Costa Rica's first independent hotel mobile website
- Launching new social media platforms with a renewed focus on customer engagement on Facebook
- Consistently monitoring and updating listings on all OTAs
- Activating a U.S.-based reservations call center
- Taking advantage of new, innovative multi-channel sales and marketing strategies to set the resort apart from competition

"When I first came onboard at the resort, one of our biggest challenges was getting noticed by travel agencies and wholesalers," said Director of Marketing Teresa Kramer. "Since Driftwood's introduction to the property, this has changed dramatically, and I now receive calls daily from travel partners looking to include us in their programs."

The Costa Rica Chamber of Hotels now rates this former 2-star property as the highest-ranking resort in the region, with 4-stars across all distribution channels. The resort maintains a #1 ranking on TripAdvisor and recently received a "Golden Apple" award from Apple Vacations.

***For more information about Driftwood, visit [www.TheDriftwoodDifference.com](http://www.TheDriftwoodDifference.com) or for media, contact M. Silver, a Division of Finn Partners, [Driftwood@FinnPartners.com](mailto:Driftwood@FinnPartners.com).***