



Marriot's Grand Hotel & Resort – Alabama's "Queen of the South" Offers New Amenities

The *Grand Hotel* first opened its doors in 1847. Point Clear Holdings, Inc., owners of this Award Winning Resort located on Mobile Bay in Point Clear, AL approached WPI to assist with updates of this classic but aging property. One goal was to attract more visitors and restore the original AAA Four Diamond Award status. WPI began the process by preparing a property-wide revitalization Master Plan. Proposed new program elements were identified and improvements began. The updates included the addition of 100 new hotel rooms, a 20,000 sq. ft. pool and spa facility and new site improvements. All revitalization efforts were carefully planned around Core Values focused on the historic character of the property and preservation of the sites many live oaks over 100 years old.

Revitalization Improves Hotel & Resort Properties Position in Market Place

The revitalization planning and design efforts for this 550 acre property began by emphasizing preservation of the historic qualities and the unique sense of place of this historic *Bay Front property*. The Marriott Grand Hotel owners faced this challenge and revitalized the property to increase value and marketability. The historic southern charm of the *Grand Hotel* has always been prominent, but with the revitalization efforts completed, the resort has evolved to be included as one of the "World's Best Resorts" (2010) by Travel + Leisure Magazine. The "Queen of the South" continues to provide the family friendly resort environment that its visitors come back to enjoy time and time again.

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New Resort Pool Amenities



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