



PARKLANE  
RESORT & SPA  
LIMASSOL

THE  
LUXURY  
COLLECTION





## The Property

Occupying a prime beachfront location, the **5-Star Parklane, a Luxury Collection Resort & Spa** is exclusively located on approximately 85.5K sqm of land within proximity of **Limassol city centre**, and therefore ideal for business and leisure travellers alike.

Parklane, a Luxury Collection Resort & Spa is owned by Parklane Hotels Limited and is operated under a franchise license of Marriott International Ltd.

Designed by **Harrods Interiors**, the resort and its facilities embody a refined interpretation of Cypriot landscape and culture, with a focus on local history. The resort welcomes guests with a **picturesque view** of a verdant grove of evergreen and palm trees, setting the mood for the serene experience that awaits.

With a **300-metre long beach**, Parklane offers guests a choice of three outdoor pools surrounded by cabanas, sunbeds and lounge areas for outdoor dining and drinks.

The perfect get-away is completed with a special all-day facility for children, a luxurious **3000sqm Spa area**, a fully equipped, state-of-the-art gym, a vast **Ballroom**, extensive conferences facilities, five restaurants and two bars. The Hotel also offers a variety of upscale **retail boutiques** for that luxury shopping experience.

Offering a collection of 222 guestrooms and 52 suites, Parklane has a diversity of choice, from family-friendly to adult-only options, styled with individual characteristics that resonate with a multitude of tastes.

Superior and Deluxe guestrooms are located within the main building and furnished with King or Twin beds, some with additional sofa bed, while the suites are scattered throughout the resort, and for adults only, Lifestyle Suites are found in an exclusive wing.

The semi-detached Park Suites all come with private pool and sit within the landscaped grounds offering one to three-bedroom options. Designed by Harrods Interiors, each accommodation encapsulates historic Cyprus, reinterpreted with a thoroughly sleek and modern attitude.

Understated and fresh, each room has subtle heritage touches, through Lefkaritika patterning on carpets, walls, and lighting. Bed throws are a tribute to traditional loom weaving, while bathroom amenities are a celebration of the native fig.



## A team that exceeded all this year's expectations

Considering the tough year, we all have experienced in our industry and as a business in general, having a team which has been focused throughout this whole time, has been amazing. Parklane's team hard work, dedication, efforts, and adaptability to these recent events of the pandemic, has been tremendous and this can be seen through the following:

- **Increase in guest satisfaction:** Since our opening in April, our guests have been really satisfied with the excellent service our team has been providing, exceeding guests' expectations proven track with Medallia system
- **Increased Revenue and Profitability :** When it comes to the hotel's profitability, the figures speak for themselves. The hotel's profit is up by 40% compared to the 2019 figures



## The plan that led to the success

Parklane's Business Development team devotion to structure and planning has been the key player for this year's success.

The detailed action plan below was the team's ride to success:

### **Vision:**

The teams' vision was targeted towards exceeding the targets in all revenue aspects (Rooms, C&E, SPA and F&B).

Although 2020 and 1<sup>st</sup> half of 2021 negatively influenced the hospitality industry due to the pandemic. The Parklane Resort & Spa was closed for more than a year during that period.

The Business Development team of the hotel was still working on a strategy and detailed action plan per country, per segment.



- **Aim:** On April 2021 when the Hotel reopened its doors, the team was focused, travelled to more than 7 countries, participated to exhibitions and tradeshows. Invited local and international partners to various events and presentations.
- The team's plan included several promotions to generate room nights for leisure. A lot of these promotions we are seasonal and were targeting specific guests that were able to travel during the pandemic. For instance, for the summer holidays a lot of promotions were aiming the Russian guests that were allowed once again to travel where as, early September and October, the MICE team was able to convert a series of big events and conferences. Mid-October was targeting the UK travelers that were finally allowed to travel and especially the UK families as late October was the perfect time for them to fly due to the UK School half term.



- **Communication:** The excellent communication between the Business Development Team and the rest of the Hotel's team was quite important in order to achieve the excellent results.
- Communication between the business development and the PR Agencies, Sales representative played a key to this success. With weekly calls and weekly reporting system of activities.
- As the team had the plan ready on time and communicated it to the rest of the operational departments. Requests were handled with great care and attention to detail. Along with an abundant coordination amongst the rest of department resulting to an amazing teamwork and great results.



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