



# The Islander Resort

TRANSITION TO NEW MANAGEMENT COMPANY & DISPOSITION

## OVERVIEW

### CLIENT: HOBBS & CURRY

*In the face of the COVID-19 pandemic and transactional markets came to a halt, The Plasencia Group represented a private owner in the operational oversight and sale of a 139-key, 24-acre resort in Islamorada in the Florida Keys. The sale of this beachfront resort exceeded owner's expectations.*

## ENGAGEMENT HIGHLIGHTS

- › Assisted ownership with the implementation of a robust strategic operations plan, highlighted by the **selection of and transition to a new management company at the height of the COVID-19 pandemic**
- › Analyzed the resort's Sales & Marketing strategies to **increase revenues and improve the usage of the PACE report** based on competitive set
- › **Worked with the hotel team on improving flow-through for food and beverage (F&B)** with better procedures, strict cost controls, menu revisions, and greatly improved service levels
- › **Evaluated staffing across entire resort**, including COVID-related occupancies, and established opening staffing guides and productivity expectations
- › **Overcame hurricane-related disruption in the midst of pandemic operating environment;** navigated jurisdictional closing and reopening policies and successfully implemented reopening plan to drive occupancy as lockdowns receded
- › **Positioned property for record profitability** in 2021 after running in the red during 2019 and 2020



Islander  
Resort



CASE STUDY

*Paradise of Life*  
PROPERTIES