**SECTION I Hotel Overview**

**General Information**

Have you ever wanted to travel and experience a place like no other that felt like a completely different world? When first assigned to this project, there were numerous ways we could have approached the project when determining what hotel we should do our project on. There are boutique hotels, bed and breakfast hotels, and even pop-up hotels ; but all of our minds quickly went to resorts. Resorts provide a destination that accommodates travelers with everything that they need in one location: lodging, dining, drinks, shopping, and entertainment. The Atlantis Paradise Island Bahamas can give all of these accommodations and even more! We decided to choose this resort for our project because growing up watching the Altantis commercials portrayed the resort as an experience of a lifetime; and we all truly wanted to dig deeper and learn more about what it takes to operate one of the most known resorts in the world. From the Aquaventure Water Park to watching a movie at the Atlantis theater, this five hotel resort offers adventures and exploration that will have everyone talking about how they need to book their vacation as soon as possible.

**Classification and Rating**

At the end of the day, travelers search and want to ensure that there are multiple reliable hotel rating systems for a resort to base off their decision of where they should decide to book their vacation. When conducting research towards the Atlantis Bahamas, there was not an exact official rating through Forbes, but there are many articles on their website that feature renovations and accomplishments that the resort has had. For example, Forbes recognized Atlantis Bahamas Italian chef, Micheal White, for making it the only resort in the region to boast three Michelin star-rated chefs on the property. According to the American Automobile Association, or the AAA, they applaud Atlantis Bahamas with a three diamond rating for its comprehensive amenities, style, and comfort level. With online travel agencies such as Tripadvisor, each individual hotel on the resort property has its own ratings; but the resort overall holds an average of a 3.5 star rating. With a resort of this size, I believe that these ratings present the hotels in a better light than its competitors.

**Ownership, Affiliation, and Operation**

Unlike the mythical island called “Atlantis” that is also known as the Lost City from around 355 B.C, the Atlantis Bahamas property was originally part of the 1968 Paradise Island Hotel and Casino owned by Resorts International. In 1994, Paradise Island was purchased by Sol Kerzner and Kerzner International Limited, which is a leading international developer and operator of destination resorts. After refurbishments, changing the property name, and officially opening on December 11, 1998, Atlantis Bahamas was then owned and operated in July 2014 by Brookfield Hospitality. As of October 2014, the resort became a member of the Marriot Bonvoy; a loyalty program for guests earn and redeem Marriot Bonvoy points at Atlantis. Today, Atlantis Paradise Island is now owned and operated by Brookfield Hospitality and its original parent company being Kerzner International Limited. Brookfield owns over $750 billion in assets under management and Kerzner International Limited has full or partial ownership stakes in about 10 luxury hotel properties. From a guests perspective, the history and companies behind this beautiful resort would leave me to believe that this would be a reliable and impressive resort to stay and vacation at.

**SECTION II Hotel Organization**

**Guest Service**

From tennis matches on the harbor, to hands-on experience with marine life, to championship seaside golf, there is a huge variety of activities that Atlantis Bahamas offers. Some other examples include their marine habitat that includes more than 50,000 marine animals from over 200 species, five miles of beaches that hug the shoreline of Atlantis, and the Aquaventure waterpark that includes a mile long river tubing adventure, nine water slides, and 11 pools. The resort also includes a variety of meeting spaces and five executive ballroom suites for conferences and conventions. Along with meeting spaces and unique services, Atlantis offers more than 20 different wedding receptions and venues. They also include destination wedding packages for guests to ensure this once in a lifetime experience is made special and unique.

**Human Resources/Staffing**

To recruit new employees, Atlantis Bahamas has created a whole separate website that can be accessed from their main website that provides information and the application process of someone who is potentially wanting to work for them. People can explore Atlantis career opportunities by their departments such as front of house, marine and water park operations, casino, and many more. There are other methods on employment websites such as Indeed that advertise part time jobs for temporary employees, but having a direct application through their career websites gives potential employees a better chance of hearing back for any kind of position. Atlantis does not provide an internship program for college students, but it is a great career opportunity to get involved with many different individuals within the hospitality industry. To add onto that, we personally contacted one of the assistant human resource managers to ask about college internships; and she said internships are not displayed on their career website, but are available upon request for an application.

**Front Office**

At the Atlantis Bahamas resort, the overall resort consists of five hotels. From the iconic, to the luxurious, to the family friendly, they have what you are looking for. The first hotel, The Cove is an elegant hotel perfect for couples seeking a romantic getaway all the way to families in need of a relaxing oasis. Consisting of over 600 rooms and suites ranging from $800-$1,200 a night, The Cove offers seven types of rooms : Ocean, Deluxe Ocean, Indigo, Azure, Sapphire, Presidential, and Penthouse Suite. The Royal Hotel stands as the beacon of Atlantis, with opulent details fit for royalty and adventures fit for thrill-seekers of any age. Consisting of 795 rooms and suites with an insane range from $245-$2,500 a night, the Royal offers six types of rooms: Regal, Grand, Presidential, Royal, Bridge Suites , and a standard guest room. The Reef combines the amenities of a luxury Caribbean hotel while keeping a home-away-from-home feel with the choice of residential-style suites and studios. Guests have the added benefits of a private pool and access to a private strip of Paradise Beach. From a range of $314-$386 per night, the Reef consists of 500 residential-style units with the choice of a penthouse, studio, or suite floor plan. The Coral hotel, located near the Marina, offers a fresh and newly updated design aesthetic with stunning views of the most beautiful yachts in the world and the ocean that embraces them. The Coral offers 609 guest rooms with an average of $220 per night and consists of coral guestrooms, premium rooms, and suites. Lastly, Harborside Resort located near the Marina, offers a fresh nautical oasis with stunning views of the most beautiful yachts in the world and the ocean that embraces them. The Harborside offers 223 rooms with an average of $284 per night that offers a one, two, or three bedroom villa. Check-in for all hotels on site is 4pm and Check-out is at 11am. Atlantis offers guests complimentary use of In-Transit Hospitality Lounges, which allows guests with early arrivals or late departures to shower, change and store small personal items while they continue to enjoy the resort's amenities. Facilities include lockers, showers, restrooms, changing facilities and bathing suit dryers. Concierge services are not offered 24 hours a day, but you are able to contact and reach out to them 9:00 AM-11 PM Monday-Thursday; 9:00 AM-9:00 PM Friday-Sunday EST.

**Sales and Marketing**

The target audience for the hotel is based around families. With the amount of activities that are included on the site it is clear that Atlantis is centered around getting families to come and enjoy their vacation. However, what makes Atlantis stand out from so many other vacation destinations is that not only does it entice young families but it also draws the attention of elderly people who are looking to take a tropical vacation. Take for instance Disney World which is solely designed for families with an emphasis placed on entertainment for children, Atlantis in the Bahamas draws the attention of the older crowd who like to enjoy fine dining and golf there are also casinos where elderly people can come and spend large sums of money. Another niche that Alantis in the Bahamas has is that it attracts a large number of newlywed couples who are starting their marriage by adventuring to beach destinations. With such affordable prices it is easy for newlyweds to spend a few days in Atlantis because all the activities are included, all they have to pay for that is extra is the food and beverage cost. So, in all Alantis does a great job of marketing to all of their targeted audiences. One place that they could improve upon is targeting single adults as well as adult couples with no children, and by doing this they would be reaching a mass amount of people. Currently, the featured packages that Alantis is offering are from the cyber week sale where individuals who are currently booking a stay in the resort are privileged to enjoy twenty percent off of their total cost as well as a 250 dollar resort credit. Also, Atlantis is offering various deals based on the facility that a person stays in that gives a discount based on the package that is selected.

Atlantis Bahamas has a strong social media presence with apps such as Facebook, Youtube, Pinterest, Instagram, and Twitter. The managers of the social network sites are run by the Atlantis company. Atlantis Bahamas also created a mobile application that people can use. The biggest benefit of having the mobile application is an interactive map that has GPS for guests. A guest can also make different reservations for a variety of activities including dining and marine experiences and can reserve cabanas. Currently Atlantis does not have a loyalty program that they offer to guests because of the discounts that they offer. I did not find any information on a loyalty program on their website. But, Atlantis Bahamas partnered with Marriott Bonvoy for Marriott loyalty members to be able to book their vacation using points or to earn points. The two main businesses that bring travelers to the area are the cruise industry and the resorts that are located on the island. More so the people traveling to the area where Atlantis is located are the resorts like Atlantis that are on the island. With Atlantis being so large, it is hard for competitors to make an impact on the island however there are some other resorts that have made their way onto the island. Those two being Margaritaville Resort in downtown Nassau and The Ocean Club that is a Four Seasons resort that is located in Nassau. Although these are a few of their next door competitors, it truly brings no threat to their business due to the size and popularity of their resort.

**Housekeeping**

All Atlantis standard guest rooms have a maximum occupancy of up to four persons in the room. Most rooms have a coffee maker, iron and ironing board, hair dryer and in-room safe for the storage of valuables. Larger accommodations are available such as Luxury Suites which can accommodate up to eight persons and Villas that sleep up to ten persons. For brand-specific bathroom amenities, all hair, bath, and body products are produced from partner brands with R+Co. Although there is no specific information on their turndown service on their website, there are Trip Advisor reviews that have stated that they do offer turndown services for their Azure Suites and Sapphire Suites.

**Food and Beverage**

Throughout the entire resort, the unique dining experiences at Atlantis are as varied as the resort itself, featuring a range of options across 21 restaurants and 19 bars and lounges. Home to celebrity chef-driven and gourmet restaurants, Atlantis encourages culinary exploration and a delectable dining experience for all guests. One of the most known and popular bars and lounges on site is the Moon Bar. Its main focal point is a marine habitat with moon jellyfish directly behind the bar. Featured cocktails, an extensive wine collection, a plethora of draft beer options and a selection of cigars are available. On the Atlantis app and website, guests can browse through many different cuisines, dining types and locations, as well as dining time. They also offer an “Aqua Dining Plan”, which is the perfect way to get maximum value while exploring our vast array of restaurant options during your stay. Guests can choose at any 11 participating restaurants and enjoy buffets, quick bites, and casual and fine dining options. To add onto that, Atlantis Bahamas offers in-room dining which is available 24 hours a day, unless noted otherwise. Their in-room dining menu has a wide variety of meals consisting of breakfast entrees, appetizers, lunch and specialty dining options, a full wine and cocktail menu, and so much more. If guests plan to have breakfast in their room the next morning, the resort recommends for their guests to place their order the evening before to be delivered at their choice of time. For more premium guests, Atlantis Bahamas offers a club floor known as the Lapis At The Cove. The newly reimagined Lapis at The Cove is the preeminent, concierge level club located on the 22nd floor. The club is exclusive to Cove guests staying in a Lapis Club Ocean Suite, Sapphire or Azure Suite. The prices range differently because of the all-inclusive resort packages.

**Maintenance**

Nearly 25 years after it opened, Atlantis Paradise Island announced their first several upgrades and enhancements including new rides and slides in their water parks. Atlantis renovates buildings and attractions often keeping it up to date, safe, and clean. September 1, 2022, the most recent renovation was done, they renovated the Royal East and West towers, as well as the cove, the result is a fresh modern take for all rooms. The resort has to keep up with maintenance renovations yearly to keep up with the marine life and safety standards that change over time. These renovations cost mega-millions due to the size and aspects of the resort. There was no evidence of Atlantis employing environmentally friendly efforts publicly announced, although they are known as being environmentally friendly, due to the beach surroundings. They use the ocean, sealife, and beach for customers. As well they promote a clean beach and ocean.

**International Market**

To promote itself to the international market, Atlantis Bahamas, provides an English, Spanish, and Portuguese language option on their website. Although Atlantis welcomes all people of any cultural background, according to the resort's terms and conditions, guests must understand English or have a translator.

**SECTION III Conclusion**

As we reflect on our thorough evaluation of the resorts management within each executive committee, we now believe that we have an overall new look on what it takes to be able to operate a world class resort. Whether it is from the front office department to the food and beverage department, none of it would be possible without the staff and their employers. After reaching out and communicating with many staff members from different departments of the resort, we now understand the concept that hotels are operated for two reasons: To meet the needs of the traveling public and to meet the resort owners desired return on investment, or their ROI. Atlantis Paradise Island has a total revenue of $906 million, with an annual revenue of roughly $28 million. The resort handles their income, payments, and renovations very precisely. Since they employ around 7,000 people, they need to stay on top of every member along with their payrolls. To work with such high increments of staff while also dealing with the thousands of customers it’s extremely impressive now having the knowledge from this course. After discussing, we all came to the conclusion that we would all love to work for this operation. Not only do they prioritize the importance of all of their staff, but they also are constantly finding ways to improve through guest satisfaction and feedback. Resorts are not always going to be perfect; mistakes and incidents are bound to happen. But the way Atlantis confronts and tackles situations instantly speaks volumes with the operations as a brand which invites travelers and guests more than you would expect. Although the Atlantis Resort is located in the Bahamas, which is a self-administered independent country that forms part of the United Nations, it brings in customers from all over the world. Since they do offer online access to languages such as Portuguese, Spanish, and predominantly English, they are sure to cater to everyone’s needs. Furthermore, the resort offers deals, discounts, and bundle packages. As well, they have a loyalty membership program where customers can get inside access to markdowns within the resort. This marketing ploy keeps previous guests coming back and opens the doors to retrieve new customers frequently. With this evaluation of how they value their guests and travelers, they meet all expectations but leave them wanting more. Overall, this project has made us grow a new interest and respect for Atlantis Bahamas Resort and how they operate their establishment 24 hours a day, 7 days a week, for 365 days every year.

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