

## Gaylord Palms Hotel

**CLIENT:**  
Gaylord Company

**LOCATION:**  
Kissimmee, Florida



### SERVICE AREAS:

Development  
Services  
Public-Private  
Partnership  
Financial Analysis  
Fiscal and Economic  
Analysis

The Gaylord Palms is the first major convention class property to be located in Osceola County. A part of the nationally recognized hospitality chain associated with the Opryland Hotel in Nashville, this lodging property helped broaden the area's appeal as a destination for tourists, business travelers, and meeting delegates.

To secure the hotel at its Xentury city location, RERC helped the Gaylord Company to secure a special incentive package which contributes to the hotel's ongoing marketing efforts necessary which support tourism generally in Osceola County as well as its own complement of meeting space. RERC's objective and balanced financial analysis serves as the basis for any incentives extended by the County.

The hotel currently has about 1400 rooms and about 500,000 square feet of meeting and exhibition space marking it as one of the region's largest convention oriented facilities. There are currently plans to expand the room inventory and expand the exhibition area to almost 1,000,000 square feet.

The firm had been intimately involved in advancing this latest effort through continued financial and economic evaluations which include an exhaustive series of projections stemming from the addition of a self imposed property tax assessment.

### Other Related or Similar Projects and Studies

- Marriott Hotel, Orlando, FL
- Grand Bohemian Hotel, Orlando, FL
- Grand Bohemian, St. Petersburg, FL
- Orange County Convention Center, Orlando, FL
- Hyatt Hotel (Orlando International Airport), Orlando, FL
- Expo Center, Orlando, FL
- ChampionsGate, Kissimmee, FL
- Bahia Mar, Ft. Lauderdale, FL