



The Cove at Yarmouth

*Towel Tracker reduces towel loss by 80 percent
at Cape Cod's largest year round resort*

The Cove at Yarmouth is a timeshare resort located on central Cape Cod, in West Yarmouth, Massachusetts. It features 229 large suites and townhouses, making it the largest year round resort on Cape Cod. Thousands of adults and children stay at the Cove every year and enjoy its many amenities, including 5 tennis courts, 2 racquetball courts, large outdoor and indoor pools, a poolside play area for children, and a hot tub/whirlpool spa.



The Problem

When guests went swimming at The Cove, they obtained pool towels from a resort employee at a towel dispensing counter, which was located in a common area near the indoor pool. Guests put their used towels in a return slot located by the towel dispensing counter. Despite this system, large numbers of towels regularly disappeared. General Manager Michael Edwards stated, "We used to have a staff member dispensing towels 13 hours a day, 7 days a week, and we were still losing about \$6,000 a year in towels. At operations meetings, we were always discussing having to order new pool towels. I grew tired of hearing about it, and it just became automated—the cost of doing business. It pained me to have that viewpoint."

The Solution

Edwards first heard about Towel Tracker during an industry trade show. After requesting further information on the product, he decided to purchase a Towel Tracker. He explained, "Every hotel is looking for ways to curb costs, and the numbers motivated me to give it a shot. The cost savings will pay for Towel Tracker within a year and a half, and that swayed me."

Benefits

Following are the benefits that The Cove has experienced since deploying Towel Tracker in December 2014:

- **Reduced towel loss**

Over the past year, the number of missing towels has dropped by 80%. Edwards stated, "We went from losing \$6,000 a year to now losing only \$1,200 a year, of which we recoup about 75% by charging a fee. We let missing towels go for 72 hours after departure, and if they're not returned by that time, we charge guests' credit cards for those towels and send out invoices."

- **Reduced labor costs**

Edwards stated that since Towel Tracker has been implemented, "We no longer need an employee to dispense pool towels, so we're now saving about \$18,000 to \$20,000 a year on payroll."

- **Upgraded towels**

With the number of missing towels significantly reduced, the Cove has now upgraded to premium pool towels. Comparing them to the previous towels, Edwards stated, "They're at least double in size. They're heavier and larger, and guests appreciate them because before they had to use two towels, and now they only need one."



Further Benefits

- **Fewer towels are used**

Edwards compared pool towel usage to the napkin situation in fast food restaurants: "You grab 10 napkins, use only 2, and throw the rest away." He said the same kind of tendency applies to pool towels, with guests taking large stacks of towels, using just a few of them, then tossing all of them together into the return bin. This results in large quantities of unused towels being repeatedly laundered, which significantly reduces their lifespan. But with Towel Tracker, guests tend to take only the towels they need.

Edwards explained, "Towel Tracker makes the guests more aware and conscientious of the number of towels they're taking. They're taking fewer towels because they don't want to be hassled with taking care of extras. So it's a conscious awareness that Towel Tracker has brought, and it has established responsibility. But not a burdensome responsibility."

- **Towels last longer**

Fewer towels being used reduces the overall number of towels going through the laundry cycle, as well as the number of unused towels being laundered needlessly. This reduces overall wear and tear on towels, which ultimately last longer, and this in turn further reduces towel replacement costs.

Guest Response

"It's been a pretty smooth transition," stated Edwards, "although people do want to be reassured that we recaptured their towel and know it's not missing." He added that the overall guest reaction to Towel Tracker has been positive: "It turned out to be viewed as an amenity by guests, because the size of the towel is upgraded. They think it's neat and interesting. They talk among themselves and they think it's pretty cool."

Summary

Towel Tracker has quickly and significantly reduced towel loss, as well as the costs associated with continuously purchasing replacement towels. It has enabled The Cove to offer premium towels to guests, who are now more conscientious about the way they take and manage their towels. Most importantly, Edwards said his mindset regarding disappearing towels has changed: "Every hotel is looking for ways to curb costs, and missing towels are a big percentage of those costs. I used to view towel loss as the cost of doing business, but seeing Towel Tracker as a remedy certainly changed my viewpoint."

For more information about Towel Tracker visit: www.toweltracker.com