

Wake Robin Inn
Parking & Occupancy Analysis
8/1/2024

Scenario 1: No Event + Offseason		
Item	# of People	Notes
Event Barn "Events"	-	
Event Barn "Fast Casual"	20	50% max capacity
Main Hotel + HM House Rooms	14	18 rooms x 1.50 people x 50% occupancy
New Hotel Rooms	29	39 rooms x 1.50 people x 50% occupancy
New Cabin Rooms	10	13 rooms x 1.50 people x 50% occupancy
Restaurant + Bar	40	80 people x 50% capacity
Spa	5	10 people x 50% capacity
Employees	45	Spa (6), Pool (0), Hotel (15), Hotel F&B (20), Event Barn FC (4), Events (0)
TOTAL	163	
Less: Event + Hotel Overlap	-	30% of event guests will be staying on property;
Less: F&B + Hotel Overlap	(21)	40% of hotel guests will be using F&B;
Less: Spa + Hotel Overlap	(4)	80% of spa guests will be staying on property;
Adjusted Total w/ Capture Rate	138	
Total Parking Spaces Needed	55	2.5 people per car

Scenario 2: Event + Offseason		
Item	# of People	Notes
Event Barn "Events"	175	175 people
Event Barn "Fast Casual"	-	
Main Hotel + HM House Rooms	14	18 rooms x 1.50 people x 50% occupancy
New Hotel Rooms	29	39 rooms x 1.50 people x 50% occupancy
New Cabin Rooms	10	13 rooms x 1.50 people x 50% occupancy
Restaurant + Bar	40	80 people x 50% capacity
Spa	5	10 people x 50% capacity
Employees	81	Spa (6), Pool (0), Hotel (15), Hotel F&B (20), Event Barn FC (0), Events (40)
TOTAL	354	
Less: Event + Hotel Overlap	(53)	30% of event guests will be staying on property;
Less: F&B + Hotel Overlap	(21)	40% of hotel guests will be using F&B;
Less: Spa + Hotel Overlap	(4)	80% of spa guests will be staying on property;
Adjusted Total w/ Capture Rate	276	
Total Parking Spaces Needed	110	2.5 people per car

Scenario 3: No Event + Peak Season		
Item	# of People	Notes
Event Barn "Events"	-	
Event Barn "Fast Casual"	32	80% max capacity
Main Hotel + HM House Rooms	20	18 rooms x 1.50 people x 75% occupancy
New Hotel Rooms	44	39 rooms x 1.50 people x 75% occupancy
New Cabin Rooms	15	13 rooms x 1.50 people x 75% occupancy
Restaurant + Bar	64	80 people x 80% capacity
Spa	10	10 people x 100% capacity
Employees	58	Spa (6), Pool (4), Hotel (20), Hotel F&B (24), Event Barn FC (4), Events (0)
TOTAL	243	
Less: Event + Hotel Overlap	-	30% of event guests will be staying on property;
Less: F&B + Hotel Overlap	(32)	40% of hotel guests will be using F&B;
Less: Spa + Hotel Overlap	(8)	80% of spa guests will be staying on property;
Adjusted Total w/ Capture Rate	203	
Total Parking Spaces Needed	81	2.5 people per car

Scenario 4: Event + Peak Season		
Item	# of People	Notes
Event Barn "Events"	175	175 people
Event Barn "Fast Casual"	-	
Main Hotel + HM House Rooms	20	18 rooms x 1.50 people x 75% occupancy
New Hotel Rooms	44	39 rooms x 1.50 people x 75% occupancy
New Cabin Rooms	15	13 rooms x 1.50 people x 75% occupancy
Restaurant + Bar	64	80 people x 80% capacity
Spa	10	10 people x 100% capacity
Employees	94	Spa (6), Pool (4), Hotel (20), Hotel F&B (24), Event Barn FC (0), Events (40)
TOTAL	422	
Less: Event + Hotel Overlap	(53)	30% of event guests will be staying on property;
Less: F&B + Hotel Overlap	(32)	40% of hotel guests will be using F&B;
Less: Spa + Hotel Overlap	(8)	80% of spa guests will be staying on property;
Adjusted Total w/ Capture Rate	330	
Total Parking Spaces Needed	132	2.5 people per car

Scenario 5: Event + Peak Season (Fully booked)		
Item	# of People	Notes
Event Barn "Events"	175	175 people
Event Barn "Fast Casual"	-	
Main Hotel + HM House Rooms	27	18 rooms x 1.50 people x 100% occupancy
New Hotel Rooms	59	39 rooms x 1.50 people x 100% occupancy
New Cabin Rooms	20	13 rooms x 1.50 people x 100% occupancy
Restaurant + Bar	80	80 people x 100% capacity
Spa	10	10 people x 100% capacity
Employees	94	Spa (6), Pool (4), Hotel (20), Hotel F&B (24), Event Barn FC (0), Events (40)
TOTAL	464	
Less: Event + Hotel Overlap	(53)	30% of event guests will be staying on property;
Less: F&B + Hotel Overlap	(42)	40% of hotel guests will be using F&B;
Less: Spa + Hotel Overlap	(8)	80% of spa guests will be staying on property;
Adjusted Total w/ Capture Rate	362	
Total Parking Spaces Needed	145	2.5 people per car