
City of Aurora,

The 1,300 parking spaces in expansion #1 would move total sellout dates to 22 days of a calendar year. With 11 of those dates for overflow parking in November and December. These 11 dates are during our Christmas at Gaylord Rockies Events that all our local guests love and enjoy. Those 11 sell out dates are local customers and residents of Colorado. Himalaya street adjacent to our hotel and is close to one neighborhood. That road is used 3-4 days per year for parking. Approximately 150 cars. The time of day this will occur is from 1pm to 8pm, there would not be any cars late night or overnight near any of our neighborhoods.

This expansion will enable our hotel to continue to drive more high paying jobs in our city of Aurora and our surrounding neighborhoods. Many of our managers and associates live within a 15 mile radius and many of them live in homes surrounding our hotel.

Please let me know how I can answer more questions as they arise.

Warm regards,

Hiring Now – [Click here to apply online](#)

Suzy Hart | General Manager

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Parking Occupancy Analysis

	2023	Expansion #1 450 Rooms w/ Soundwaves										Expansion #2 + 550 Rooms			
	Actual	78% Occupancy	Expansion	Total	Expansion	Expansion	Total								
Rooms Available	1,501	1,501	450	1,951	1,951	1,951	1,951	1,951	1,951	1,951	1,951	1,951	550	550	550
Average Occupied Rooms	1,121	1,171	351	1,522	1,522	1,522	1,522	1,522	1,522	1,522	1,522	1,522	429	429	429
Self - Spaces	1,678	1,678	1,678	1,000	1,100	1,200	1,300	1,400	1,500	1,600	1,700	1,800	1,300	1,400	1,500
Self - Average Day	459	479	211	690	690	690	690	690	690	690	690	690	866	866	866
Self - Average Capture POR	41%	41%	60%	45%	45%	45%	45%	45%	45%	45%	45%	45%	41%	41%	41%
Self - Occupancy Rate	27%	29%	13%	69%	63%	57%	53%	49%	46%	43%	41%	38%	67%	62%	58%
Self - Days >100%	1			40	31	29	22	19	17	14	10	5	30	29	21
Valet - Spaces	194	194	194	194	194	194	194	194	194	194	194	194	194	194	194
Valet Average Day	80	84	35	119	119	119	119	119	119	119	119	119	31	31	31
Valet - Average Capture POR	7%	7%	10%	8%	8%	8%	8%	8%	8%	8%	8%	8%	7%	7%	7%
Valet - Occupancy Rate	41%	43%	18%	61%	61%	61%	61%	61%	61%	61%	61%	61%	16%	16%	16%
Valet - Days >100%	18			24	24	24	24	24	24	24	24	24	52	52	52
Total Guest Spaces	1,872	1,872	1,872	1,194	1,294	1,394	1,494	1,594	1,694	1,794	1,894	1,994	1,494	1,594	1,694

* Assume STARS lot will remain the same at 775 in Expansion #1.

* STARS Lot in Expansion #2 in question. Would S1 be lost (239 spaces)? If so, these lost spaces should be replaced.

- Notes
1. Baseline assumption is 2023 and this includes ICE! and Cirque activity in November/December.
 2. Factored December Self Park by 2 due to flow. Two days in 2023 required shuttle service for offsite parking (\$20k). Approximately 500 cars offsite per day.
 3. 1,300 spaces in expansion #1 would move sellouts to 22 days with 11 of those over ICE! dates in November and December.
 4. The second expansion would move the sellouts to 30 days, 14 of which would be over ICE! dates.
 5. Himalaya is used 3-4 days per year for parking. Approximately 150 cars.
 6. Consideration should be made long term for Rockies Village as this would offer additional support on peak days.