

American Standard Case Study

Loews Cabana Bay Provides a Unique Setting for Family Vacations

Families have come to expect a certain level of theme-related fun when they vacation in Orlando, Florida and the Loews Cabana Bay delivers on that expectation. Situated on 38 acres of property adjacent to Universal Studios, this family resort has a distinct retro feel that harkens back to the 50s and 60s. The hotel's lobby and guest rooms are blanketed in bright shades of the era's most popular blues, yellow and oranges, while furniture and decor take their lines from period favorites.

Guests at Loews Cabana Bay can enjoy a ten-lane bowling alley, two pools, a lazy river, and multiple dining options. Originally opened in 2014, the hotel will complete the addition of 400 rooms in the summer of 2017, bringing the total number of guest rooms to 2,200.

Approximately half of Cabana Bay's rooms are suites, which provide over 100 extra square feet to accommodate families traveling to the area's many theme parks. Suites, standard guest rooms and lobby bathrooms all feature American Standard products selected not only for their style, but for their functionality in this heavy usage family hotel environment.

Suite rooms include a convenient kitchenette, highlighted by the [Colony Soft high-arc bar faucet](#) in durable cast brass, with swivel spout and drip-free ceramic disc valves for smooth operation and reduced maintenance. In the bathroom, [Ovalyn undercounter bathroom sinks](#) offer an easy-to-clean shape, and the undermount installation saves valuable counter space. This attention to the efficient use of space was important to management at Cabana Bay, whose focus on family never wavered during the design phase. The bathrooms are a case in point, as clever partitions were added to allow three people use the space at once.

The Colony Soft and Ovalyn lines offered an added bonus as well: beauty on a budget. "This hotel is in Universal Studio's 'prime value' category," said Steven Rivas, senior regional project manager, hospitality East, at LIXIL Americas, the business unit under which American Standard operates. "These high-style, high-value collections hit that price point and still deliver the look and durability Loews was looking for," said Rivas.

The [American Standard Champion PRO toilet](#) is the go-to product of choice for all Loews hotels, and that holds true in Cabana Bay where the fixture's capacity to flush 70% more bulk than other models is ideal for this high-usage family environment. It's classic styling blends well into the unique décor of this period-themed hotel, while it's virtually clog-free performance significantly reduces service calls, and its related lost revenue on unusable rooms.

Because of the scope of the project — 1,800 rooms opened in two original phases only three months apart — completing the job on time required three different plumbing

contractors. “This part of a job has the potential to become challenging,” explained Rivas. “Everyone naturally wants to value an engineer in order to maximize profits,” he said. “So sometimes you have to fight to hold the spec, to make sure all three companies stick to what’s been specified so that the project has uniformity,” said Rivas. “Luckily in this case, it came together just fine. It was really a great partnership between Loews, the contractors, and LIXIL that made it work.”



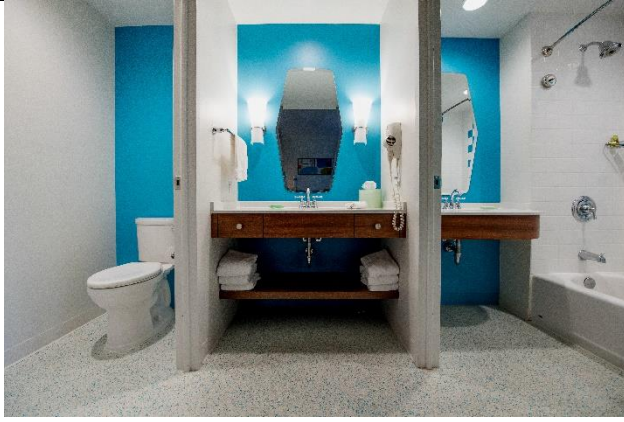
Loews Cabana Bay resort features brightly colored retro décor from the 50s and 60s, complete with the radically curved silhouettes of furniture popular in that era.



One and two bedroom suites transport guests back to the fabulous 50s, as well as allow ample room for a family of six or more, complete with kitchenettes and living space.



The American Standard two-handle Colony Soft bar faucet fits the casual kitchen design theme. Crafted of durable cast brass, it also stands up to heavy family use. Drip-free ceramic disc valves ensure the faucet keeps performing year after year.



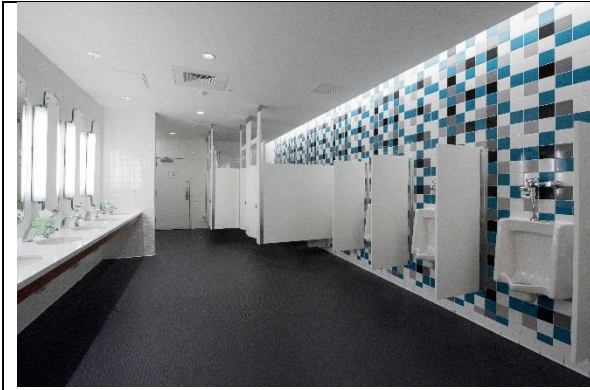
Cleverly designed bathrooms maximize space by allowing room for three people to get ready at once. The American Standard Ovalyn undercounter bathroom sink saves valuable counter space with its undermount installation.



Portsmouth tub/shower trim sets from American Standard fit the décor, with handles and spouts featuring the rounded profiles of the era, while offering water-efficient, drip-free performance.



American Standard Champion PRO toilets, used in all Cabana Bay guest rooms, flush a 70% larger mass, which drastically reduces clogs and maintenance calls. They are the go-to toilet of choice for Loews hotels nationwide.



The lobby men's room continues the bold color palette, and features Washbrook urinals from American Standard.

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