Wild Dunes is an oceanfront resort located in Isle of Palms, SC.

THE CHALLENGE

Located on the Isle of Palms, SC, Wild Dunes is a 1,600 acre beach lover's paradise. A variety of amenities are available at the resort, including beach-side dining, luxurious spas, and award-winning golf courses. With plans to grow, Wild Dunes recognized that the printed and PDF resort maps provided to guests weren't scalable. Wild Dunes turned to Woolpert and Google to develop an interactive and easy-to-update map.

Benefits

Current method for providing guests with information about property amenities and services

Easy-to-use back-end editing

Stunning interactive map and website experience

WORKING WITH WOOLPERT

Woolpert has worked with the Hyatt Hotels Corporation since 2019 and began working with the Wild Dunes team in late 2020. Wild Dunes Marketing Director, Ashleigh Irving, expressed, "The Woolpert team has been great. I have learned a ton. I went into this interactive map not having any idea how I would get it done. The team has been super supportive and helpful with the random questions I have had". Both teams look forward to entering Phase II and continuously adding features to the map.

To check out Wild Dunes' resort map, visit www.destinationhotels.com/wild-dunes.

THE SOLUTION

Thanks to its familiarity and excellent user experience, Google Maps Platform was a simple choice for Wild Dunes. Working with Woolpert, a Premier Google Partner, Wild Dunes was able to develop an interactive map displaying the resort's amenities, activities, accommodations, dining options and more.

As Wild Dunes grows and adds new elements to its resort, its internal team has the ability to modify map locations with ease. "The ease and flexibility of copying and lining up GPS coordinates is awesome because we are still adding things to our property," stated Wild Dunes Marketing Director, Ashleigh Irving. This process leverages Google Sheets, where coordinates can be entered with location features and quickly uploaded to the map using Google Apps Script. Both user-friendly products are part of Google Workspace.

To amplify the visual component of its resort map, Wild Dunes commissioned a creative agency to design artwork that was overlaid on Google's dynamic map. This simple addition created a stunning map that can be easily panned and zoomed by guests. All location data and map artwork is backed up with Google Cloud Storage, enabling Wild Dunes to scale seamlessly.

Not only does this new interactive map provide guests with a positive experience, but it also eliminates the need for staff to create a new map with every resort addition.

"In this day and age, everybody is familiar with Google Maps and the ability to navigate to their destinations via their phones. We wanted to create something similar for guests on our property."

-Ashleigh Irving, Marketing Director, Wild Dunes

Contact Us
Want more information?
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