

# Hyatt Jacksonville

## Service Excellence and Revenue Increases Result in Positive Impact at the Hyatt Regency Jacksonville.

This AAA four diamond hotel with 966 guest rooms has over 110,000 thousand square feet of meeting space and an attached 680 vehicle garage. Since assuming the account for owner, Oxford Lodging, Propark has increased Net Operating Income to the hotel by over fifty percent.

Located along the St. Johns River, in the heart of Jacksonville's central business district, the Hyatt Regency offers upscale service from its outstanding concierge, superb cuisine from one of several onsite restaurants and dazzling interior design throughout the entire estate. The hotel owner required outsourced parking services that reflected the overall stature and standards of the primary property itself.

In addition to the substantial revenue increase to the hotel, Propark introduced a fresh,

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new uniform package that complimented the existing style of the hotel's service staff. Propark also assumed the responsibility of providing the front door greeter.

Propark refreshed the aesthetics of the lot by designing and installing attractive, concise signage, which also promoted improved vehicle flow throughout the garage. Propark also instituted an aggressive facility maintenance regime with unyielding standards of excellence. This resulted in an exceptional improvement to the overall appearance of the parking structure

which helped to form a seamless synergy between the garage and the hotel. Ornamental fencing was installed around the perimeter of the garage, which also increased the security of the facility.

Propark employees were enrolled in the hotel's guest services training program and the facility manager also participated in Propark's continuing education "Train the Trainer" seminar, which promotes consistent standards throughout the entire company. These proactive measures resulted in Propark exceeding the service delivery requirements at the Hyatt Regency Jacksonville.

Propark instituted a new white-glove valet service for one of the hotel's renowned restaurants, Plaza III Steakhouse, which is recognized as one of the top ten steakhouses in America. Additionally, Propark's creative marketing resulted in an increase of forty-five percent for monthly parkers.

Propark implemented a revenue and access control system, which provided a detailed audit trail for garage income. This system was integrated with the hotel guest key card system, allowing the hotel room key to also be used as the garage key. An audit program was also instituted with the hotel front desk, which resulted in a reduction in hotel guest parking discrepancies.

Propark's professional valet staff not only provided premium customer service, but it was instrumental in substantially reducing the amount of valet parking complaints, which resulted in a dramatic decrease in accident and damage claims.