

Westin San Francisco

Significant Financial Results and Superior Service Highlight This Successful Partnership.

Overlooking the scenic San Francisco skyline, The Westin San Francisco stands thirty-six stories high and boasts a robust 667 lavish guestrooms as well as twenty thousand feet of meeting space.

Centrally located in the heart of the city, the AAA four-diamond hotel offers upscale service from its award-winning concierge, superb cuisine from Jester's Restaurant by French Master Chef Joel Guillon and stunning interior design throughout the entire property. The hotel owner, Highgate Holdings, required outsource parking services that reflected the overall sensibilities of its property.

Propark increased Net Operating Income 118% over the previous operator's financial performance.

Since assuming the management of the parking operation, Propark has increased net operating income by over one hundred and eighteen percent (118%) through a targeted combination of revenue increases and expense controls.

In addition to the substantial revenue increases, Propark immediately instituted a fresh, new uniform package that complimented the existing style of the hotel's service staff.

Propark refreshed the front drive standards by establishing strict posting positions for valet staff. Appropriate welcome verbiages was also updated to compliment the hotels contemporary appeal.

By assimilating to the hotel's existing ideals, Propark created a seamless transition and

valuable synergy between existing hotel personnel and the new parking workforce.

One example of this synergy is the collateral support Propark provides to the hotel's arrival services staff during periods of peak arrivals and departures.

"We selected Propark America as our outsourced parking partner because of their ability to quickly integrate into our intensive service delivery mode.," said Michael Casey, the general manager of the hotel. "We require transparent service delivery that exceeds the service standards that our guests demand. Propark provides this high-touch service and the hotel realizes an important competitive advantage in the aggressive luxury hotel market."

Since taking over operational management of the Westin San Francisco parking system, Propark has also increased efficiency by reducing vehicle retrieval cycle time and developing a time-release stack parking system that anticipates guest arrival and departure times.

Propark also responded to the need for increased event staffing on short notice, by allocating a portion of its vast local labor pool to the Westin San Francisco via the company's mobile labor dispatcher. This proven initiative allows Propark to respond instantly to sudden increases in vehicle flow without sacrificing the upscale personalized service that guests of the Westin San Francisco expect.

For more information on Propark America's parking management systems for hotels, hospitals, municipalities, sporting and event venues and more, please visit the company's web site at, propark.com.