



HYATT REGENCY
SUITES



Client

Hyatt Regency Suites Palm Springs
Palm Springs, California

Overview

Guests of the Hyatt Regency Suites Palm Springs are treated to a level of relaxation and sophistication matched only by the hotel’s surroundings, which include views of the San Jacinto Mountains and the Palm Springs cityscape. While this 194-room desert oasis doesn’t lack for modern, luxurious amenities and services, the hotel’s management felt it was lacking in its guest arrival and departure experience.

In 2009, the Hyatt’s existing parking provider was not meeting financial expectations while struggling with consistent service levels. The hotel turned to Towne Park to provide the resort’s Valet Parking, Bell, Door, Concierge, Self-Parking and Shuttle Services.

Solution

Towne Park started by hiring an entirely new parking and hospitality services staff and implementing its industry-leading training and development programs. Almost immediately, the Hyatt saw dramatic improvements in customer service levels. Towne Park also instituted tighter revenue and cost controls, driving substantial savings for the hotel and yielding increased profits while monthly Proof of Performance (“POP”) meetings and weekly communication reports were established to maintain an open dialogue with hotel management.

Results

The Hyatt Regency Suites Palm Springs turned to Towne Park for improvements in profitability and guest satisfaction, and Towne Park delivered. By leveraging economies of scale, Towne Park reduced the hotel’s overall costs by saving on payroll, integrating multiple services and consolidating departments.

To gain a better understanding of the hotel’s clientele, Towne Park managers and associates addressed issues such as vehicle retrieval delays and higher-than-expected damage claims. Today, Towne Park’s quality associates provide outstanding curb-to-room service, creating significantly enhanced arrival and departure experiences for the Hyatt’s guests.

“PARTNERING WITH TOWNE PARK HAS BEEN A WONDERFUL EXPERIENCE. THEIR TEAM CONTINUALLY MEETS AND EXCEEDS THE EXPECTATIONS OF THE HOTEL AND OUR GUESTS, RESULTING IN HAPPY CUSTOMERS AND GREAT REVENUE OPPORTUNITIES. I WOULD CERTAINLY RECOMMEND TOWNE PARK.”

**— DAN H. PUTNAM, GENERAL MANAGER
HYATT REGENCY SUITES PALM SPRINGS**