

CASE STUDY

Public
Parking
St. Augustine, FL

Setting New Standards: Launching a Valet Service for Hyatt Place St. Augustine

**9.88/10
Satisfaction
Score**

**Custom-Built
Training
Program**

**Consistent,
High-Quality
Service**

The Challenge

As Hyatt Place St. Augustine prepared for its grand opening in 2023, the hotel sought a trusted parking management partner to establish a premier valet service that would match Hyatt's renowned brand standards. When selecting a parking management provider, they looked for a company with the expertise necessary to develop and launch the service from the ground up, ensure operational readiness, and deliver an exceptional guest experience from day one.

The Solution

Propark designed and implemented a tailored training program for the new valet team, aligning closely with Hyatt's service standards and focusing on efficiency and adaptability. Leadership provided hands-on support onsite throughout the launch phase, including daily briefings, interactive role-play for real-world scenarios, and one-on-one coaching sessions. This approach equipped the team with critical skills and confidence, while Propark's structured communication practices ensured consistent service across shifts, fostering a guest-centered culture from the start.

The Results

Within its first year, Hyatt Place St. Augustine achieved a remarkable 9.88/10 satisfaction score from 2,028 guest surveys, reflecting the quality and effectiveness of Propark's onboarding and training programs. This strong rating demonstrates how Propark's hands-on support and tailored training transformed a newly formed team into a high-performing, service-driven workforce. By establishing a solid operational foundation, Propark has enabled consistent, high-quality service and has supported the hotel in delivering a memorable guest experience that aligns with Hyatt's standards.