



SP PlusSM
Hotel Services

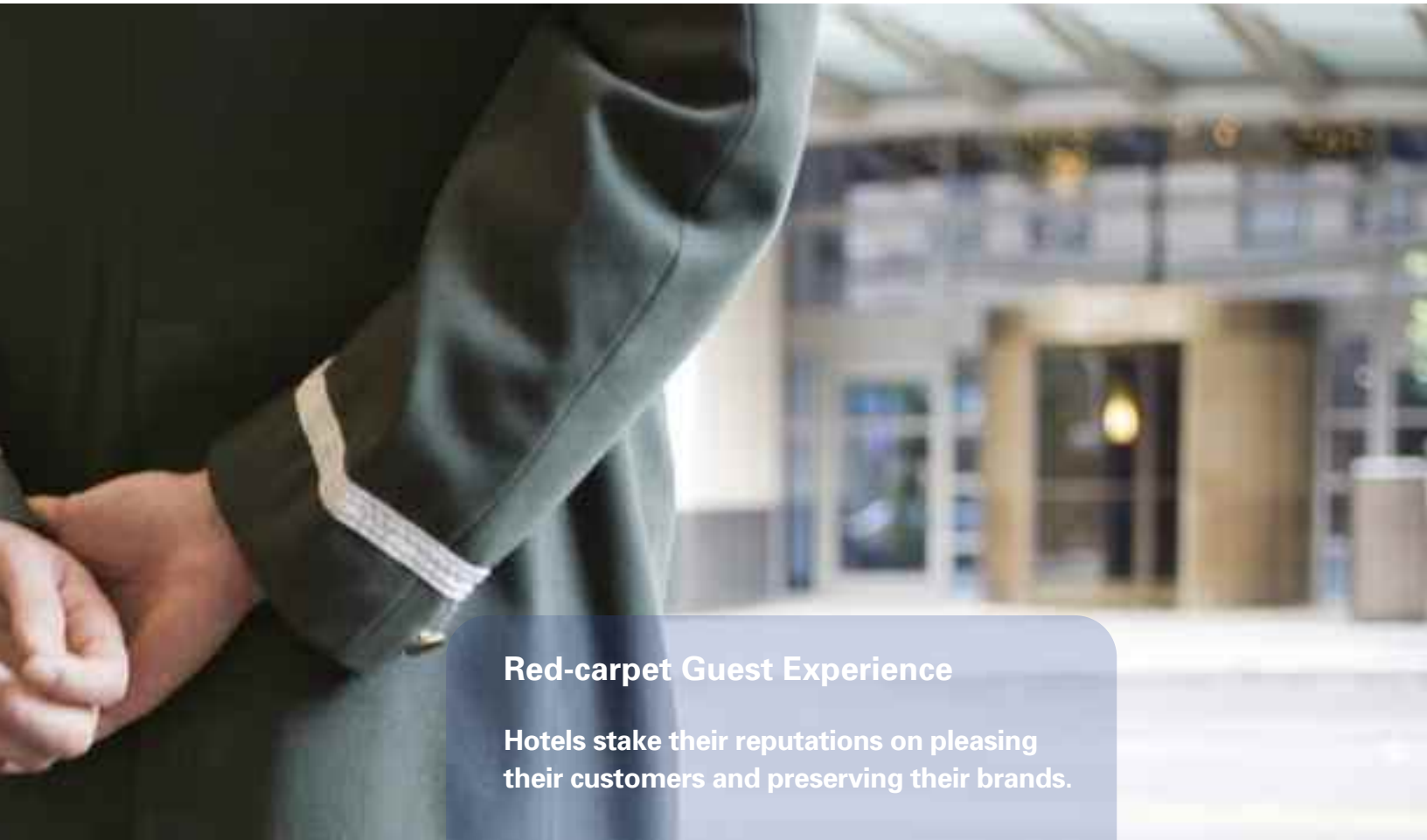
Superior People. Superior Performance.

A division of Standard Parking



“The SP PlusSM Hotel Services staff here at the Four Seasons Chicago is reliable, dedicated and extremely upbeat. They multitask effectively, handle a high volume of guests efficiently and consistently demonstrate the values to which the Four Seasons Chicago holds its own employees.”

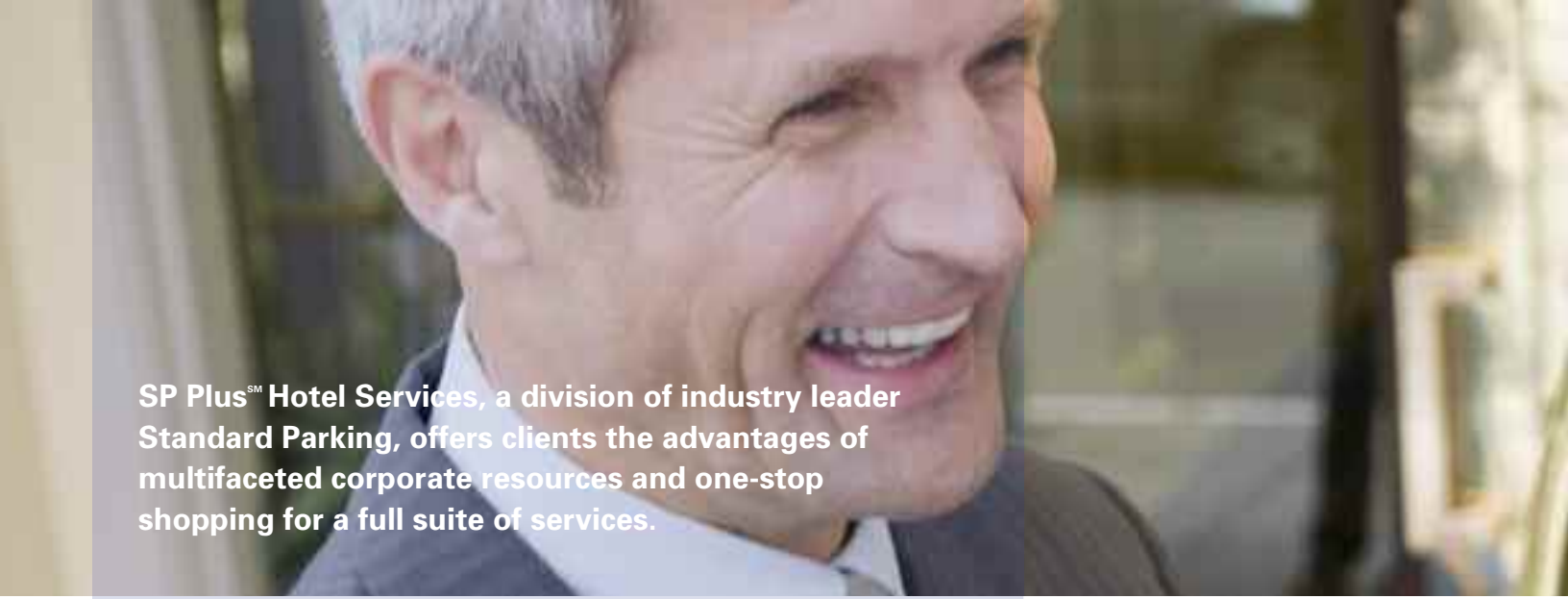
Four Seasons Chicago



Red-carpet Guest Experience

Hotels stake their reputations on pleasing their customers and preserving their brands.

Hospitality leaders across North America rely on SP PlusSM Hotel Services to deliver red-carpet valet, self-park and transportation services that create superior first and last impressions for their guests. With customized guest arrival and departure procedures, we enhance the value of our clients' parking operations while upholding the most important value of all: excellence in customer service.



SP PlusSM Hotel Services, a division of industry leader Standard Parking, offers clients the advantages of multifaceted corporate resources and one-stop shopping for a full suite of services.

Suite of Services

Parking planning and management

White-glove valet service


- > Traffic management
- > Staging
- > Doorman services
- > Baggage handling
- > Directions and maps

We bring “white glove” valet service to premier hotels nationwide. Guided by the highest standards of the service and hospitality industry, our employees project an image that fits the hotel they serve. Coordinating with hotel staff, we anticipate and accommodate heavy traffic times to ensure that each guest receives a courteous welcome, prompt car retrieval and smooth departure. And as part of a leading parking management services company, we often manage nearby garages, enabling us to provide extra hotel parking during peak periods.

Parking facility planning

- > New facility design
- > Facility reconfiguration
- > Graphics/signage
- > Lighting/security
- > Automated traffic and revenue controls

Our parking professionals advise clients on lighting, safety, signage, and automated traffic and revenue control equipment. At existing facilities, we ease crowding with solutions from stack parking to layout redesign. As an added service, our signage specialists can create parking facility graphics compatible with each property’s brand identity.



“In any service-related industry, problems can arise. However, when they do, the managers and leaders of SP PlusSM Hotel Services at the Cleveland Marriott Downtown are quick to face the challenge head on and resolve issues.”

*Cleveland Marriott
Downtown at Key Center*





Parking facility management

- > Facilities startup
- > Self-park operations
- > Cash-flow management
- > Revenue controls
- > Monthly parking/validation management
- > Pro forma projection of traffic volume
- > Pricing optimization/profit maximization

SP PlusSM Hotel Services helps transform valet services and self-park facilities from cost centers into efficient revenue producers. Through operations analysis, competitive market surveys, and advanced systems and technologies, we create customized management solutions that combine efficiency and economy with courtesy and convenience.

Transportation

- > Drivers
- > Routing and scheduling
- > Vehicle selection
- > Turnkey startup services

SP PlusSM Hotel Services works to provide efficient and reliable transportation for our clients' guests. Our service incorporates the expertise of SP PlusSM Transportation, which operates a nationwide fleet of hundreds of shuttle vehicles that transport more than 20 million passengers a year.

Safety and security

Our attendants coordinate with hotel security to maintain an active security presence and improve safety. In selected markets, we provide more comprehensive services through SP PlusSM Security.

Maintenance

We set meticulous standards for our facilities and maintain them through a carefully developed, strictly enforced monitoring system. SP PlusSM Maintenance provides more extensive services in some markets.





Keys to Success

Advanced technologies

SP PlusSM Hotel Services adapts the latest parking technologies to the hospitality industry. We evaluate technology needs, advise on solutions, plan upgrades, oversee installation and test equipment. Our buying power helps clients realize significant savings on technology investments.

Eco-friendly operations

We look for every opportunity to make our operations more eco-friendly and reduce our carbon footprint. Our innovative business processes won an "Empower the Green Enterprise" award from software giant Oracle. With our new processes, each year we expect to save 312 tons of paper, 624 tons of trees, 5.1 million gallons of water, 600,000 pounds of waste and 19,000 pounds of emissions.

Client profit maximization

We diligently strive to capture every possible revenue dollar for our clients and control costs with financial systems tailored to industry needs. Customized systems post self-park fees to room charges. Transaction automation lowers cashier labor costs and reduces cash handling. Volume purchasing saves our clients money, while electronic procurement streamlines invoicing and validates expenses. And with our Web-based Client View[®] system, hotel executives can securely download monthly financials and detailed backup reports at their convenience.





Amenities to Ease Travel Stress

Staffing and training

All our employees understand and embrace the importance of their role as the first and last points of contact with hotel guests. Standard UniversitySM training programs prepare our employees to handle the nonstop bustle of a hotel valet station with courtesy and professionalism. We integrate our team with the back-of-the-house staff to help ensure seamless guest services from arrival to departure. By coordinating our training and employee orientation programs with hotel operations, we promote a superior customer and guest experience. To maximize efficiency and ensure proper staffing, we use an automated workforce management system that streamlines scheduling, tracks time and lowers labor costs.

SP PlusSM Hotel Services pampers hotel guests with amenities and services including:

- > Curbside amenities such as bottled water
- > Travel directions and maps
- > ATM machines
- > On-site car wash services
- > Car maintenance services through local vendors
- > Complimentary vehicle services
 - Tire inflation
 - Tire change
 - Battery jump start
 - Windshield cleaning



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