

November 17, 2011 – The Forbes Travel Guide published its 54th annual list of Five-Star hospitality establishments worldwide. The Forbes Travel Guide “Annual Star Awards” defines the industry’s highest standard for excellence in hospitality. Two establishments in Massachusetts received the prestigious Fifth Star rating, Barbara Lynch’s restaurant Menton & the Mandarin Oriental Boston Hotel. The Mandarin Oriental Boston Hotel also received the prestigious American Automobile Association’s (AAA) Five Diamond Award for the second consecutive year. Valet parking is a critical component of the 5 star and 5 diamond rating evaluation process and VPNE is the proud parking partner to both of these exceptional institutions.

The Forbes Travel Guide puts properties through a rigorous evaluation process. Properties must score higher than the 90th percentile to be considered for a five-star rating. “You have to be intuitive, smart, passionate and be willing to make memories for your guests,” Forbes Travel Executive Vice President Jayne Griswold said of the achievement. “That’s what it takes to get to the Five-Star level. You can do things technically very, very well, but if your staff is not inspired and not taking ownership of the guest experience, more than likely you will fall short of expectations and things will just be satisfactory.”

It’s something they have to do from a very granular level,” Griswold said. “Whether that be daily meetings and following up on every single guest request, to making sure every item on reservation arrivals list is there. It’s following through and inspiring staff to make memorable moments out of each and every guest visit. It’s all about an obsessive attention to detail and executing a creative approach to customer service. There’s no need to send bottles of wine and champagne to a guest’s room to impress them. What’s more impactful is personalization of service. ***A Five-Star staff is passionate and smart and looking to wow every guest in special ways.***”

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About VPNE Parking Solutions:

Since 1990, VPNE has been the parking and transportation business partner to premier health-care institutions, retail and mixed use property owners, developers and managers, class A offices, hotels and hospitality companies. The reason is clear: we help clients maximize the value of their parking and transportation assets with our resort level service and our expert management. Our clients rely on VPNE to help build revenue, enhance brand, and realize strong ROI in their parking and transportation assets. For additional information please visit www.vpne.com.

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