When looking for a definition for valet parking, “parking arrangements provided by an establishment, whereby patrons leave their cars at the entrance while attendants park and retrieve them” can be found. But is that what valet parking is all about? Valets are individuals who create a warm welcoming environment on the way in, and a peaceful, problem-free farewell on the way out. With a sincere greeting, the opening of a door and a smile, a valet parking attendant can make any guest feel special.

Showcase Your Valet Professionalism in Palm Springs

NPA’s National Valet Olympics is a skills competition showcasing the professionalism and skills of our industry’s front-line valet parkers across the country; competitors demonstrate that valet parking is more than just parking and retrieving vehicles. Qualifying and participating in the Valet Olympics showcases your company’s excellence on the national stage.

Your team will exemplify teamwork and professionalism while competing against their peers in the valet parking sector. These games also build staff morale and instill the spirit of friendly competition as all teams compete for The Herb Citrin Trophy.

Hold Your Own Qualifying Event

Each participating company should hold their own qualifying event to find their best of the best to represent them at Convention. Each team will have three valet athletes and a captain/coach. The Valet Olympics Committee will publish a guide for first time participants along with each event’s protocol, which will guide your team into replicating the games for your trials. The committee will be available to answer operational questions on course set-up and deductions. Once your team is selected, your athletes must continue to train on each event leading up to the National Valet Olympics.

Below are descriptions for each event:

**Luggage Load**

Each valet competitor competes in the Luggage Load, exhibiting best practices in customer service related to luggage handling. Each of the three team members transfers seven pieces of luggage to/from a bell cart into a vehicle trunk in the fastest time.

All luggage and truck space will be the same for each team. In the 2015 games, the vehicle that was used during the Luggage Load was a Fiat with limited trunk space.

**Key Box Challenge**

Each valet competitor will compete in the Key Box Challenge, testing his/her individual skills in key management.
The 2017 National Valet Olympics will be held over two days in conjunction with the 2017 NPA Convention and Expo on October 4 & 5 in Palm Springs, California.

The podium has eight sets of keys strategically placed. When time starts, the valet will receive the eight numbered valet tickets notating the make of the vehicle along with the podium key. The competitor will then run to the podium and match the keys, tickets and numbered key hooks quickly and correctly. Once the podium has been secured, the valet runs back to the start/finish line.

**Valet Relay**

Each competitor will compete in the Valet Relay, exhibiting best practices in customer service as it relates to retrieving a vehicle. Each of the three team members will retrieve a vehicle and return it to the valet zone.

The driver will run to the podium and retrieve the key for the vehicle. The driver then runs to the car and drives it back to the valet zone for parking. Once the vehicle is parked, the driver returns the key to the podium, locks it and crosses the finish line.

**Precision Parking**

Each valet competitor will compete in the slalom, exhibiting best practices in customer service as it relates to safely maneuvering a vehicle forward and backwards, abiding by the speed limit and aware of course obstacles. Each of the three team members will drive through the slalom, aiming for the safest and fastest time while maneuvering through delineators.

**2015 Valet Olympics Winners**

AmeriPark took home top honors in 2015, with Advanced Parking Concepts and LAZ Ultimate Hospitality rounding out the winner’s podium in Miami Beach. Advanced Parking Concepts took home Best Dressed and Best Overall Attitude for the fourth time. AmeriPark’s Katie Richards was named the top overall Valet Olympian.

Will these teams defend their titles at the 2017 games, or will we see a different company atop the winner’s podium?

The National Valet Olympics would not be possible without the support of our industry partners who give their time to serve as judges. Special thanks to Toledo Ticket Company, Alliant Insurance, Scheidt & Bachmann, JA Uniforms, Digital Printing Services, The Car Park, Parking Zone, Amour Park, TransCore and Sentry Protection Products.

For additional information, go to the National Valet Olympics page at npaconvention.org/2017.

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