

# Golf Courses & Resorts

## HYATT REGENCY COCONUT POINT



Hyatt Regency Coconut Point is a 456-room luxury hotel set amid the lush flora of the Estero Bay peninsula, just north of Bonita Springs, Florida. According to Bob James, director of security, the hotel has been using the Segway® Personal Transporter (PT) since November 2004 to provide comprehensive security to its guests.



“We have eight officers trained on our two Segway PTs and they use the machines on a routine basis for patrols and for responding to guest calls,” says James. “The hotel has large outdoor parking areas surrounding the hotel as well as covered parking, and we patrol both areas on the Segway PT. We had previously covered these areas on foot, so the Segway PTs have helped us tremendously on these patrols. Periodically, we also send our officers out to just observe things. They may find a spot adjacent to the parking lot and just watch for a while to see that everything is OK. The Segway PTs are very quiet so they can move about without being noticed.”

According to James, using the Segway PT has also reduced response times to guest calls. “When a call comes in to the security office, one of our officers will use the Segway to quickly get to the elevator and then from the elevator to the room,” says James. “Also, if there is a medical problem anywhere on the grounds our officers can grab their medical gear and respond very quickly. This is very important when you have a property as large as Coconut Point.”

Call a Segway Inc. Account Manager toll-free at 1-866-4SEGWAY today to learn more about how the Segway PT can get your business rolling.

## WESTIN KIERLAND RESORT & SPA

The Westin Kierland Resort & Spa is a premier destination resort set on 730 acres in the heart of Scottsdale, Arizona. The luxury property has three, nine-hole golf courses, a full-service spa, kids club, eight restaurants, more than 170,000 square feet of meeting space and more than 700 guest rooms, plus a separate vacation ownership property. In the fall of 2004, the resort's general manager, Bruce Lange, realized the Segway® Personal Transporter (PT) as a valuable tool for resort operations and purchased a small fleet of machines. According to Richard McPherson, director of safety and security at the resort, his department quickly made the Segway PT a key part of their security services.

**WESTIN**  
HOTELS & RESORTS



“It did not take long before we found that the Segway PT was the ideal way to respond to guest calls, such as when they have misplaced their card key or it has become demagnetized,” says McPherson. “The Segway PT not only gets us to the guests quickly, but it also leaves them with the impression that we care about expediting their request. It increases our efficiency and enhances our image.”

“The Segway PT has also proved to be optimal for parking lot patrols because it allows our security personnel to see over the cars,” says McPherson. “It is quiet and fast and it can go places our vehicles can't. We can get anywhere on the property without getting into and out of a vehicle and then walking or running. We keep our unit in the main security office.”

Ian Satchell, a security supervisor at the Westin Kierland, is particularly impressed with the ability of the Segway PT to shorten routine patrols.

“I work the swing shift from 2:30 p.m. until 11 p.m., and I am able to personally complete three patrols of the entire property on the Segway PT during that time,” says Satchell. “That compares with completing one patrol of the property on foot. And when I am not using it, the other officers also use it to patrol. In fact, every officer in our security department has been thoroughly trained on the Segway PT and is allowed to use it.”

According to McPherson, this has a positive effect on guest relations. “We operate 24 hours a day and for at least 15 of those 24 hours there's somebody using the Segway PT,” says McPherson. “We want to be out and about, and visible to our guests. We like to have that presence.”

To evaluate one aspect of its effectiveness, McPherson's group studied response times. “We looked at every security response to a guest call during the last 6 months of 2004, when we did not use the Segway PT. During that time it took us an average of 12 minutes to respond to each call,” says McPherson. “We then compared that with the first few months of 2005, when we were using the Segway PT, and found that we reduced the average response time to 7 minutes. When you consider

## Palmetto Dunes, Hilton Head, SC



Hilton Head Island is the home of more than 20 spectacular golf courses designed by some of the biggest names in golf, including Arthur Hills, Arnold Palmer, Robert Trent Jones, Jack Nicklaus and George Fazio. Palmetto Dunes, one of the island's premier destination resorts, hosts three of these courses, enabling them to offer a challenging experience to golfers of all skill levels. Over the years, Palmetto Dunes has established a reputation for excellence and leadership by continually evolving its facilities and services. In 2006, this evolution led them to embrace one of the newest innovations in golf – the Segway® Golf Transporter (GT).

Introduced by Segway Inc. in 2005, the Segway GT provides an exhilarating golf experience. According to Chip Pellerin, director of golf sales and promotions at Palmetto Dunes, the innovation of the Segway GT not only distinguishes the resort from other golf properties on the island, but it also keeps golfers moving at a smooth pace and is easy on the turf.

“We had seen Segway GTs at the Orange County Convention Center during the PGA Merchandise Show and thought we should take a serious look at them,” says Pellerin. “A short time later, we conducted a demo of the machines, and even sent a couple of people out to the Kierland Resort in Scottsdale, Ariz., which had been using them at their golf facilities for several months. In June of 2006 we took delivery of 12 Segway GTs, and began training our golf personnel on the units.”

Segway GTs Appeal to All Age Groups and Generate Repeat Customers After developing policies and procedures governing their use, Pellerin and his staff began offering the Segway GTs to golfers on July 1, 2006. The units, which are now available on each of the three courses – the Robert Trent Jones, George Fazio and Arthur Hills –have been busy ever since. Golfers pay an up charge above their greens fees to use the Segway GT for a round of golf.

“The reception by the public has been very positive and enthusiastic,” says Pellerin. The Segway GT is a unique experience, and it is quite common for players to reserve them in the morning, play one round and then come back in and reserve them again for the next day. It's catching on and creating a lot Segway® and the Segway 'flyguy' logo are registered trademarks of Segway Inc. (“Segway”). Other marks including InfoKey and LeanSteer, are trademarks or common law marks of Segway.

Segway reserves all rights in its trademarks. Trademarks not owned by Segway are the property of their respective holders as designated. Copyright © 2006. Segway Inc. All rights reserved. of attention for Palmetto Dunes. We feature the Segway GTs on our Web site, and in news releases and mailings that we have done. We also created a new banner for display in the airport. Word is getting out and we see a great range of ages using them on the course. They seem to appeal to everyone.”

Pellerin's staff provides each golfer with a 15-30 minute training program. Golfers arrive at the course 30 minutes in advance of their tee time and are shown how to operate the Segway GT on the course. Staffers work individually with each person to ensure that they are confident and comfortable with riding. Once the golfers head out on the Segway GTs, they can move quickly through the course.

“We are finding that the pace of play on Segway GTs is at least as fast as on golf carts, and maybe even better,” says Pellerin. “We have also had no issues with the turf. The golfers are enjoying them, and they are going back home and telling their friends about Palmetto Dunes. We've always looked for ways to separate ourselves from competition, and this has definitely done that. It is a great marketing tool.”

that we respond to 1,500 calls each month that is a huge improvement in our ability to serve our guests.”

As for how the guests themselves respond to the Segway HTs, McPherson sums it up in one word: “Wow.”

“Guests are very positive about our use of the devices. I’m stopped 3-4 times a day by guests who want to know what it is and how it works,” says McPherson. “They are always amazed at how easy it is to operate.”

“The Segway PT makes our security staff extremely visible and that is a good thing,” says McPherson. “We become a roving concierge and a security guard, and there’s not a guest that comes to this property that does not see us on it. Our presence makes people feel more secure and that has a big impact on guest satisfaction. This is a very effective security tool and we are very happy to have it.”

Call a Segway Inc. Account Manager toll-free at 1-866-4SEGWAY today to learn more about how the Segway PT can get your business rolling.