

THE 'WOW' FACTOR.

THE REINVENTION OF A HYATT HOTEL—THROUGH ONE MEETING PLANNER'S EYES

Hyatt Regency O'Hare's transformation impressed one meeting planner who for 15 years has been hosting a convention that brings 1,100 guests to the hotel and adjacent convention center.

"There was definitely a wow factor. You can see the results. There was a lot of thought that went into this," says Ed Siegel, president, EBJ Consultants, Pittsburgh. "They have really modernized the look of the hotel. It's brighter and more contemporary. They've certainly brought it into the 21st century."

But the real impact is the stunning 10-story atrium lobby, he says. "As you reach the lobby level, the new effect hits you. The lobby itself is much more vibrant and alive. I thought it was brighter, more cheerful and had a completely different feel to it."

His group also was impressed with the new conference center. "The rooms are very modern, very sleek and have good furniture with ergonomic chairs, so it's a much different experience for us."

The changes have raised the bar, he adds. "In the hotel business, I know it's a constant battle to stay ahead of the competition. The transformation of this hotel is a big plus for our group. Certainly, we now feel a lot more comfortable having our meeting at this hotel." ■

