



Professional Valet Parking Service

FIFTHSENS

— VALET PARKING

FIFTHSENS is a professional valet parking and vehicle management company dedicated to providing high-quality, luxury service experiences across Morocco. We proudly support a range of businesses and private clients with tailored valet and logistics solutions that meet the highest standards of professionalism and care.

Our team focuses on efficiency, courtesy, and presentation—delivering smooth, reliable parking operations that enhance the guest experience at every event or venue. With a strong commitment to excellence, FIFTHSENS continues to build a reputation for trust, quality, and refined service in the valet industry.

At Fifthsens, we hold our valet car services to the highest standards. We provide complete turnkey programs on a full or part-time basis, allowing our clients to focus on their business, knowing that their driveway, curbside, and parking lot presence is expertly managed.

Utilizing contemporary parking and modern technology combined with our white glove approach to reduce wait times and optimize available parking space, we stand apart by seamlessly integrating with your operations. We're your elite valet service partner, adding efficiency and elegance to your business and your exclusive events.

Restaurant & Hospitality Valet Parking

Transforming Guest Arrival Experience

FIFTHSENS operates premium valet parking for Morocco's finest restaurants, nightclubs, and hospitality venues. With proven expertise in high-end guest services, we specialize in creating exceptional arrival experiences that enhance your brand and delight your clientele.

First impressions are decisive. When guests arrive at your venue, valet service immediately signals premium positioning and attentive service. FIFTHSENS ensures that every guest interaction—from arrival to departure—reflects your establishment's excellence.

We handle the operational complexity so you focus on hospitality. Our trained professionals manage parking logistics, vehicle security, and guest flow seamlessly, allowing your team to concentrate on delivering world-class service inside.

COMPLETE VALET PARKING SOLUTIONS

Available Full-Time • Part-Time • Special Events Basis



PROFESSIONAL DRIVER MANAGEMENT

- Experienced valet staff (minimum 1+ years professional background)
- Rigorous training, licensing & insurance compliance
- Multilingual capability (French, English, Arabic)
- Regular quality audits & performance reviews

OPERATIONAL RELIABILITY

- 24/7 on-site management & supervision
- Real-time vehicle tracking & status updates
- Comprehensive incident reporting & documentation
- Dedicated point-of-contact for seamless coordination

GUEST EXPERIENCE EXCELLENCE

- Courteous, professional reception at vehicle arrival
- Secure vehicle storage with digital key management
- Rapid vehicle retrieval (typically < 3 minutes)
- Consistent, premium service standards every interaction

PREMIUM ADD-ON SERVICES

- House car service (complimentary venue vehicle available)
- Designated driver services (for guest convenience)
- Special event valet support (scaled teams for peak periods)
- Customizable uniforms & professional signage

TRANSPARENT ACCOUNTABILITY

- Monthly KPI reporting & client reviews
- Weekly quality spot-checks & mystery shops
- Damage documentation & vehicle photo inspection
- Monthly performance analytics & insights

Hotels, Riads & Residential Valet

Complete 24/7 front-of-house management — transforming arrival/departure experience for luxury properties.



THE IMPORTANCE OF FIRST IMPRESSION

The guest experience begins at your driveway. A polished, efficient arrival sets the tone for their entire stay. FIFTHSENS specializes in creating that premium first and last impression through professional front-of-house management.

COMPLETE FRONT-OF-HOUSE SOLUTIONS

We provide integrated teams across all guest-facing positions:

- VALET DRIVERS — Premier guest reception, Professional vehicle handling, Positive first impression
- BELL SERVICE — City guidance & local information, Anticipatory guest support, Seamless room integration
- DOORMEN — Enhanced arrival/departure experience, Professional presence & security, Operational efficiency
- EVENT STAFF — Scaled teams for galas, banquets, private events, Event-specific expertise, Stress-free coordination
- CONCIERGE — Brand-aligned customer service, Multilingual support (FR/EN/AR), VIP treatment consistency

OPERATIONAL EFFICIENCY & INTEGRATION

- 24/7 operations with dedicated manager on-site
- Vehicle flow forecasting & optimized parking zones
- Digital vehicle management system (real-time tracking)
- PMS hotel integration (folio posting for guest billing)
- Monthly reporting & KPI analytics
- Cost optimization through shared operational model

- Deployable within 1-2 weeks
- Customized per property
- Minimum 6-12 month engagement
- Typical Volume: 150-400 vehicles/day



Private Events & Corporate Valet

Complete event parking management — weddings, galas, seminars, corporate retreats (100-500+ vehicles).

EVENT PARKING EXPERTISE

Complete driveway management for:

- Weddings (100-500 guests)
- Corporate galas & awards
- Seminars & conferences
- Private functions & retreats

EVENT EXECUTION

- Scaled teams per event size (100-500+ vehicles)
- On-site coordination from arrival to departure
- Post-event reporting & analytics
- Stress-free guest experience guaranteed

COMPLETE EVENT SERVICES

- VALET PARKING — Dedicated event manager, Guest reception, Secure vehicle storage
- TRAFFIC DIRECTION — Parking zone planning, Flow optimization, Additional parking sourcing
- DESIGNATED DRIVERS — Personal chauffeurs, Guest vehicle operation, One-way service option

No long-term commitment • Deployable 72h notice • Custom pricing per event
Typical Volume: 200-500 vehicles/event

Why Fifthsens



Industry Expertise & Proven Execution

FIFTHSENS is built on deep hospitality expertise—not generic parking operations. Our management team brings 20+ years of collective experience exclusively in luxury 5-star hotel environments, having led operations across multiple departments (front office, guest services, logistics, security).

This isn't theoretical knowledge. Our team has:

- Managed 5-star properties directly — understanding the exact operational rhythms, guest expectations, and service standards that define luxury hospitality
- Worked across departments — giving us insight into how valet integrates with concierge, bell service, security, and front office workflows
- Three consecutive years as the dedicated valet partner for a premium 5-star hotel in Marrakech — proving our ability to deliver consistent, reliable service at the highest level

The FIFTHSENS Difference

Unlike competitors who provide parking staff, we provide hospitality partners. We understand:

- How a delayed vehicle impacts guest satisfaction and your team's workflow
- Why vehicle presentation matters as much as retrieval speed
- How to anticipate operational peaks and staff accordingly
- What metrics actually matter to luxury properties (not just vehicles parked, but guest sentiment)

Why Fifthsens

Our Digital System

We've invested in proprietary vehicle management technology that integrates seamlessly with your PMS and provides real-time visibility—reducing the operational friction that comes with traditional valet coordination.

Local Market Mastery

We operate exclusively within Morocco's luxury hospitality ecosystem. We understand local regulations, traffic patterns, guest demographics, and operational constraints that international competitors can only learn through trial and error.

Risk Management & Operational Safeguards

Complete Incident Management & Protection

Pre-Service Protocols

- Detailed vehicle condition documentation & photo inspection at intake
- Professional driver screening, training & ongoing competency verification
- Real-time vehicle tracking throughout guest interaction period

Liability & Accountability

- Comprehensive incident follow-up and resolution procedures
- Clear accountability protocols and escalation procedures
- Monthly analytics reporting identifying patterns and improvement opportunities

Incident Response & Documentation

- Immediate incident reporting with full photographic documentation
- Dedicated incident management team for rapid resolution
- Detailed written records maintained for all operational issues

Proactive Risk Mitigation

- Preventive maintenance protocols to minimize operational issues
- Continuous staff training focused on guest and vehicle safety
- Regular quality audits and performance monitoring

***All procedures are designed to prevent incidents before they occur and ensure rapid, professional resolution if they do.*

Social Proof

Trusted By Morocco's Hospitality Leaders

FIFTHSENS has earned formal endorsements from industry partners across hospitality and logistics:

- Event Management Partners — Recommendation letters from leading event companies recognizing our seamless execution and professionalism at high-profile functions
- Transportation & Logistics Providers — Partnership endorsements from companies coordinating with us on complex multi-vehicle operations
- Premium Hotel Properties — Recognition from our current 5-star hotel partner validating our operational consistency, service excellence, and reliability over multiple years of continuous engagement

These relationships reflect our commitment to professional standards and our ability to integrate successfully within complex operational environments.

INVESTMENT & NEXT STEPS

Ready to Transform Your Guest Experience?

FIFTHSENS offers customized solutions tailored to your property, event, or venue. Pricing is structured per your specific needs — our commercial team will develop a proposal aligned with your operational requirements and budget parameters.

Get Your Custom Proposal:

 Email: soufiane.e@fifthsens.com

 Phone: +212 770 000 252

 Website: www.fifthsens.com

What Happens Next:

Initial Consultation (15 minutes) — Discuss your operational needs and service requirements

Custom Proposal (24-48 hours) — Detailed pricing, service scope, and implementation timeline

Property Assessment (by appointment) — On-site review of parking infrastructure and operational workflow

Launch & Onboarding (1-2 weeks) — Full team training and seamless operational integration

Contact us today to schedule your consultation.

Fifthsens
PURE - STYLE

Thank You!