



## A Tale of Two Cities – ANCHORAGE, ALASKA

*Continued from cover*

shopping mall and performing arts center.” Matt is gearing up for the busy summer tourist season and spearheading efforts to explore expanding beyond downtown. “The demand is there outside the downtown core in the University and Medical districts.” Matt joined Diamond Parking in 2012. Born in the United Kingdom, he spent 20 years working in food retail in the UK and Ireland. He says his biggest challenge is Mother Nature. “We have snow on the ground five months of the year. You can do your best planning but challenges always arise.” Matt notes that Diamond Parking is involved in sponsoring civic events in Anchorage such as Summer Solstice Festival, the Ice Festival and the two week “Fur Rondy Festival, which coincides with the start of the famous Iditarod Race in March.”

Away from Downtown and close proximity to Ted Stevens International Airport, Diamond

operates Airport Parking and Storage. General Manager Denise Hibbeln says it’s a busy hub for business and leisure parkers. “We have one thousand parking spaces with 250 covered. I would say nearly fifty percent of our business customer’s

work on the north slope.” Denise notes that her focus is squarely on providing the best customer experience possible. “We run two shuttles 24/7. We pick up our guests at their vehicle and assist them with luggage. We really don’t compete with the airport because our level of service and amenities is so much higher.” Another plus is Diamond’s state of the art car wash that was completed in 2011. “There isn’t a better one in Anchorage,” adds Denise proudly. Storage is another asset offered by Diamond Airport Parking in Anchorage. Denise

says that some Alaskans who live in the “bush”, a term often used to describe parts of rural Alaska, will permanently park a vehicle in storage. Other seasonal travelers, commonly referred to as “snow birds” will put away a vehicle in heated storage units as large as 10 x 20 feet. Before joining Diamond Parking in 2007 and assuming her duties as General Manager of Airport Operations, Denise spent over twenty years in Alaska’s travel business. “I love what I do. Everyone feels like family. We operate a clean, safe and organized operation.”



Left to right: Chance Atwood, Assistant Manager; Chris Miletich, Director of Marketing; Denise Hibbeln, General Manager; Adam Perry, Operations Manager.

## AHEAD OF THE CURVE



### **Mussa Abdusalam**

*Parking Attendant, United Parking, Seattle, WA*

I just wanted to comment that one of your employees far exceeded customer service. I was late to an appointment in the Norton Building and accidentally left my smart key in my pocket... he knew this as I ran off and quickly parked my Lexus in a safe location prior to it shutting off. He was very polite and helpful and represented your company well.

Best Regards, Mark

*Mark Sims, President  
FikesProducts.com*







