



## IMAGINED BY HYATT REGENCY AUSTIN, DESIGNED BY MITYLITE

“Overall, the Magnattach® Portable Dance Floor is a very good purchase.”

—Convention & Services Manager  
Richard Smith

### OVERVIEW

Located in iconic and vibrant Austin, Texas, in 2014, the AAA Four Diamond Hyatt Regency completed an \$11 million renovation project. With a big dose of Texas hospitality, Hyatt Regency Austin now offers convention-goers and event planners alike 37,000 square feet of versatile meeting space. According to Mary Baird-Wilcock, owner and senior event planner for The Simplifiers, a meeting and event planning company, who commented on the Hyatt's planned renovation in a June 2012 issue of the Austin Business Journal, "It couldn't come soon enough; the Austin Music Hall was my go-to large venue space, and with them out of the picture there just really isn't much [space]."

### CHALLENGE

Hyatt Regency Austin, first built in 1982, sought upgrades to keep up with the area's changing demands and the local tourism office's focus on attracting more large-scale events to the city. The 488-room hotel south of Lady Bird Lake now features the city's second-largest ballroom attached to a new seven-story, parking garage. The ballroom is separate from the hotel and is intended for local large-scale events.

As Baird-Wilcock notes, choosing the right venue and location plays a critical role in the success of an event. Among a long list of considerations is the site's ability to adequately support and accommodate an event's purpose and room-setting requirements. Hyatt Regency Austin's new ballroom afforded the opportunity to replace an "older floor that just wasn't that useful," said the hotel's Convention and Services Manager Richard Smith. "The prior floor was warped and very difficult to put together."

### SOLUTION

Already a banquet chair and folding table supplier to Hyatt Regency Austin, durability by design furniture manufacturer MityLite carried forward its well-regarded, one-stop relationship by providing the Magnattach® Portable Dance Floor, which features a patented triple-lock system. "We selected this magnetic dance floor due to its ease of connection and transport and because it is aesthetically pleasing," said Smith, who specifically didn't care for the jigsaw-like approach of the hotel's prior floor. "It's a beautiful thing when we can achieve all three attributes with a dance floor."

With an assembly or disassembly time of less than seven minutes, Hyatt Regency Austin's new floor is easy to handle and transport on three carts, which also makes it convenient for Smith's staff to store. Smith also appreciates that the floor is easy to clean and care for.

#### FEATURED PRODUCTS:

- Magnattach® Dance Floor

