Zenith Hospitality Group Announces November 1 Launch of ParkSync

Hospitality experience shapes a technology portfolio spanning parking, restaurants and property operations.

MADISON, Wis., October 22, 2026 - Zenith Hospitality Group will launch ParkSync, its digital valet and parking application, on November 1, 2026. The launch brings founder and president Jermaine Butler's hospitality operations experience into a product intended for valet operators, hotels and parking managers.

ParkSync brings together digital guest tickets, vehicle pickup requests, vehicle condition photos, parking pins and operating reports. Its broader workflows cover hotel returns, airport flight information, mobile payments and tips, workforce tools, and QR-based paid parking, depending on location settings and connected services.

Founded by Butler in 2003, Zenith Hospitality Group combines hospitality services with a growing technology portfolio. Alongside ParkSync, that portfolio includes **JORJA POS**, focused on restaurant operations, and **VEYRA**, focused on hotel and property operations.

ParkSync connects the guest-facing experience with attendant workflows and management visibility. JORJA POS and VEYRA extend the Zenith technology focus into restaurant and property operations.

Operators interested in a ParkSync demonstration or launch information can visit park-sync.com or email info@myzenithgroup.com.

About Zenith Hospitality Group

Zenith Hospitality Group was founded in 2003 by Jermaine Butler. Its work spans hospitality services and technology, including ParkSync, JORJA POS and VEYRA.

Media and customer inquiries
Zenith Hospitality Group
info@myzenithgroup.com

From arrival to pickup

Digital guest service, organized vehicle workflows, and location-specific tools in one operating platform.

Digital tickets and guest communication

Guest ticket links, SMS updates, vehicle requests, receipts and guest ratings give guests a phone-based connection to their visit.

Immediate and scheduled pickup

Guests can request their vehicle immediately or in advance. Pickup alerts and retrieval stages help attendants track Parked, Requested, Ready and Delivered vehicles.

Detailed vehicle intake

Guest and vehicle details, license plates, vehicle make/type/color, condition photographs and damage notes help the team document arrivals.

Parking pins

Record where a vehicle is parked so the retrieval team has a location reference.

Airport workflows

Airline and flight details, flight-status lookup and landing-alert workflows support airport locations with the appropriate service configuration.

Hotel out-and-return handling

Out & Returning stages support guests who leave and return before final checkout. Hotel checkout settings help organize overnight stays.

Mobile checkout and tipping

Square-connected online payments, guest tips and receipts support guest checkout. Available payment methods depend on the connected merchant setup.

QR-based timed parking

Zone-based QR access, timed self-parking, expiry reminders and mobile extensions support paid-parking locations.

Feature availability depends on location settings, selected services and configured integrations. Ask for a demonstration of the workflow relevant to your location.

A clearer operating view

Location controls and administration

Manage locations, parking rates, taxes, validations, hotel checkout times and guest privacy settings.

Workforce coordination

Staff scheduling, availability, leave, training, clock-in/out and recorded hours support daily team administration.

Role-based access

Staff permissions and location assignments help match access to employee responsibilities.

Reporting and exports

Nightly-stay reports, payment reporting, paid-parking revenue, shift information and CSV exports help managers review activity.

Incident documentation

Incident reports connect photographs and attendant identity with the incident record. Customer filing texts require consent.

Tip allocation and manager review

Allocate tips using recorded clocked-in activity and review payouts. Allocation records do not automatically transfer funds to staff.

Guided help and support

Read-only AI Help provides guidance. Staff can submit support requests for follow-up.

Plate scanning and ALPR options

Plate-scanning and camera-event workflows are configuration-dependent options. Recognition services, hardware and partner connections require setup; specific integrations should be demonstrated before purchase.

The feature overview describes documented product workflows. Connected services and optional modules require configuration; it is not a claim of universal integration or independently measured performance.



Jermaine Butler

Founder & President
Zenith Hospitality Group

Jermaine Butler founded Zenith Hospitality Group in 2003. His work spans hospitality services and the development of technology for parking, restaurant and property operations.

His portfolio includes ParkSync, JORJA POS and VEYRA. ParkSync is scheduled to launch November 1, 2026.

Butler brings an operator's perspective to conversations about staff workflows, guest service and hospitality technology.

Founder portrait supplied by Jermaine Butler.

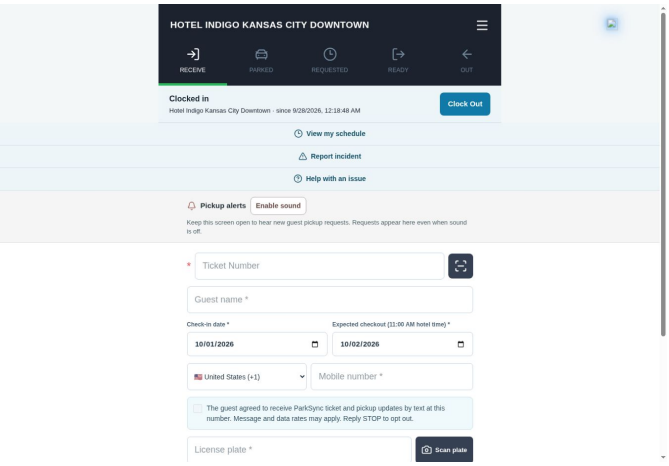
Interview topics

Building technology from hospitality experience; the operational challenges behind valet service; the move from service delivery into software; and the direction of Zenith's technology portfolio.

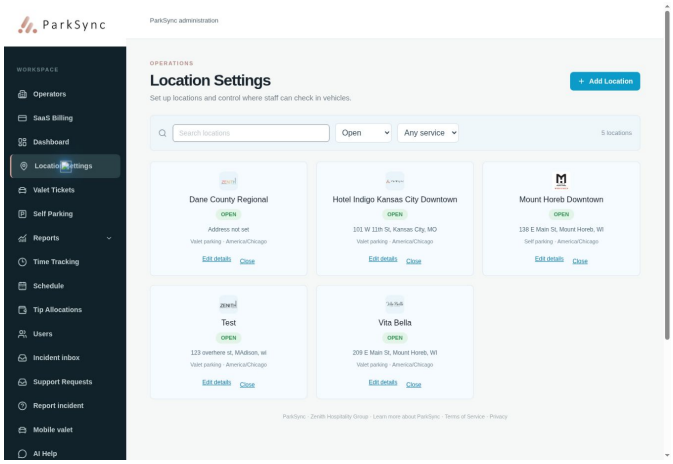
Interview requests: info@myzenithgroup.com

Inside ParkSync

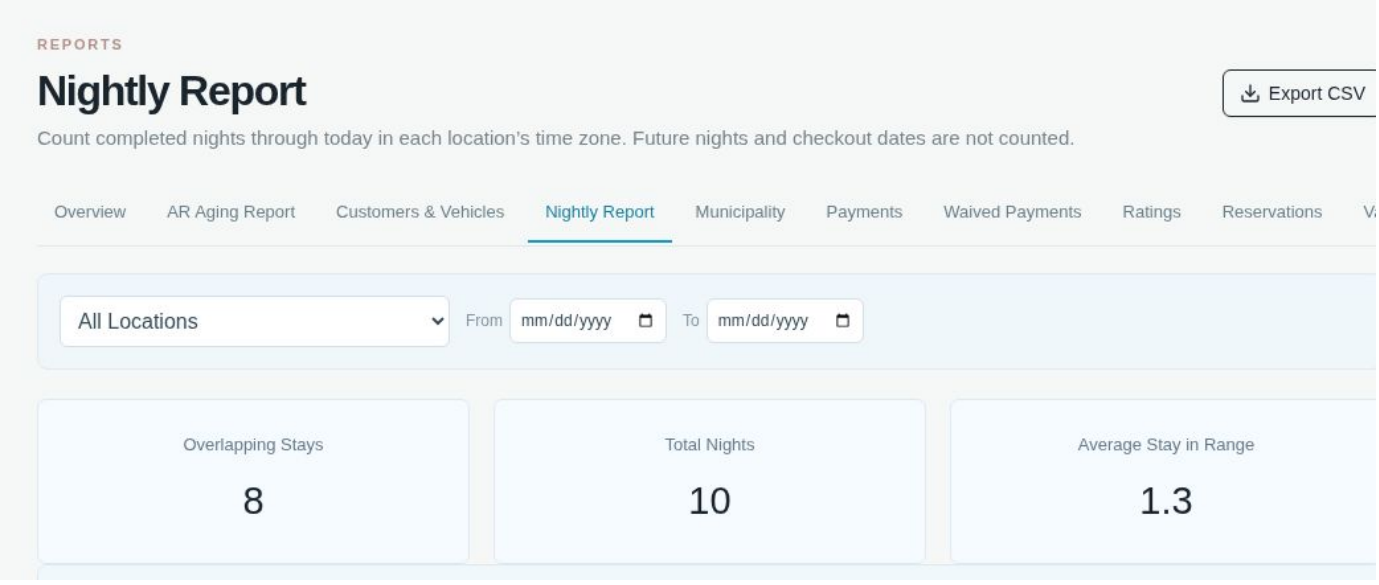
Existing application screenshots supplied in Zenith's October 2026 presentation. Screens shown illustrate the product interface; displayed figures are not customer performance claims.



Attendant check-in



Location management



Operating reports

One hospitality perspective. Three product areas.

PARKSYNC

Digital valet and parking software for hotels, airports, restaurants, events and parking operators. It connects guest tickets and pickup requests with attendant check-in, vehicle photos, parking pins, payments, tipping and reporting. Hotel returns, flight-aware workflows and QR-based parking extend the platform for different location types, depending on configuration.

Launch: November 1, 2026 | park-sync.com

JORJA POS

A restaurant operating platform designed to connect front-of-house service, kitchen workflows and management. Its focus spans point-of-sale ordering, tables and floor plans, split checks, menu management, reservations and waitlists, kitchen displays and printing, payments and tips, staff tools and reporting. Modular tools support broader restaurant operations as the product develops.

Restaurant operations | jorjapos.com

VEYRA

A property operating platform designed for hotels, apartments and condominiums. Its scope brings together property management, reservations, a booking engine, channel management and payments, alongside revenue management, guest marketing CRM and guest experience tools. Digital marketing and website services round out its broader approach to property operations and the guest journey.

Property operations | veyraproperty.com

Explore the portfolio or request a ParkSync demonstration: info@myzenithgroup.com