

Top Tier Hotel

Parking Management, Valet and Shuttle Services

Managing top-notch restaurants, business amenities and more in a competitive, vibrant urban location demands core expertise in the guest experience.

This upscale hotel near a major airport hub needed to provide travelers parking and shuttle services to match their superlative standards for guest services.

CHALLENGE

Airport travelers are a key demographic for this hotel and they expect professional, reliable shuttle service. The hotel's parking business competes with airport parking and other garages in the area, so increasing revenue for the hotel's parking assets required both service excellence and a strategic plan.

SOLUTION

Collaborating with the hotel's leadership team, ABM developed a parking management strategy for maximizing revenue.

The plan included carefully targeted marketing to nearby homeowners, city visitors and airport travelers.



BENEFITS

As a result of ABM's marketing:

- The hotel saw a 15% increase in new parkers.
- ABM doubled the amount of online parking reservations, creating revenue without affecting service levels.

With a targeted use of direct mail, email, area signage and flyer distribution, ABM combined a strong marketing plan with our parking operations expertise to increase revenue for the hotel and give hotel guests the best experience possible.



ABM.com/Parking