

5 Questions to Consider About Your Parking Model

Transparency, Guest Satisfaction, and Control Matter

1

Is your hotel revenue benefiting from added service charges?

Some models include a service charge on top of posted parking rates, yet the hotel doesn't always receive a share of this added revenue. While this structure may benefit the operator, it can leave both the hotel and its guests feeling shortchanged.

2

Is your guest experience connected from check-in to checkout?

When guests are directed away from folio-based payment and encouraged to use a third-party app, the hotel may miss a valuable opportunity to bundle services, deliver a seamless, branded experience, and reduce friction during checkout.

3

Do you have full access to your parking data?

Access to real-time, transparent parking data is critical to understanding operational performance. Without it, evaluating success, optimizing strategy, and holding your parking provider accountable becomes much more difficult.

4

Can your team resolve guest parking concerns on the spot?

When refunds or issue resolution depends on an external vendor, your staff may be unable to assist guests in real time. These delays can lead to frustration, especially in cases of overcharges or service issues, ultimately affecting satisfaction and loyalty.

5

Who holds the parking revenue — and for how long?

In some models, the parking provider retains revenue throughout the month, enhancing their cash flow and slowing down your access to funds. Faster remittance can better support your hotel's operations or reinvestment goals.



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