

## CASE STUDY

# Propark Mobility's Aggregator Solutions Yield 200% Revenue Increase for Hotel Per La

**200% increase  
in revenue**

**150% rise in  
guest  
reservations**

**Tripled  
monthly profits**

### The Challenge

In 2024, Hotel Per La identified an opportunity to enhance its reservation rates and maximize revenue during peak seasons. The hotel aimed to increase its visibility and attract more guests by optimizing its parking operations and improving access for visitors. Recognizing this as an area for growth, Hotel Per La sought to work with a parking management company that could implement innovative solutions to drive both parking occupancy and hotel reservations.

### The Solution

Hotel Per La partnered with Propark Mobility to leverage parking aggregators like SpotHero and ParkWhiz. Starting in March 2024, Propark integrated these platforms into the hotel's parking operations, enhancing visibility for both local visitors and hotel guests. Throughout the process, Propark regularly optimized pricing and availability based on demand, ensuring competitive listings and maximizing exposure during high-traffic periods. The tailored strategy made parking more accessible and encouraged more bookings as potential customers discovered the convenience of parking at Hotel Per La.

### The Results

This collaborative effort quickly yielded results. By August 2024, Hotel Per La experienced a 200% increase in revenue and a 150% rise in reservations. The monthly revenue more than tripled by August, with significant growth in both parking and bookings starting in May. By utilizing platforms like SpotHero and ParkWhiz, Propark helped Hotel Per La boost parking occupancy, resulting in a peak in both reservations and revenue during the summer months. This strategic collaboration helped the hotel capitalize on new opportunities and enhance overall business growth.