

## CASE STUDY

# Propark's Active Yield Management Doubles Revenue for Hyatt Regency Denver at Colorado Convention Center

**108% MoM  
increase**

**123% SpotHero  
growth**

**Doubled  
revenue in one  
month**

### The Challenge

Hyatt Regency Denver faced the challenge of maximizing parking revenue in a competitive downtown market, where demand fluctuates based on events, tourism, and local activities. With numerous parking aggregators offering opportunities to attract transient parkers, the hotel needed a dynamic strategy to optimize rates, manage inventory, and capitalize on high-demand periods. They sought a parking management partner who could implement an active and strategic approach to ensure parking revenue reached its full potential.

### The Solution

Propark implemented an active yield management strategy for Hyatt Regency Denver, utilizing parking platforms like SpotHero and ParkWhiz to optimize pricing and inventory in real time. By adjusting rates based on demand, events, and competition, Propark ensured optimal occupancy and maximized revenue. This data-driven approach allowed for strategic price increases during peak periods and timely discounts during off-peak times, keeping Hyatt's parking offerings competitive and profitable.

### The Results

Propark's active yield management strategy led to significant growth in parking revenue for Hyatt Regency Denver. Total parking revenue more than doubled, resulting in a 108% month-over-month increase. ParkWhiz revenue rose by 49%, while SpotHero saw a 123% increase from September to October, demonstrating the effectiveness of Propark's dynamic pricing and inventory management.