

How Propark Helped a Full-Service Hotel Near LAX Reach Full Capacity in **75 Days**

Full-Service Hotel | Near LAX

Background | Strong Market Opportunity Near LAX

Located near Los Angeles International Airport, the full-service hotel was well positioned for Park & Fly demand from travelers looking to park and shuttle to the terminal.

Prior to Propark, the hotel generated **\$20K–\$25K per month** through its existing parking system, primarily from overnight guest revenue.

Propark assumed operations in early 2026 and implemented a robust revenue strategy from day one, including a defined **4-week ramp-up period** to establish operational consistency before scaling.

**Full capacity
achieved
through Park &
Fly demand**

Propark's Approach | Revenue Activation

- **Park & Fly Launch:** Activated demand channels and booking platforms to capture airport traveler demand immediately.
- **Structured Enforcement:** Implemented a compliance-focused enforcement strategy to unlock additional revenue opportunities.
- **Dynamic Demand Management:** As demand accelerated, bookings were temporarily paused at peak periods to maintain operational control and guest experience.
- **Ramp-Up Protocol:** A structured onboarding period ensured a stable operational foundation prior to full-scale revenue activation.
- **Overnight Guest Optimization:** Preserved core guest parking revenue while layering in incremental demand streams.

**\$10K–\$15K+
incremental
monthly
revenue vs.
historical levels**

The Results | Record Revenue in Under 75 Days

- Parking revenue reached \$35K–\$40K per month, representing a new high for the property.
- This reflects roughly \$10K–\$15K+ in incremental monthly revenue above historical performance.
- 30–40% of total revenue was driven by Propark-generated demand, including enforcement and external channels.
- Hotel occupancy remained strong, reinforcing that parking demand strategies complemented the core business.

**30–40% of
revenue from
demand
generation &
enforcement**