

# How Propark Mobility Increased Gross Revenues by 50% at The Charles Hotel



## At a Glance

- 50% increased gross revenue
- 60%+ increase in NOI
- \$150,000 revenue generated

The Charles Hotel

📍 Cambridge, MA

## The Challenge

The Charles Hotel has 300 spacious guestrooms, a thriving jazz club, two signature restaurants, and conference facilities. When choosing a parking operator, the hotel sought a partner who could restructure their parking program to optimize operations and drive profitability. The Charles Hotel selected Propark Mobility to do this and capture existing and new hotel parking revenue at the 500-space garage facility.

## The Solution

To restructure the hotel parking program – including the restaurant, health club, and retail tenants – Propark implemented effective revenue control procedures and Four-Star, Four-Diamond compliant service standards protocol. Simultaneously, we launched a multi-faceted marketing strategy, partnered with Harvard University and local merchants, and debuted our Park Smart Rewards Program. Additionally, Propark introduced EV charging and other impactful sustainable initiatives, such as small car parking, in-garage recycling centers, and bike share programs.

## The Results

Propark Mobility increased gross revenues by 50% and positively impacted net operating income by more than 60%. Our Park Smart Rewards Program generated new parking revenue, as well. Another \$150,000 in hotel parking revenue was generated with pre-paid vouchers, while a targeted website directed people to the garage, offered specials, and provided Harvard Square information. These changes produced more than \$70,000 in increased revenues year over year.

*Propark Mobility is a national, innovation-driven parking management company that provides full-service parking and mobility services for over 1,000 hospitality, healthcare, commercial, and off-airport parking locations in over 140 cities across the United States.*

*Interested in learning more? Contact us at [inquiries@propark.com](mailto:inquiries@propark.com).*