

The Charles Hotel

Propark's entrepreneurial philosophy positively impacts service and revenues.

The Charles Hotel in Cambridge, Massachusetts is known as Greater Boston's most original hotel; simple, stylish and smart. With 294 spacious guestrooms, including 45 suites, The Charles Hotel is a modern interpretation of New England hospitality with a thriving jazz club, two signature restaurants and state of the art conference facilities. Unfortunately, there was a time when the hotel valet service operations at the 500-space garage facility did not reflect those same sensibilities.

Unsatisfied with the operator at the time, hotel ownership awarded the management con-

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tract to Propark America in April of 2003.

Upon assuming the account, Propark implemented four-star, four-diamond compliant service standards, a multi-faceted marketing strategy and proper revenue control procedures.

Propark immediately restructured the monthly parking program to insure that all accounts were being charged correctly and an elaborate validation model was implemented for restaurant, health club and retail tenants. The previous management team had failed to accurately account for this income and the immediate impact of this single market segment produced more than \$70,000 in increased revenues year over year.

Propark also generated revenues through a creative Merchant's Rewards Program, which partnered 25 local merchants with favorable parking rates.

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Propark created a custom website for the Charles Hotel Garage facility, www.harvardsquareparking.com, where web surfers can learn about the facility, the amenities, parking specials, the Friendly Assistance Program, the Books on Wheels Library and Merchant Validations.

A notable addition to the Charles Hotel Garage was the introduction of the Garage Cab Program. Patrons of the garage receive discounted parking and free round-trip transportation to participating restaurants in a stylish, antique London Taxi Cab. This program has been aggressively marketed and has already compiled a diverse selection of restaurants that participate in the program. These restaurants donate gift certificates to the Charles Hotel Garage, which are given away to every one-hundredth parker in the Garage Giveaway Program.

All together, Propark has increased gross revenues 50% over the previous operators and impacted Net Operating Income by more than 60 percent. Service standards are among the highest in the Boston and Cambridge area and The Charles Hotel continues to cater to a high-level clientele including US Presidents and world leaders.