

CASE STUDY

Towne Park's Innovative Solutions Drive \$2M in Revenue Growth for Hilton Anatole

As one of Texas' largest convention hotels, Hilton Anatole partnered with Towne Park to optimize parking operations, increase efficiency, and improve margins.

The Challenge

In a highly-competitive convention market, Hilton Anatole needed to update an outdated parking system to better handle large-scale demand:

- Multiple overflow lots were uncontrolled and required manual operation during high-demand days.
- Unmonitored remote lots led to significant revenue loss.
- Parking rates were no longer competitive in the market.

To maximize revenue and continue performing as a market leader, the hotel needed to modernize its parking operations with advanced technology and dynamic pricing.

The Solution

To maximize revenue and streamline operations, Towne Park led a comprehensive overhaul of Hilton Anatole's parking systems, implementing key solutions:

1. **\$550K Capital Investment:** Towne Park financed the replacement of an outdated gated parking system, handling all sourcing, procurement, & project management.
2. **T-Park Implementation:** A smart parking system now controls remote overflow lots, replacing unmonitored access—crucial for a high-volume convention hotel.
3. **Dynamic Pricing:** Optimized pricing across all parking streams adjusts to demand, ensuring maximum revenue potential.
4. **Valet POS System:** Towne Park financed and installed an advanced valet point-of-sale system to enhance revenue tracking and operational efficiency.



The Outcome

Through strategic revenue optimization, Hilton Anatole's partnership with Towne Park now generates more than \$1 million (year-over-year) in additional revenue.

- Revenue has increased by **\$1.5 million YOY** showing marked improvement on flat occupancy with a **52%** improvement over prior performance.

Partnering with Hilton Anatole to implement revenue optimization with cutting-edge technology, we've dramatically transformed their parking operations. Through dynamic pricing, increased efficiency, and smarter asset utilization, they've achieved remarkable results—increasing their revenue by over \$1 million in the first six months. Together, we've helped to position them as a market leader in convention services.

Joshua Miller, SVP, Revenue Optimization

