



PARKINGMGT.COM

# Dynamic Pricing Case Study

MOXY OMAHA DOWNTOWN

## Overview

The Moxy Omaha Downtown was one of PMC's first clients to implement dynamic pricing in PMC Valet. In just the first month, **they saw a substantial increase in parking revenue while maintaining high customer satisfaction.** By tapping into our extensive national database, we fine-tuned pricing based on key factors such as occupancy, drive-in rates, average daily rates (ADR), and hotel business mixes. This allowed us to optimize revenue by adjusting prices in real-time to reflect demand and market conditions.



## Results

### Static Pricing

Pricing level continuous throughout the month

**\$15,028**

Rev/Occ Rm ..... \$8.04

Rev/Vehicle ..... \$34.00

Occupancy 72%



### Dynamic Pricing

Pricing levels set at various points in the month

**\$16,958**

Rev/Occ Rm ..... \$9.64

Rev/Vehicle ..... \$38.37

Occupancy 72%

**\$ Average Increase in Total Revenue: 17.3%**

## Customer Feedback

Customers ..... 442

Survey Responses ..... 20

Response Rate ..... 4.5%

### Customer Rating

**4.8**



5 Stars - 18 | 3 Stars - 2

## Conclusion

The Adaptive Pricing Platform has supercharged revenue for our clients, with some hotels seeing over a 20% lift. This strategy ensures our clients can capitalize on market conditions, driving substantial financial growth. This case study proves that forward-thinking strategies deliver results and raise the bar in hospitality.

Ready to see what our innovative approach to parking can do for your business? **Contact us today to learn more.**



QUESTIONS ABOUT PMC VALET?

VISIT OUR WEBSITE OR CONTACT US

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