



PMC Valet: Dynamic Pricing

AND OTHER ANCILLARY REVENUE OPPORTUNITIES

PMC Valet and Overnight Mobile Pay

PMC Valet is our proprietary valet point-of-sale system, developed and continuously optimized by our in-house technology team to meet the operational demands that we see at our sites every day. With PMC Valet's Overnight Mobile Pay feature, dynamic pricing and ancillary revenue are unlocked.

Dynamic Pricing

Dynamic pricing is applied automatically through PMC Valet and sets the highest market rate based on demand.



Hotel runs key occupancy data.



PMC receives hotel metrics.



PMC merges data to create pricing report.



17.3%

Average Increase in Total Revenue



PMC adjusts parking prices.



Hotel approves pricing 30 days out.

Ancillary Revenue Opportunities

Oversized vehicles, luxury models, and late check outs make up a significant percentage of valet parked vehicles.

When activated, PMC Valet can automatically charge a \$10-15 premium for these types of vehicles and unlock new ancillary revenue opportunities.

Markets with disproportionately high percentages of these types of vehicles can see even higher revenue lifts.



5.5%

Average Total Increase in Revenue

IF ALL ANCILLARY FEES ARE ACTIVATED

OVERSIZED VEHICLE RATES



2.5%

Average Increase in Total Revenue

LATE CHECK OUT FEE



1.8%

Average Increase in Total Revenue

LUXURY VEHICLE RATES



1.2%

Average Increase in Total Revenue



About Us

PMC weaves a people-first approach into hospitality valet and bell services, self-parking management, and even the proprietary technology solutions that power our sites. PMC's suite of parking services creates the ultimate guest-focused, revenue-maximizing parking solution for our hotel partners.

QUESTIONS ABOUT PMC VALET?

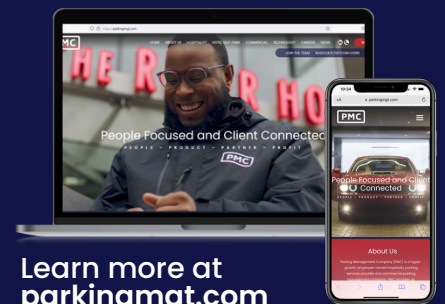
VISIT OUR WEBSITE OR CONTACT US



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