



MAXIMIZING PARKING ASSETS

To learn more about why Towne Park is the premier provider of hospitality services, please visit us at townepark.com or call us at

800-291-6111

With today's financial pressures, more properties look to parking department profits to achieve budget. Maximizing parking assets requires focused, measurable methods.

Revenue Control

Too many parking departments lack the processes and infrastructure to maximize revenues. Towne Park leads the industry with our

- Proprietary Valet Point-of-Sale System ("POS")
- Defined Auditing Processes & SOP Adherence
- Financial Analysis, Statistics & Metrics
- Yield Management

Portfolio Statistics

Towne Park manages parking services and assets at over 325 locations nationwide, so we understand you must know your business before you can change it! With over six (6) million valet-park vehicles and five (5) million self-park vehicles moved annually, revenue control and analysis is a must! For example, a lost ticket equals lost revenue; an empty parking space is a missed revenue opportunity.

Below are a few Towne Park statistics* we use to maximize your returns:

- Overnight Vehicle Drive-In Rate: 32.5%
- Overnight Valet Vehicle Capture Rate: 58.5%
- Transient Vehicle Drive-In Rate: 18.4%
- Transient Valet Vehicle Capture Rate: 34.1%
- Revenue per Vehicle: \$13.79
- Revenue per Available Parking Space: \$6.52

** Based on Trailing 12 through June 2010*

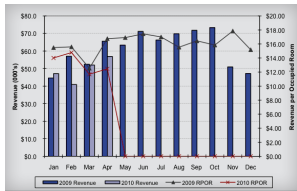
What To Ask About Your Parking Department

Opportunities always exist to drive revenues to the bottom line. At Towne Park, we continually strive to tighten controls and expand revenue streams. We encourage you to ask yourself and your parking provider the following questions, and then **call us if you're not satisfied with the answers!**

- What is the average vehicle retrieval time and how is progress tracked?
- Describe audit procedures for posting and reconciliation?
- What is the ticketing/payment policy for cars left on the ramp?
- What percentage of revenue do hotel comps and adjustments account?
- What types of training programs exist to improve associate awareness of revenue control?



DRIVING REVENUES



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Defined Auditing Processes

Towne Park strives to identify inefficiencies, correct deficiencies and refine processes to better serve our clients. Our auditing system defines proper posting and reconciliation standards, provides quarterly ticket and revenue control audits and creates reporting transparency for the client.

Our clients receive: Published standards, onsite audits and transparent accounting practices

Financial Analysis

If you can measure it, you can manage it! Towne Park manages key performance indicators including Revenue per Occupied Room, Revenue per Available Parking Space (REVPAS), Vehicle Drive-In Rates, Valet Vehicle Capture Rates and Claims Costs/1,000 Valet Vehicles Parked.

We identify and react to changes in hotel and market trends. Through detailed analysis and action, we maximize department profits, streamline operations, and ensure guest satisfaction.

Our clients receive: Monthly distribution of key performance indicators, onsite revenue forecast review and comparative analysis of market trends

Towne Park leads the industry with our innovative automated Revenue Control System, designed to drive financial results while enhancing guest experience. Don't take our word for it... *make us prove it!*

Yield Management

Optimizing space within a parking facility is key to maximizing overall revenue. An empty parking space is unrecoverable lost revenue. Towne Park designs custom plans to maximize parking facilities, including innovative flex parking programs, outbound marketing for daily/monthly parking, park & fly operations, early bird specials and more.

Towne Park conducts ongoing capacity planning based on forecasted hotel occupancy, hotel and other local events and historical trends. We identify future available parking spaces and our process begins.

Our clients receive: Unrealized parking revenue, increased facility utilization and proactive asset management

Applied Technology

Passionate, trained people and industry-leading tools drive financial results! The application of current, innovative technology is what sets Towne Park apart from the rest.

Our systems enhance valet and self parking management operations. By leveraging automation, strict controls and operational experience, we deliver improved financial results with a better guest experience.

Our clients receive: Real-time financial reporting, ticket tracking, valet monitoring, hotel reconciliation, and room key integration