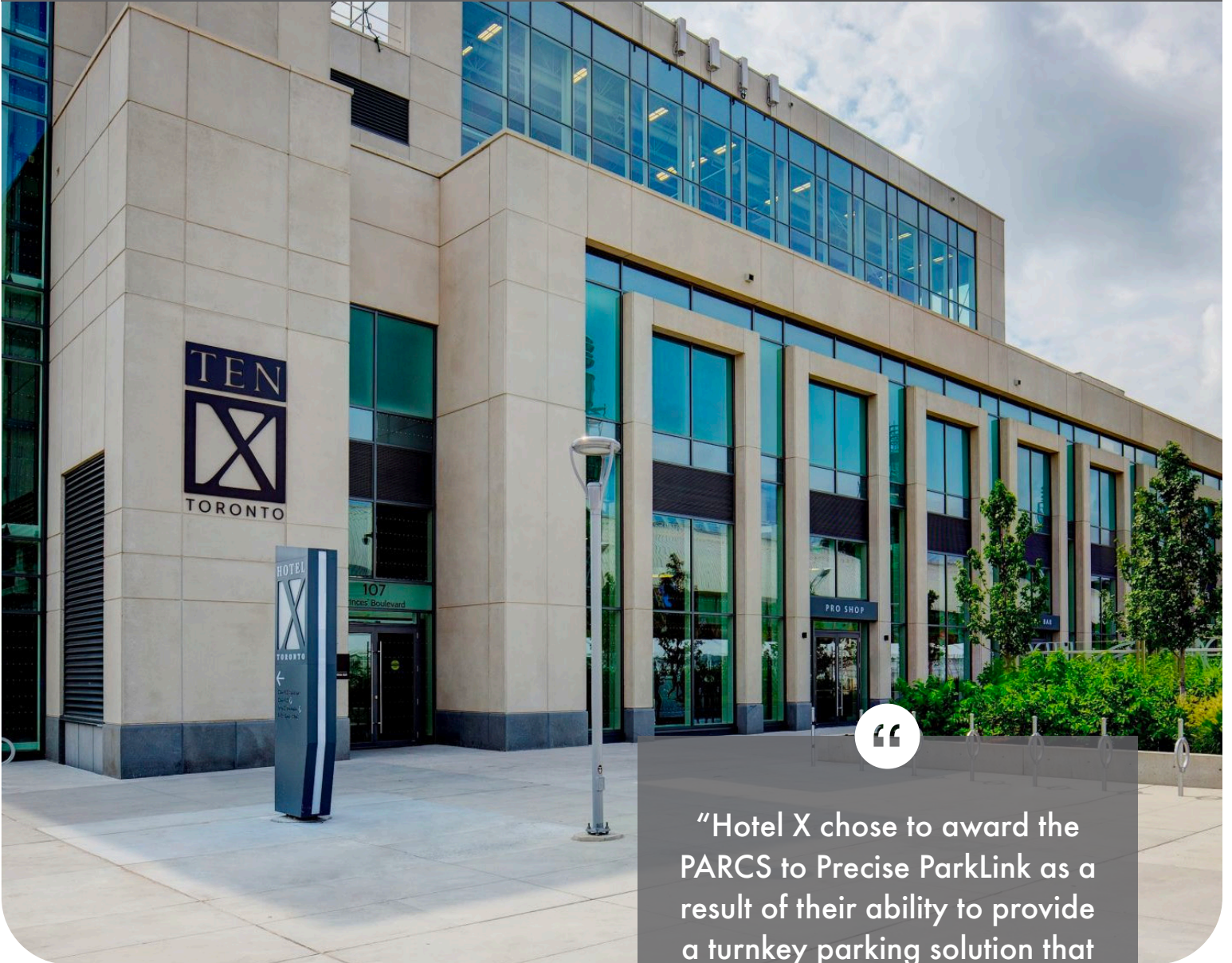


# CASE STUDY

Hotel X Toronto  
Toronto, Ontario



1-888-783-PARK (7275) [PreciseParkLink.com](http://PreciseParkLink.com)



"Hotel X chose to award the PARCS to Precise ParkLink as a result of their ability to provide a turnkey parking solution that was customized to the hotel's needs."







“Precise ParkLink asked me to walk them through my expectations for the parking system. After conducting a full discovery of the hotel’s requirements, their extensive knowledge in automated parking became clear.”

## The Client

Hotel X Toronto by Library Hotel Collection is a unique 30-storey lakefront urban resort that brings a mix of hospitality, sports, and entertainment to the downtown Toronto area. Located inside the iconic Princes’ Gates (opposite the Enercare Centre and on the Exhibition Place grounds), the newly built hotel boasts many luxury amenities, including:

- 404 guest rooms
- Ten X sport complex
- Guerlain Spa
- Fitness centre
- Outdoor rooftop pool overlooking Lake Ontario.

## The Challenges

### *Design and Logistics*

Hotel X was seeking a parking solution that could meet the demands of its two parking facilities—the hotel and the Ten X sport complex—while also capitalizing on its 411-stall parking facility, which features dedicated entrances for both the hotel valet, as well as for hotel guests and the public.

Early on, Hotel X faced challenges with its parking system.

“The architectural design and logistics proposed for the parking lot did not meet the standards of the hotel and parking industry today,” explains Paul Singh, Director of Engineering at Hotel X. “It included a small parking booth for an on-site parking attendant with a basic access control system. We quickly discovered that

this was not going to be a cost-effective solution for the hotel.”

As a result, Hotel X submitted a proposed design to three parking organizations that were competing for the parking access revenue control system (PARCS) at the hotel.

Hotel X Toronto required the design and PARCS to be up and running in time for its soft-launch, which was set to take place in the fall of 2018. In addition to an efficient parking facility design, reliable technology, and parking revenue capture, the hotel was eager to invest in a PARCS that would provide hotel guests with a seamless experience that matched the level of hospitality provided inside its facilities.





“When it came time to execute their recommendations, Precise ParkLink was able to stay focussed, prevailed, and was on-schedule even though a few municipal bylaw setbacks arose along the way.”

## The Solutions

### *Unbeatable Support and Expertise*

“This is where I experienced open support and professional assistance from Precise ParkLink,” says Singh. “Precise ParkLink asked me to walk them through my expectations for the parking system. After conducting a full discovery of the hotel’s requirements, their extensive knowledge in automated parking became clear.”

One of Precise ParkLink’s recommendations for Hotel X was that it begin to manage all parking transactions using a fully automated parking system, which would eliminate the costs associated with on-site parking staff.

“Hotel X chose to award the PARCS to Precise ParkLink as a result of their ability to provide a turnkey parking solution that was customized to the hotel’s needs,” says Singh. “What separated them from other contenders was their eagerness

to listen to our operational challenges and requirements in order to recommend effective solutions. It was also their ability to introduce us to the market’s latest technology, and willingness to provide flexibility when it came to choosing which features and services we could proceed with.”

### *Staying Focussed Amid Setbacks*

“When it came time to execute their recommendations, Precise ParkLink was able to stay focussed, prevailed, and was on-schedule even though a few municipal bylaw setbacks arose along the way,” says Singh.

“Once construction was complete, Precise ParkLink provided our team with comprehensive training on the pay stations, accounting process, operation logistics, maintenance protocols, and the list goes on. Precise ParkLink proved itself to be a reliable partner in all areas of parking.”

## Final Words

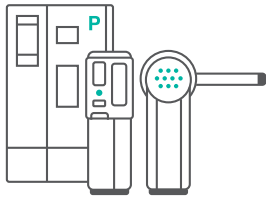
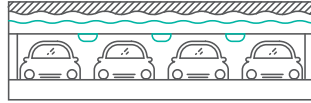
“It is with pleasure that I recommend Precise ParkLink’s technology and management services on behalf of Hotel X. Precise ParkLink has proven itself to be a reliable partner in all areas of parking. What separates Precise ParkLink from their competitors is their eagerness to listen to their customers’ operational challenges and requirements in order to recommend effective solutions. It is also their ability to connect their customers with the market’s latest technology, and willingness to provide flexibility in regards to proceeding with select features.”

– Paul Singh  
Director of Engineering,  
Hotel X Toronto

# Summary of Parking Services

## Lot Type

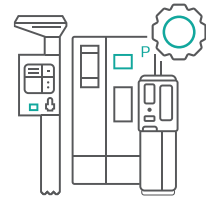
### Underground



Skidata Gated System



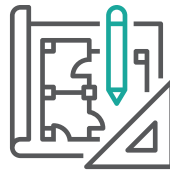
Validation Solutions



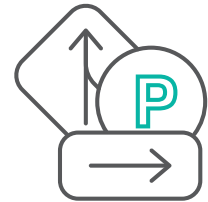
Ongoing Maintenance and  
Technical Support



Construction and  
Maintenance Services



Parking Lot Design



Signage