# CASE STUDY

**Sheraton Cavalier Saskatoon Hotel**

Saskatoon, SK
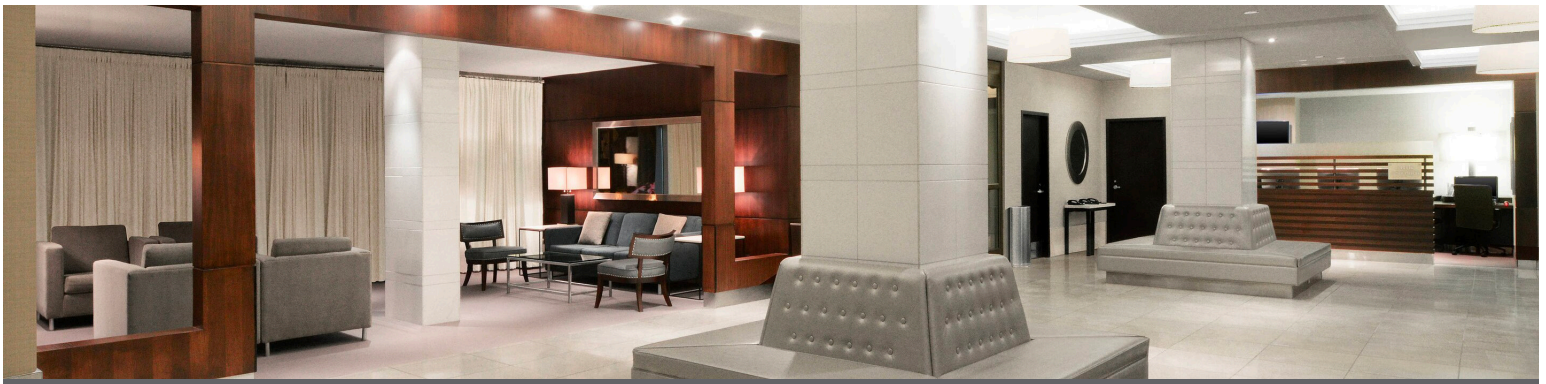
**Sheraton**
Cavalier Saskatoon
HOTEL

> "I am pleased to recommend the equipment and services of Precise ParkLink (West) Ltd."
>
> **- Dale Grant**
> *General Manager,*
> *Sheraton Cavalier Saskatoon Hotel*

PRECISE PARKLINK™ NATIONAL

URBAN MOBILITY

"We have significantly increased our revenue capture of daily parkers, while also increasing our parking capacity due to fewer occurrences of unauthorized parkers."

**Dale Grant**
*General Manager,*
*Sheraton Cavalier Saskatoon Hotel*

## The Client

Sheraton Cavalier Saskatoon Hotel overlooks the stunning views of the South Saskatchewan River. Its prime location in the central business district of downtown Saskatoon means it's steps away from shops, restaurants, and entertainment.

## The Challenges

*Matching Experiences Inside and Out*

The Sheraton Cavalier Hotel previously managed its own parking operations with the hope of controlling the experience in the parking facility so that it matched the experience inside the hotel. But Dale Grant, General Manager of the hotel, and his team found it difficult to maintain "a high standard of satisfaction in this part of the guest experience. Managing our own parking was an ongoing challenge we faced."

The hotel recognized that the experience inside their parking facility could be improved with automated parking technology managed by professionals in the parking industry. As a result, Sheraton Cavalier Saskatoon Hotel chose to partner with Precise ParkLink—a well-known parking solutions provider for hotels across Canada.

## The Solutions

*Full-service Parking*

Parking is the first and last impression guests have of a hotel, making it a key touchpoint that must be managed with high satisfaction standards. Understanding the hotel's desire to match guests' parking experience to the level of hospitality provided inside the hotel, Precise ParkLink recommended implementing automated parking technology.

Sheraton Cavalier Saskatoon Hotel required a high-performing automated parking system that was reliable and easy to maintain, but could also achieve its bottom lines: available guest parking, easy parking experiences, and increased parking revenue.

In July 2017, Sheraton Cavalier Saskatoon Hotel and Precise ParkLink seamlessly transitioned the hotel's attendant-managed parking system to an automated Pay-and-Display parking meter operation, along with guest vehicle registration. Upon arrival, hotel guests' plate number are entered into a cloud-based system linked to parking enforcement, allowing for a seamless parking operation. Since then, Grant says the hotel has experienced a significant increase in "revenue capture of daily parkers, while also increasing parking capacity due to reduced occurrences of unauthorized parkers."

## Final Words

"The transition away from an attendant-managed parkade has positively impacted our guest experience and satisfaction rates. I am confident to recommend the team at Precise ParkLink."

- Dale Grant
*General Manager,*
*Sheraton Cavalier Saskatoon Hotel*

# Summary of Parking Services
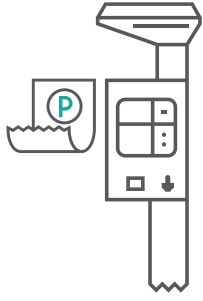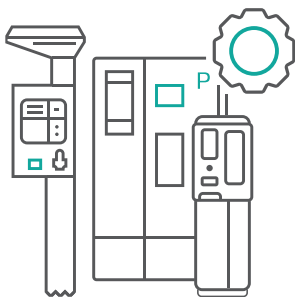
DG4 Pay and Display
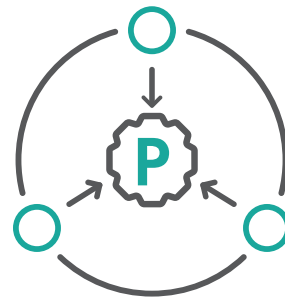Parking Meters

Dispute Resolution

Coin Collection Service

Enforcement

Equipment Maintenance Service

Third Party Integrations