



**TOO  
GETHR**

# **INCREASE THE VALUE OF YOUR HOTEL ROOM WITH SMART PARKING**

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Offer your guests the ability to reserve a parking spot for a better guest experience.

WHITEPAPER



## CONTENTS

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1.	<b>Increased occupancy rate doesn't directly lead to higher margins</b>	<b>3</b>
2.	<b>Challenges for the hotel industry</b>	<b>4</b>
	Pressure on margins due to rising costs	4
	Overload at the front office due to staff shortages	4
	Rising expectations of guests	4
3.	<b>Your guest's experience starts in your car park</b>	<b>5</b>
4.	<b>The impact on your margins</b>	<b>7</b>
	Relieve your front office	7
5.	<b>Case study: Hotel Nils Am See</b>	<b>8</b>
	<b>Schedule a meeting</b>	<b>9</b>
	<b>About TOOGETHR</b>	<b>10</b>

# 1. INCREASED OCCUPANCY RATE DOESN'T DIRECTLY LEAD TO HIGHER MARGINS

Hotels in the Netherlands are doing well. After the occupancy rate dropped to a dramatic 11.1% in 2021, it recovered to 43.3% in 2023, almost matching the 43.7% recorded by CBS in 2020. In 2024, the occupancy rate hit a record peak of 45.1%<sup>1</sup>.

The recovery of tourism and increased purchasing power contribute to higher revenue for the entire hospitality sector. Rabobank expects hotel revenue to increase by 4% in 2024 compared to 2023, the highest growth among all hospitality businesses. However, continuously increasing margins and revenue each year is not easy for hotels.



1. <https://www.rabobank.nl/kennis/d011418430-recordjaar-zo-voelt-dat-niet-in-de-horeca-en-recreatiesector>

## 2. CHALLENGES IN THE HOTEL INDUSTRY

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In addition to aiming to increase annual revenue, the hotel industry faces several significant challenges.

### Pressure on Margins Due to Rising Costs

Higher revenue alone doesn't guarantee success. Along with increased demand comes a significant rise in costs. To compensate for higher personnel, procurement, and energy costs, hospitality prices increased by an average of 9% in 2023<sup>2</sup>. With the new hospitality collective agreement in 2024, wages have also risen. However, these higher costs can't always be passed on in room prices. Typical pricing strategies to increase revenue are no longer sufficient.

### Overload at the Front Office Due to Staff Shortages

According to Horeca Nederland<sup>3</sup>, the hospitality industry needs 508,000 people to fulfil 294,000 FTE jobs. UWV's earlier research mentioned hotel receptionists and managers as hard-to-fill vacancies. A shortage of this staff leads to an overloaded front office, reducing the time available to assist guests, often resulting in a negative guest experience.

### Rising Expectations of Guests

Guests have high expectations for their stay. A negative experience is likely to be shared online, affecting potential new bookings. Google shows these reviews in hotel search results, and booking sites and social media display former guests' (often blunt) opinions. According to TrustYou, travelers read an average of 9 reviews before booking, with 57% positive and 43% negative. Meeting high guest expectations is more important than ever to encourage positive feedback.

<sup>2</sup> <https://www.ing.nl/zakelijk/sector/leisure/voorzicht-horeca>

<sup>3</sup> [https://assets.khn.nl/uploads/20240108\\_Arbeidsmarkt-rapportage-DEF.pdf](https://assets.khn.nl/uploads/20240108_Arbeidsmarkt-rapportage-DEF.pdf)

## 3. **YOUR GUEST'S EXPERIENCE STARTS IN YOUR CAR PARK**

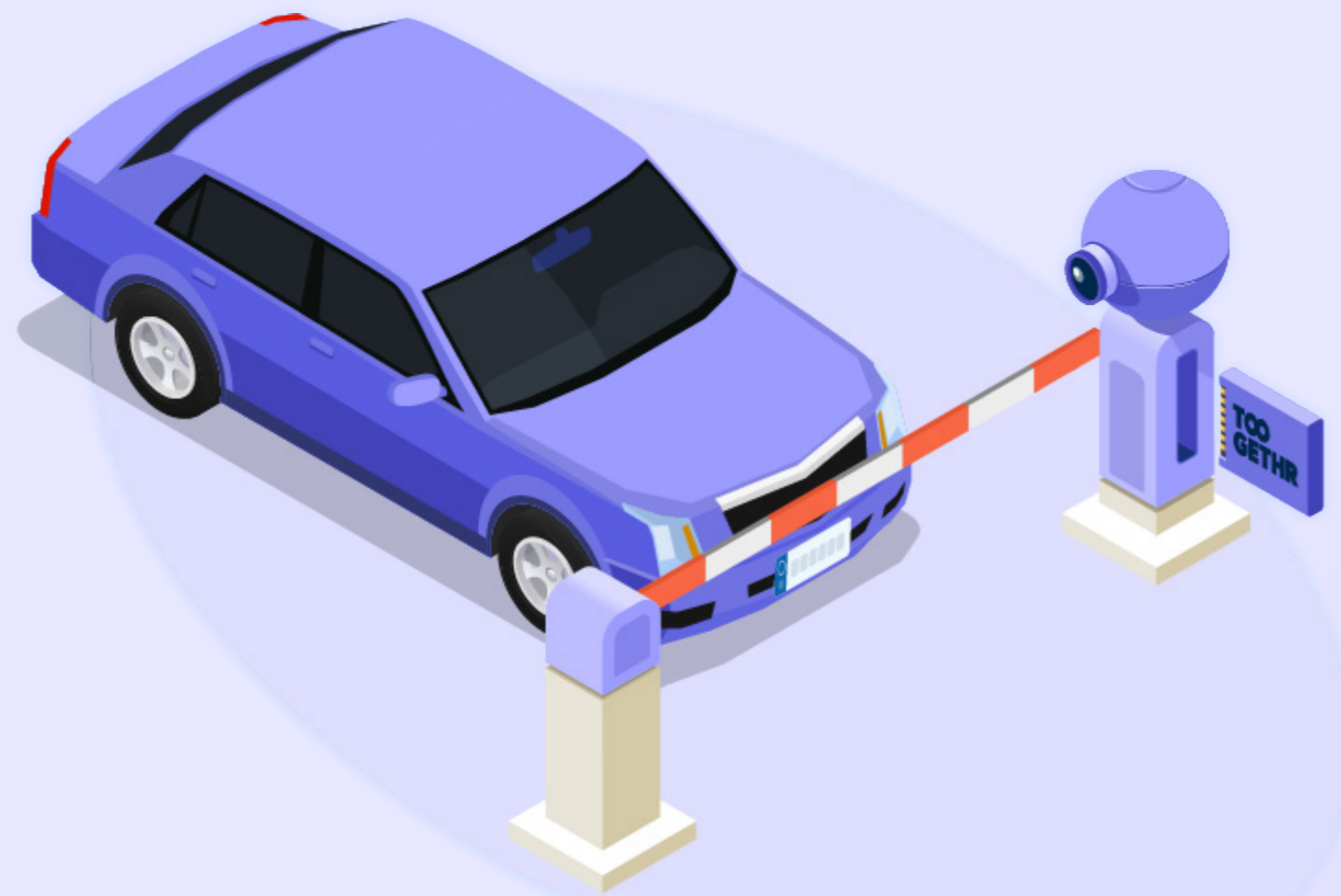
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It may seem obvious, but your guest's experience begins in the car park. Without a modern parking experience, you miss out on insight into who is in your car park and risk an overcrowded car park and disappointed guests.

### **Automate Your Car Park**

Fortunately, there's a way to tackle the aforementioned challenges and increase your hotel room's margins. With a smart parking management system like Togethr Smart Parking, you can automate your car park's access control and immediately improve the guest experience.

### **How Does a Smart Parking Management System Work?**

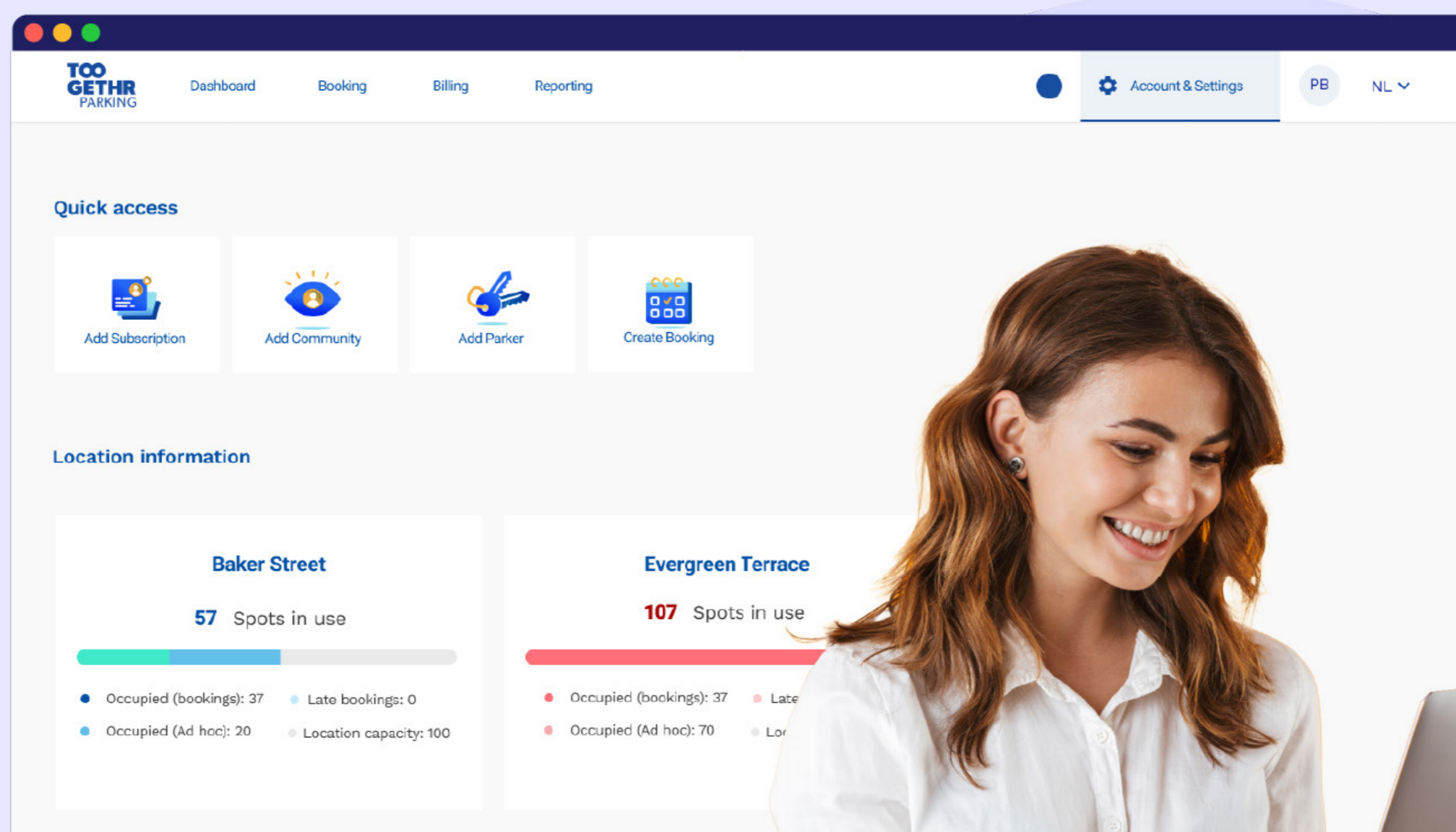


Using a barrier and number plate camera or QR scanner, your guests can smoothly enter your car park without needing a ticket from the front office or via the intercom. Guests can easily reserve a parking spot online when booking. If the guest's number plate or QR code is in the system, the barrier opens automatically.

Additionally, all parking transactions are tracked in a clear dashboard, providing insights into:

- The number of guests who booked a parking spot
- Average parking duration
- Peak and off-peak times
- No-shows

These insights help you manage your car park's occupancy better and inform guests timely when they can't park or where they can park their car instead.



## 4. THE IMPACT ON YOUR MARGINS

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What impact does implementing a parking management system have on your room's value? Firstly, by offering the option to book a parking spot during the reservation process, you enhance the guest experience. There's nothing more frustrating than arriving at your hotel and finding nowhere to park. By providing a positive experience from the start, guests are more likely to leave a positive review. Research has shown that reviews between 4.2 and 4.5 stars particularly boost bookings<sup>4</sup>. The more positive reviews, the higher the demand for your rooms. With higher demand, you can naturally increase your room margins.

Additionally, you can charge guests for a parking spot, thereby increasing your margins further.

### Relieve Your Front Office

A parking management system helps your front office as well as your guests. Some hotels spend up to 8 hours a week on manual actions to issue parking cards and manage parking policies. With a parking management system, guests enter automatically using their number plate or a QR code, eliminating the need for manual tasks by the front office. This prevents long queues and irritated guests, allowing the front office to focus on what really matters: helping your guests.

### Empty Parking Spots: A Missed Opportunity for Revenue

You aim to keep your rooms and car park occupied at all times. However, every hotel has quieter periods, leading to underused car parks. Empty parking spots bring no revenue, but you can easily open these spots for paying visitors who aren't staying at your hotel. You decide when to open your car park and set your rates. Earning money from empty parking spots has never been easier.

**Tip:** Want to know how much you can earn? Use [our calculator](#) for a detailed report.

<sup>4</sup> <https://www.tandfonline.com/doi/abs/10.1080/02650487.2016.1195622>

## 5. **CASE STUDY: HOTEL NILS AM SEE**

Hotel Nils Am See, located on the shores of Lake Neusiedl in Austria, is a boutique hotel with 66 elegant rooms offering an oasis of tranquility for 120 guests. They invested in Toogethr's parking management solution to automate their parking facilities.

The hotel automatically aligns room reservations with parking occupancy, making parking spaces more efficiently used, simplifying check-in, and always knowing the available spaces.



### **Easily Book Parking Spaces and Charging Stations in Advance**

Hotel Nils Am See's General Manager, Alexander Youssef, says, "Our guests can easily book parking spaces and charging stations in advance. This gives us more insight into occupancy, allowing better future planning."

**"If the reception is unmanned, for instance during late arrivals or departures, the parking system also provides a solution."**

To always offer the best guest experience, Hotel Nils Am See uses technology to stay as up-to-date as possible. Implementing an intelligent parking system is part of that approach.

Thanks to their partnership with Toogethr, Hotel Nils Am See now benefits from digital, intelligent parking management. Guests can easily book parking spaces with their reservation, ensuring a worry-free experience during their journey and stay, allowing them to relax and enjoy the beautiful surroundings and modern design of Nils Am See.



# AUTOMATE AND OPTIMISE YOUR CAR PARK WITH TOOGETHR

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Your hotel's first impression begins in your car park. How do your guests experience their arrival and departure? With Toogethr Smart Parking, you reduce the pressure on your front office, improve your guests' parking experience, and generate extra revenue with empty parking spots.

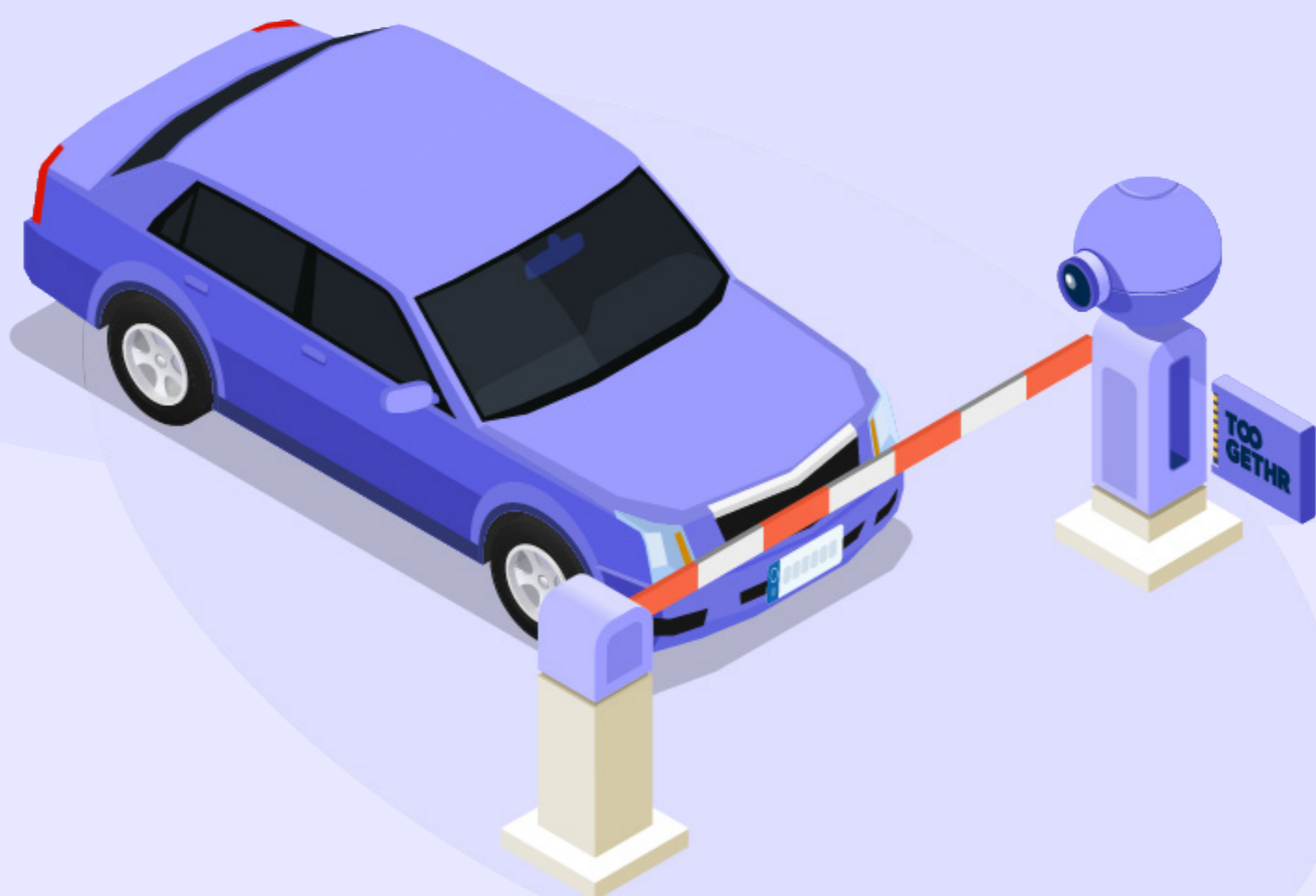
- Let your guests book a parking spot with their stay.
- Reduce the workload of your front office.
- Gain more insight into your parking facility's usage and costs.
- Generate additional revenue with empty parking spots.

Do you recognise these challenges? Are you curious about how our smart parking management system can improve your hotel's guest experience?

Schedule a meeting with us. Looking to dive deeper into the product immediately? Book a demo with one of our parking specialists.

[SCHEDULE A MEETING](#)

[BOOK A DEMO](#)



## **ABOUT TOOGETHR**

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Since 2016, Toogethr has been helping companies like Heineken, CBRE, and Red Bull optimise their parking areas and promote sustainable commuting. With Toogethr's smart parking software, we help companies gain insight, reduce parking pressure and increase profits.

Toogethr is part of the AutoBinck Group.

# TOOGETHR

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