



Delivering an Elevated Parking Experience for a Popular Luxury Hotel

Parking & Transportation Services



Because of its prime downtown location, the Hilton Long Beach is a popular destination for large events, tourists, and business travelers. Since 2022, ABM has delivered expert parking services to enhance the parking experience and improve revenue.

CHALLENGE

The Hilton Long Beach was an ABM client from 1992 to 2020, when the hotel's management decided to take parking operations in-house to reduce costs. After facing significant staffing and service quality challenges, they realized that an outsourced parking provider would allow them to focus on their core competency: delivering an excellent guest experience.

The hotel needed a partner that could elevate the valet operations to be on par with a luxury hotel. Being able to manage a large workforce was essential, as staffing quality directly impacts service quality.

399 guest rooms

30,000 square feet
of meeting space

397 spaces

40 average daily
valet customers



SOLUTION

Elevated Staffing and Service Quality from ABM

ABM manages parking for facilities that are located in a shared complex with the Hilton Long Beach. Because of that shared resource and the prior relationship, it made sense for the Hilton's leadership to reach out to ABM for a solution. With an emphasis on staffing and operational efficiencies, ABM has implemented a number of service improvements:

- **Put Staffing in the Spotlight** – ABM's approach to staffing is to "Hire for disposition, train for the skill." To attract and retain the best candidates, ABM offers competitive wages, training opportunities, and recognition programs.
- **Optimize the Use of Parking Technology** – By implementing an advanced Valet System, ABM is able to capture data on every transaction and perform daily audits. The system also supports risk management, since valets can take photos of existing damage when accepting vehicles.
- **Integrate Seamlessly with the Hilton's Operations** Parking staff wear Hilton-branded uniforms and are trained to act as hotel employees. The parking technology suite is in the process of integrating with the hotel's other systems, which makes it easy to collect data and deliver a seamless guest experience.
- **Provide Customized Reporting** – To provide full transparency into parking operations, ABM's management team works with the Hilton's accounting department to create customized reports. The hotel is able to track key metrics like occupancy, daily usage, and car turnover.
- **Manage the Challenges of Large Events** – Because the Hilton and its adjacent properties manage large-scale events, ABM's onsite manager coordinates staffing and traffic flow between facilities to ensure smooth operations.

BENEFITS

As a result of ABM's partnership, the Hilton's parking operations have improved in a number of ways:

- Reduced claims activity due to the practice of notating prior vehicle damage
- Increased valet revenue by securing payment for all transactions
- Better service delivery from tenured staff
- Streamlined parking operations between the Hilton and nearby facilities
- Improved billing accuracy
- Increased insight into parking operations



Transform your parking from potential pain point to repeat business driver.

Discover what we can make possible for you by calling **866.624.1520** or visiting **ABM.com**.