

# CASE STUDY

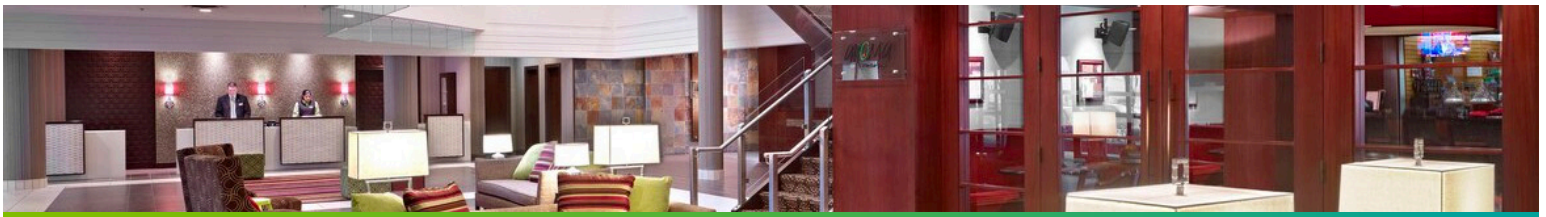
Delta Hotels  
by Marriott  
Saskatoon Downtown

Saskatoon, SK



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“Over the last 4 years I have always found your service as well as your team to be outstanding. Information is accurate and always on time. I have full faith in the integrity of your company and team members and would be willing to offer a personal recommendation to any companies considering using your services and products.”

Delta Hotels by Marriott Saskatoon Downtown is a signature hotel and landmark with stunning views of the South Saskatchewan River and the Meewasin River Valley. Located in the heart of Saskatoon’s business district, this hotel is a go-to place for large conferences and events.

## The Challenges

### *Manual Parking Operation*

Delta was in need of a parking solution that could withstand high traffic volume. The hotel’s initial parking operation was managed by a parking attendant. Due to manual transaction process limitations, there were major delays at entry and exit points during event peak times.

### *Parking Revenue Control*

In addition to incoming and outgoing traffic delays, the control and security of parking revenue became a growing concern for hotel management staff. Cash handling methods were manual and insecure, and as a result, the hotel was having difficulty reconciling its parking revenue finances. It required an access-and-control system capable of securely processing revenue and generating accurate financial reports for easy reconciliation at the end of each month.

## The Solutions

In order to overcome traffic flow and parking revenue security issues, the Delta Hotel by Marriott Saskatoon Downtown chose to partner with Precise ParkLink (West) Ltd. Our leading-edge technology, unmatched level of industry support, as well as our accountability and secure revenue processing made us the ideal candidate for the job.

Our solution consisted of:

### *Pay-and-Display Meters*

The location of each meter was strategically planned to ensure easy access for hotel guests and visitors. Comprehensive signage next to the meters was also installed to enhance the visitor experience. And, since transactions were now being completed quickly at the parking meters, traffic delays at entry and exit points were eliminated.

### *A Payment-Ready Facility*

Precise ParkLink provided end-to-end financial and accounting services for the hotel’s parking revenue. Meters were configured to meet Level 1 (highest level) Payment Card Industry (PCI) compliance standards for credit card processing, and secure cash collection and replenishment was also provided.

### *Parking Enforcement and Concierge Software Integration*

We integrated our parking enforcement

software with the hotel’s concierge software, which allows for automatic guest vehicle registration when parking is purchased during check-in. This effectively eliminates the risk of guests receiving parking violations. Parking enforcement services are now deployed several times a day, at random, and are flexible to the hotel’s unique parking regulations.

As a result of all of these efforts, the hotel has seen a dramatic improvement in guest and visitor satisfaction rates.

## Final Words

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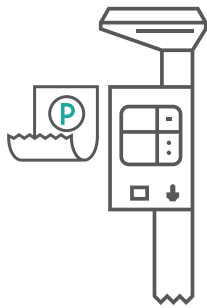
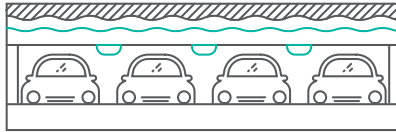
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- Patty Schweighardt  
General Manager,  
Delta Hotel by Marriott Saskatoon

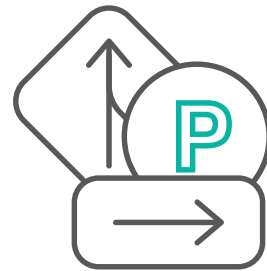
# Summary of Parking Services

## Lot Type

### Underground



DG4 Pay-and-Display



Signage



Enforcement



Validations