

HVS 2019 Hotel Parking Survey

June 2019 | By **Rodney G. Clough**



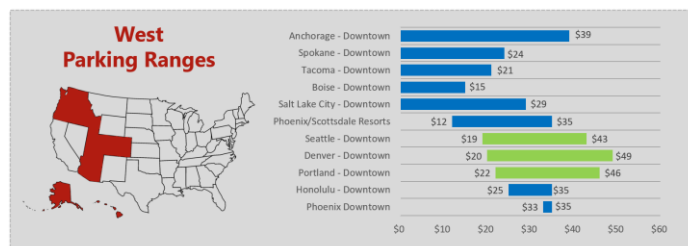
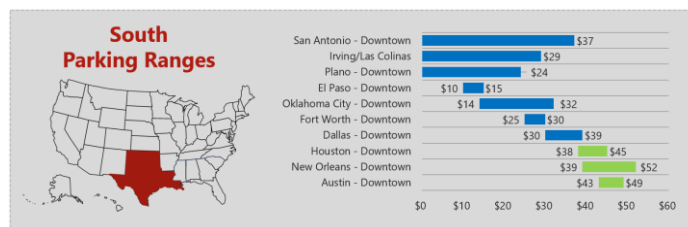
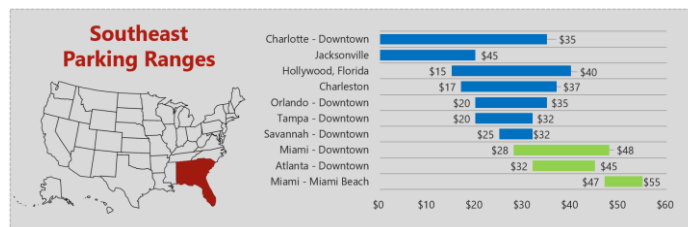
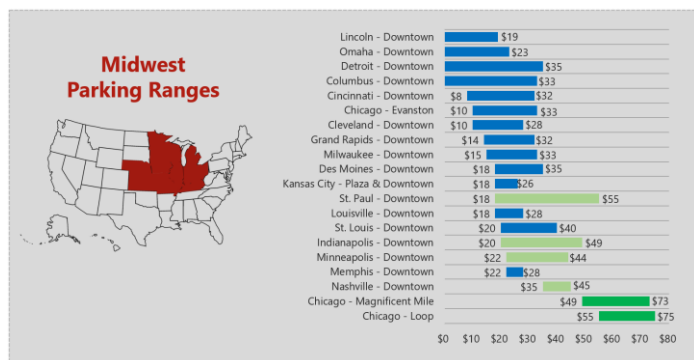
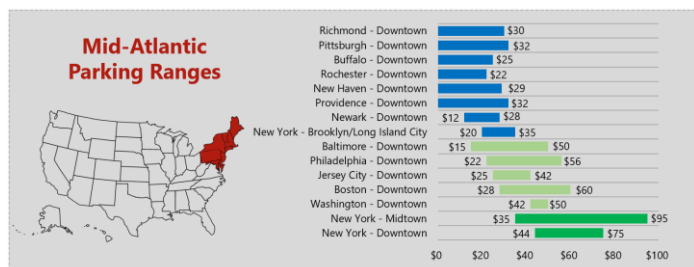
This report provides a look at what hotels are charging for parking across the U.S. and offers insights on parking garage operations. The survey will be updated annually.



This summer we completed our first annual survey of typical overnight parking rates nationwide. Not surprisingly, the highest rates for parking are generally found in New York City, including the \$95 parking rate currently charged by The Plaza. Nightly rates at luxury and upper-upscale properties in New York City, San Francisco, and Chicago tend to trend near the \$70 to \$75 mark. By comparison, most other city centers offer overnight parking at a bargain or do not charge for overnight parking. Also note the following findings:

- The following data reflect valet parking charges; if self-parking is an option, we have found these hotels discount the valet parking rate by \$10 to \$15 dollars on average.
- Hotels that reported free parking (when the range in the table begins with \$0) are generally located on the fringe of central business districts, and not directly in the center of downtown.
- Luxury and upper-upscale hotels fall at the upper end of the range, whereas midscale hotels fall at the lower end of the range.
- Bold green reflects the cities with the highest overnight parking charges, whereas light green still reflects high parking rates, but not at the nation's peak level.

Parking Survey by Region



From a valuation perspective, be careful when comparing properties in city centers. A few may have major parking components (abnormal for a market) that skew a value high on a per-key basis, compared to another similarly-sized property on solely a room-count basis. It is important to inquire about garage utilization by daily and monthly users, daily parking rates, monthly contract rates, and the trends in all of the above over the last several years.

Data collection assistance provided by HVS team members Yi Ann Pan, Ziggy Hallgarten, and Bryanna Andersen.

About the Author



Rod Clough, MAI, President - Americas, oversees strategy execution throughout 40 Americas locations. He recently brought together all US Valuation Consulting offices under common ownership, and has revolutionized the way the company is led and managed. This group of offices represents over 120 hotel industry professionals and executes over 4,000 assignments a year. Rod has been working in the hospitality industry for 30 years and is a graduate of Cornell's School of Hotel Administration. He is a Designated Member of the Appraisal Institute (MAI) and a state-certified general appraiser. Contact Rod at (214) 629-1136 or rclough@hvs.com.