

# Elevating the Guest Experience for Chicago's Historic Navy Pier

## Parking and Transportation



After 25 years working with a different parking management company, the Navy Pier team wanted a new partner to bring elevated levels of innovation and data to increase revenue and optimize profitability during peak and off-peak times. Since 2018, ABM has provided parking services management, janitorial for garages, and valet services for events and a hotel.

### CHALLENGE

Constructed in 1916 and extending the length of ten football fields into Lake Michigan, historic Navy Pier is among the most visited destinations in the world. It welcomes nearly nine million guests each year and has hosted 186+ million people since its reopening in 1995.

### Quick Stats

50 acres on Lake Michigan lakefront

2 parking garages

1,500 parking spaces

9+ million guests per year

40 restaurants, retailers, museums, and partners

6 event venues

1 hotel

year-round programming and cultural events

peak seasonal and holiday events





Navy Pier plays host to concerts, sporting events, fireworks, festivals, tour boats, free public programs, theatre, dining, sightseeing, weddings and the majestic 200-foot high Centennial Wheel that is part of Chicago's famous skyline. Navy Pier is also home to many beloved Chicago attractions, including Chicago Shakespeare Theater, Chicago Children's Museum, the AMC Navy Pier IMAX Theatre and more.

## SOLUTION

### Modern Guest Experience for a Historic Venue

The ABM Parking Services team brought new thinking to Navy Pier, including parking management and the introduction of new business intelligence platforms, technology, and equipment to improve operational efficiencies, the guest experience, and profitability.

**Financial Management Upgrades:** Working with the Navy Pier team, ABM implemented dynamic pricing to maximize revenue, automated the debit card process to save time, and introduced online parking reservations to improve both the guest experience and garage egress. Staffing levels were optimized to provide better guest service while lowering cost.

**Way-finding and Garage Entry:** ABM enhanced way-finding by adding live direction arrows and real time space availability so guests can quickly navigate to open spaces and spend less time searching for parking. Live rate boards at the entrance of the garages are custom updated for specific groups and attract daily parkers to the Navy Pier garages.

**Online Parking Aggregation:** A partnership with a leading online parking aggregator was implemented to more efficiently host the wide range of events at Navy Pier.

**Enhanced Health Protocols:** Starting in 2020, ABM implemented touchless payment systems, enhanced cleaning protocols, and signage to reinforce social distancing and the enhanced cleaning that Navy Pier had put in place to help with guest health and safety.

**Data for Management Decision Making:** New technology introduced by ABM provided real-time parking and data analytics for the Navy Pier board and executive team. This enables them to make dynamic pricing decisions and helps identify new revenue sources during off-peak times.

**Proactive Partner:** ABM works closely with its Navy Pier clients to optimize all aspects of parking operations.



*"As one of the top-attended destinations in the region, Navy Pier serves millions of guests on an annual basis at a very unique location. ABM has helped enhance the experiences of our guests by modernizing and improving our parking facilities."*

— **Brian Murphy**,  
Chief Operating Officer, Navy Pier

## BENEFITS

ABM Parking Services continues to help Navy Pier optimize its guest experience, operations and profitability.



Real-time data to inform decision making



Streamlined payment systems



In-house satisfaction rates



Optimized revenue through dynamic pricing



Creation of new revenue sources

## ABM PARKING SERVICES FOR NAVY PIER

- Parking services management
- Janitorial for garages
- Event and hotel valet
- Touchless technology
- Live garage signage
- Dynamic pricing tool
- Online reservations
- Business intelligence



ABM created new revenue, increased satisfaction, and provided actionable, real-time data to Navy Pier. Find out how we can make it possible for you by calling **866.624.1520** or visiting **ABM.com**.