



# Growing Airport Parking Revenues

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Irish  
Government

daa 

car parks | daa 




Dublin 25m pax 2015



Cork 2m pax 2015

# Parking progress over the years....

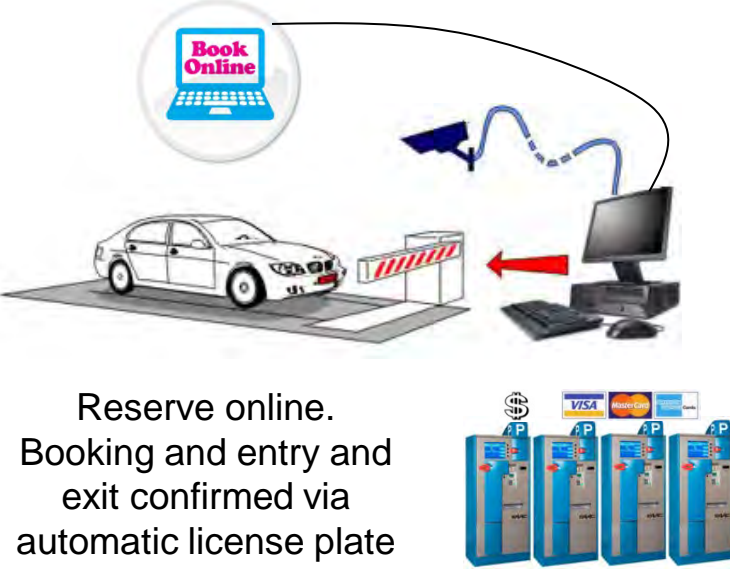
### Pay on foot only



Pay on foot machines only accepting cash and credit cards.  
No cashiers

2006


### Online reservation and ALPR



Reserve online.  
Booking and entry and exit confirmed via automatic license plate recognition. Pay on foot also available

2008

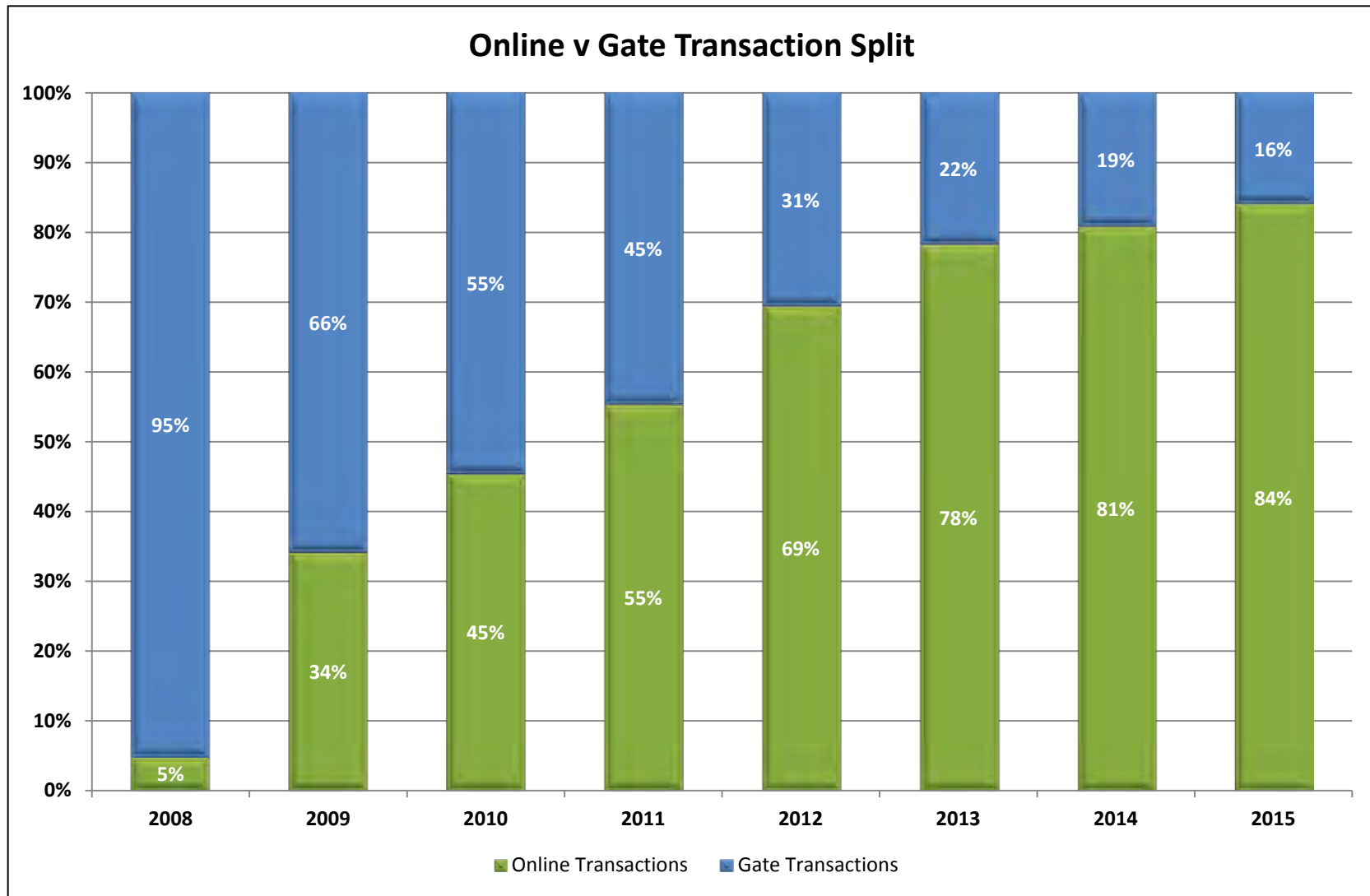
### Airline 'In Path' reservation



Selling car parking 'in path' with airline booking flow

2012

# Progression in Online Pre-Bookings....



*\*Excludes Meet & Greet*

*\*to end September 2015*

# Parking Best Practice....





## 6. Product & Promotion Definition

Create products that appeal to customers and promotions that customer's will see as good value

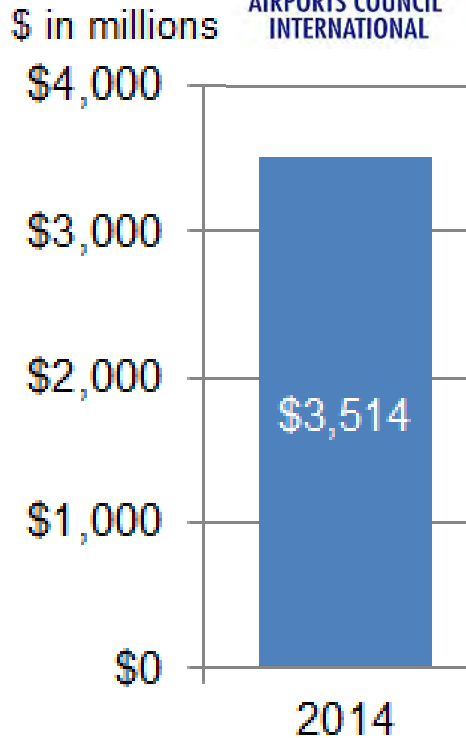
Enter: 10:00, 20 June 2014 | Exit: 10:00, 23 June 2014

[Change](#)

Your exit time has been extended to give you the full benefit of the per day parking rate. There is no additional cost.

Car Park	Online Price	Transfer Time	Book
<b>Terminal 2 Short Term - Weekend Special</b> <ul style="list-style-type: none"><li>Great savings and convenience! Park at the Terminal.</li><li>Just a few minutes walk to Check-in.</li></ul>	€29.95	 2-4 mins	<a href="#">Book Now</a> <a href="#">Info &amp; Maps</a>
<b>Terminal 1 Short Term C - Weekend Special</b> <ul style="list-style-type: none"><li>Great savings and convenience! Park at the Terminal.</li><li>Just a few minutes walk to Check-in.</li></ul>	€28.95	 2-4 mins	<a href="#">Book Now</a> <a href="#">Info &amp; Maps</a>
<b>Express Red Long Term - Special Offer</b> <ul style="list-style-type: none"><li>Located next to Dublin Airport.</li><li>Suitable for both Terminal 1 &amp; 2 with a 24 hour shuttle bus service.</li></ul>	€20.95	 5 mins	<a href="#">Book Now</a> <a href="#">Info &amp; Maps</a>
<b>Holiday Blue Long Term - Special Offer</b> <ul style="list-style-type: none"><li>Ideal for Holidays or Longer stays.</li><li>Suitable for both Terminal 1 &amp; 2 with a 24 hour shuttle bus service.</li></ul>	€18.95	 10-15 mins	<a href="#">Book Now</a> <a href="#">Info &amp; Maps</a>

# Where's the Pot of Gold?....

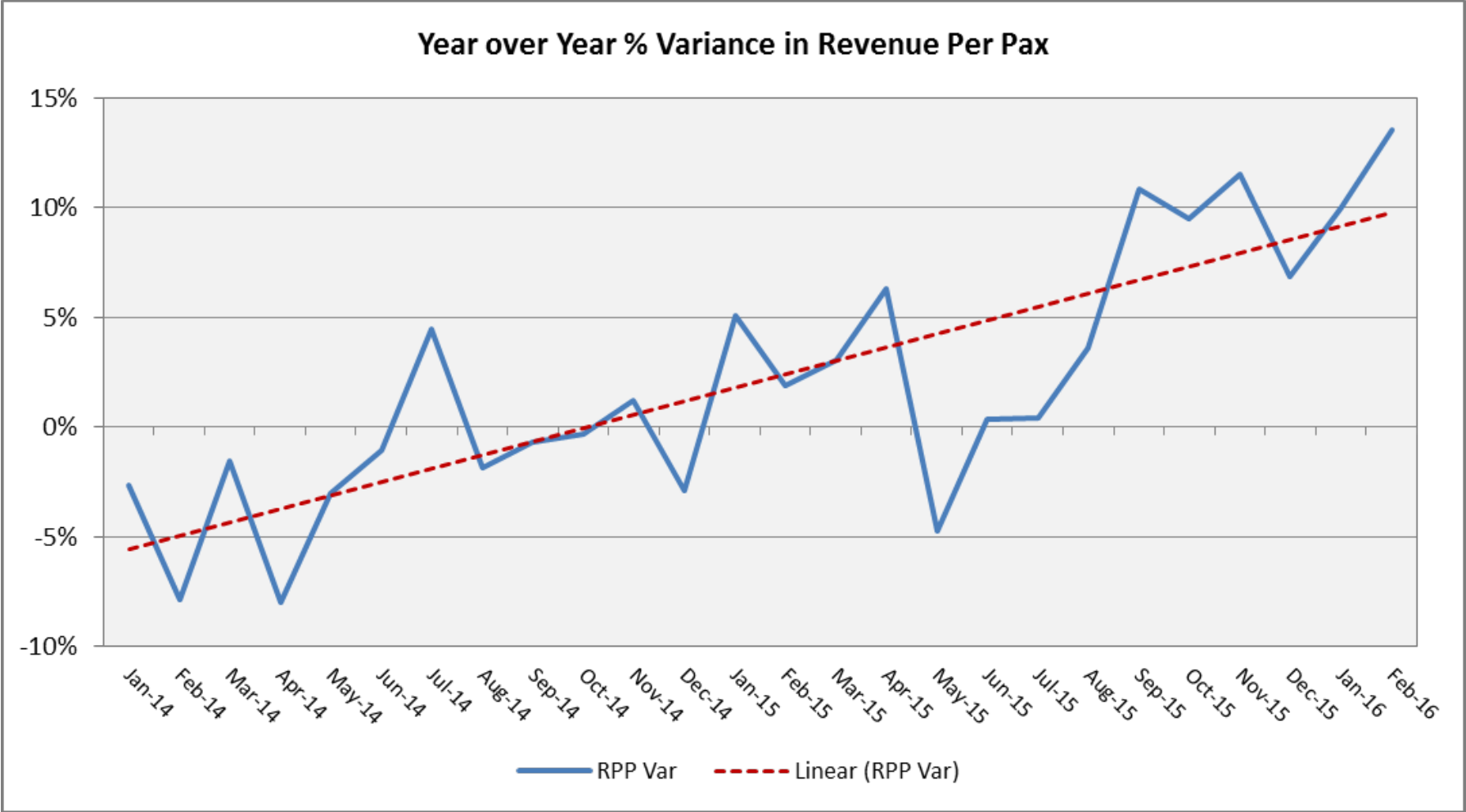


Parking Revenue	\$3,514,000,000
5% increase in Revenue	\$175,000,000

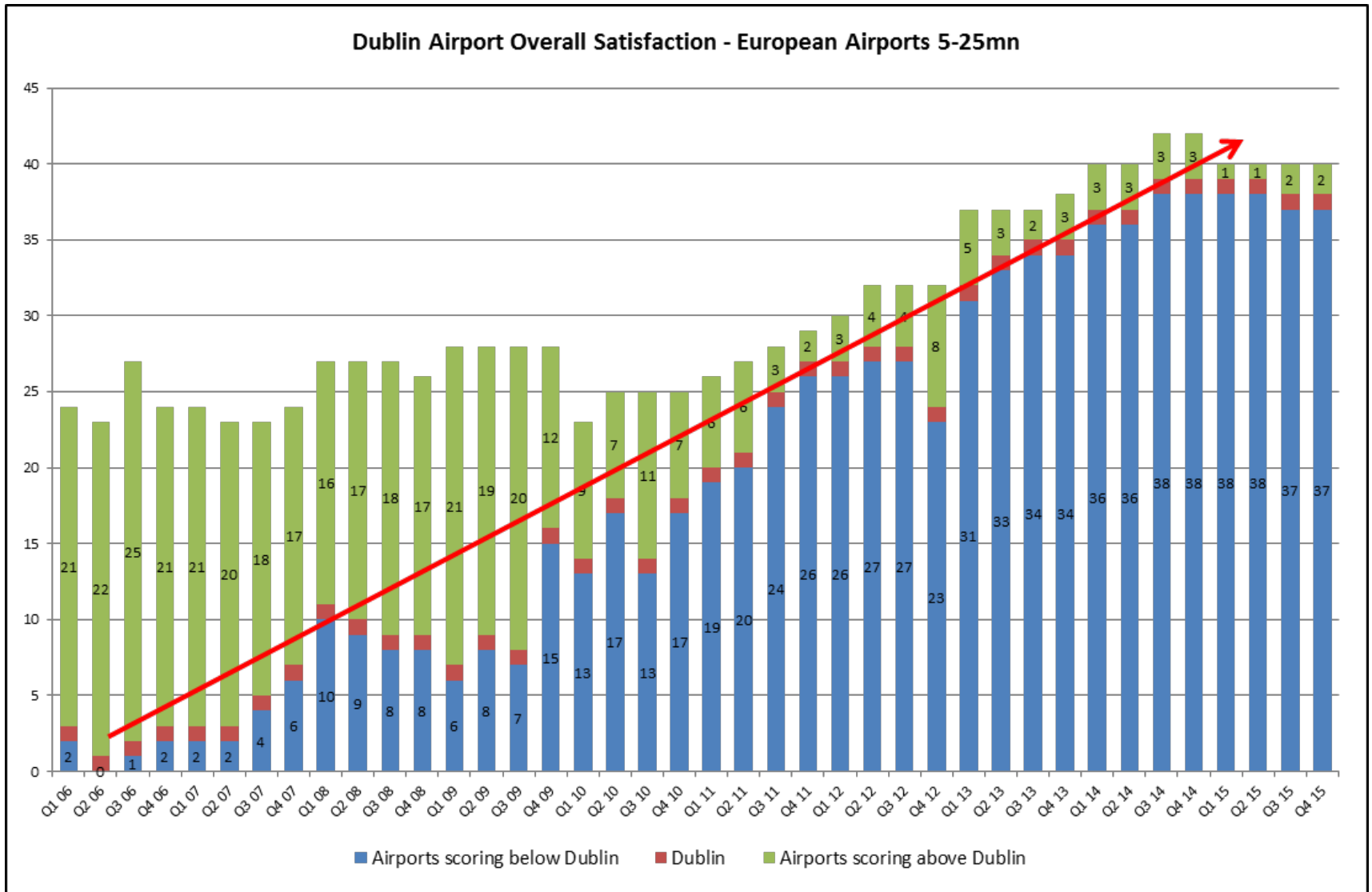
CY 14 FAA Total Enplanements	761,288,443
Increase per passenger enplaned	\$0.223

Enplanements	Potential Revenue (FY)
2,000,000	\$446,000
5,000,000	\$1,115,000
10,000,000	\$2,230,000
12,000,000	\$2,676,000
15,000,000	\$3,345,000

# European Airport ...Parking Revenue per passenger....



# ACI ASQ Score Progression...







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