



# SWOT ANALYSIS

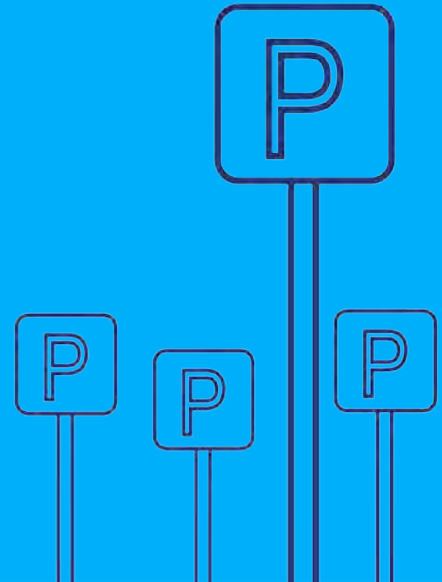
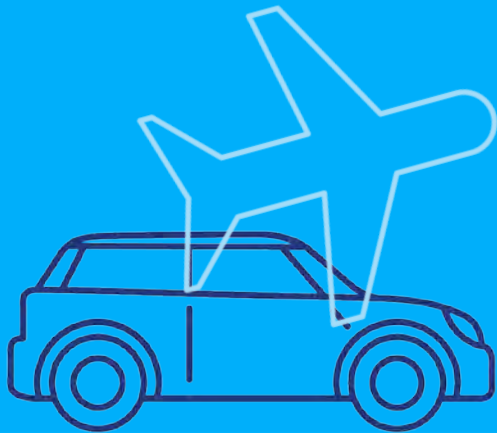
(PRE-2013)



ACCESS  
TO THE  
AIRPORT  
= confusion

LIMITED  
PASSENGER  
AWARENESS  
of available  
parking products

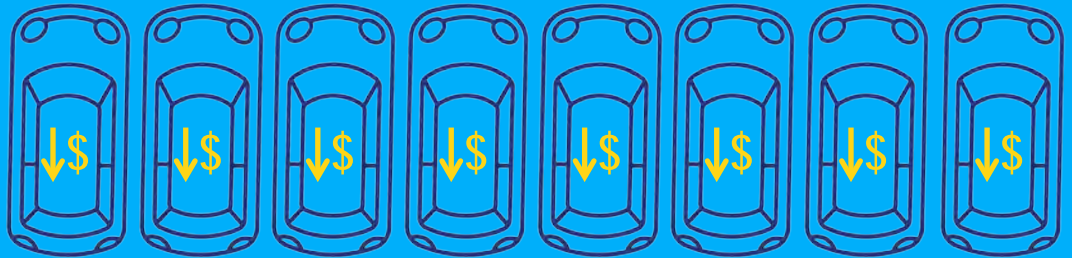
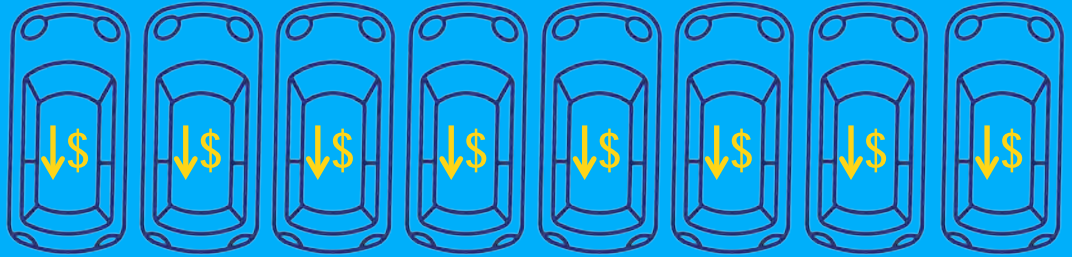
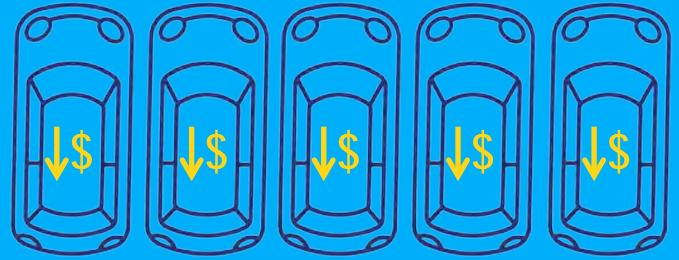
COMPETITION:  
MANY  
ALTERNATIVES



TOO MANY VEHICLES  
IN COMPETITORS LOTS  
& CONCENTRATED  
IN ECONOMY LOTS

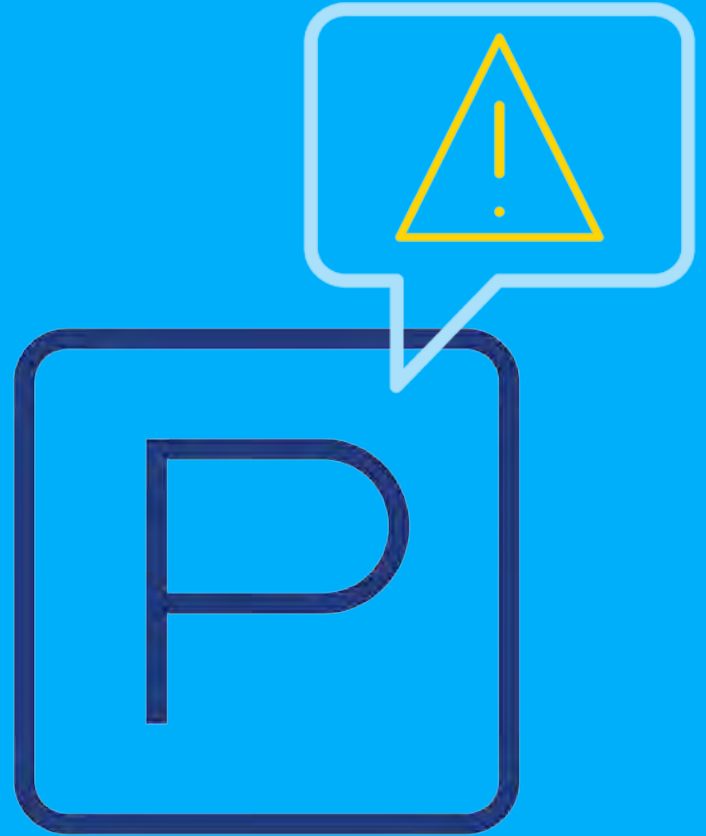
INSTEAD OF IN  
HIGH-YIELD  
LOTS WITHIN  
WALKING  
DISTANCE  
OF TERMINAL

(our Unique Value  
Proposition)

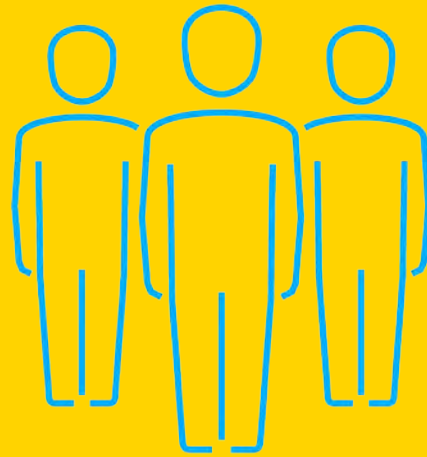


# LESSONS LEARNED

- Our signage needed work
- Product branding needed to be simplified
- Needed to communicate our unique value proposition



# PASSENGER SEGMENTATION STUDY

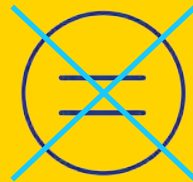


TARGET



PRICE-SENSITIVE  
PASSENGERS

TARGET



ACTIVE PROFESSIONALS

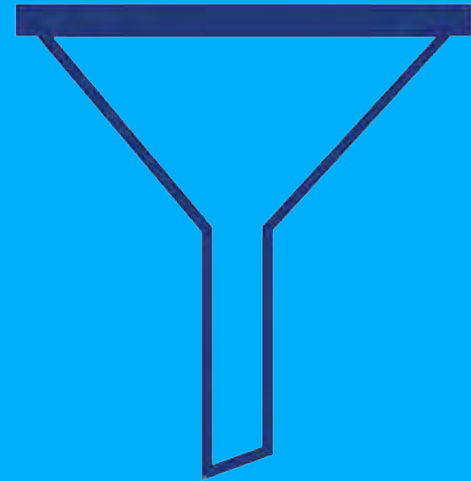
➤ Sun & leisure vacationers

➤ Conference attendees (4 days & up)

# SIMPLE OBJECTIVES

## REVENUE DRIVEN

- Using the funnel approach
- Moving every driver closer to our terminal building
- Work on occupancy levels of high yield car parks



# TERMINAL



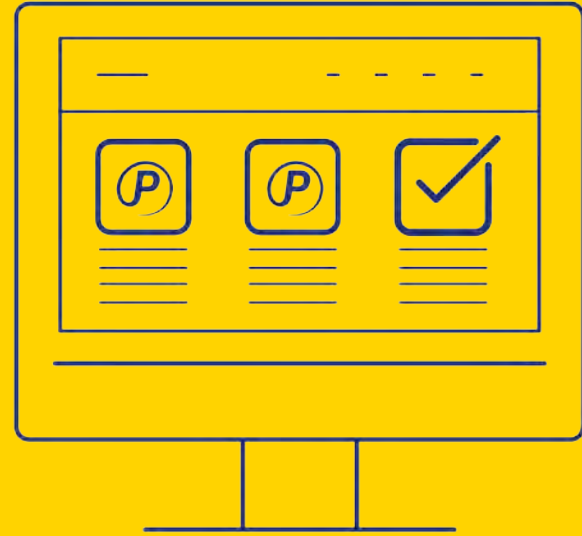


TO ENABLE THE PARKING  
MARKETING STRATEGY

INTRODUCE

# ONLINE PARKING

SYSTEM &  
2 MAIN PRODUCT  
CATEGORIES



Premium proximity



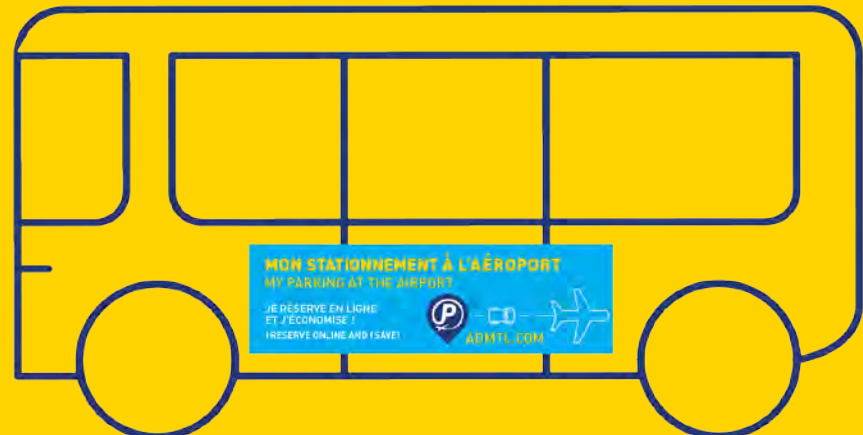
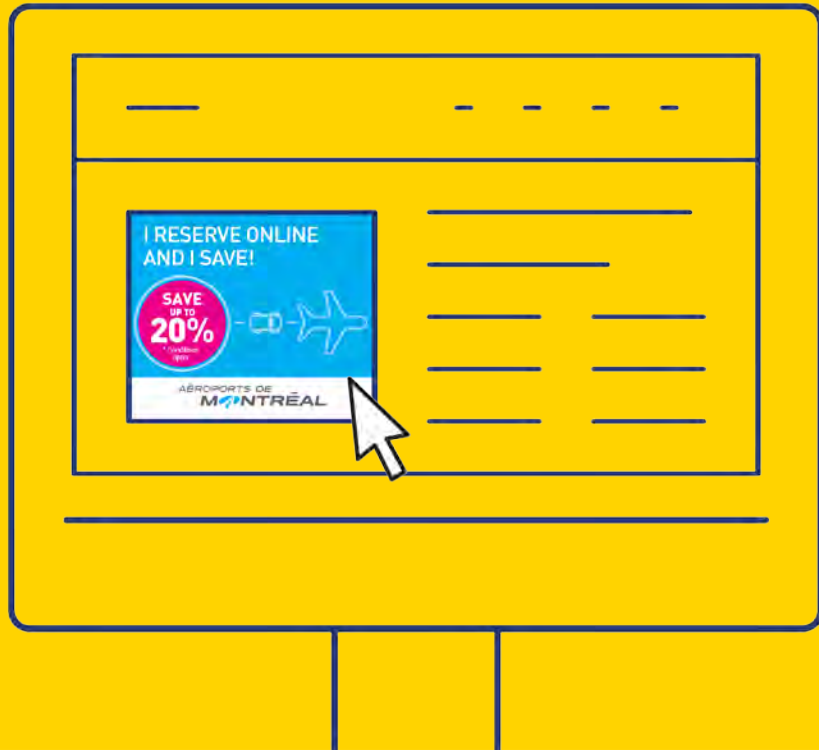
(More) Economical (but still  
closer than off site competitors)

# SETTING THE RIGHT PRICE



- 🕒 Yield management
- 🕒 Capacity scarcity value based pricing
- 🕒 Performance pricing = Higher Yields  
when close to capacity

# PROMOTIONAL AD CAMPAIGN



GET PEOPLE UNTO OUR RESERVATION SITE ASAP

## PROMOTIONAL/AD CAMPAIGN

# GOALS:

- Brand recognition & awareness
- Build loyalty
- Build user database

# PROMOTIONAL AD CAMPAIGN TACTICS/TOOLS

- 🕒 Display marketing
- 🕒 Search Engine Optimisation (SEO)
- 🕒 Loyalty partners
- 🕒 eNewsletter
- 🕒 Mobile app



# CUSTOMER CARE PROGRAM



Employee training (shift from operational efficiency to customer satisfaction paradigm)

- Free online reservation changes
- Money-back guarantee



# SPIKE

IN PRODUCT AWARENESS (86%),  
BRAND RECOGNITION  
& CUSTOMER  
SATISFACTION





# ONLINE RESERVATION LAUNCHED NOV 2013



**NOW REPRESENTS**  
20% of transactions  
11% of revenues

# INCREASE

IN HIGH-YIELD PROXIMITY PARKING REVENUES

AVG OCCUPANCY

 **26%**

REVENUES

 **23%**

**\$ INCREASE**

**IN TOTAL  
PARKING  
REVENUES**

**19%**

# IMPROVEMENT

## IN OPERATIONAL EFFECTIVENESS

- 🕒 Better operational planning because of demand insight
- 🕒 Reduction in shuttle costs of -7%
- 🕒 Reduction in Greenhouse Gas Emissions -39%
- 🕒 Customer satisfaction improvement

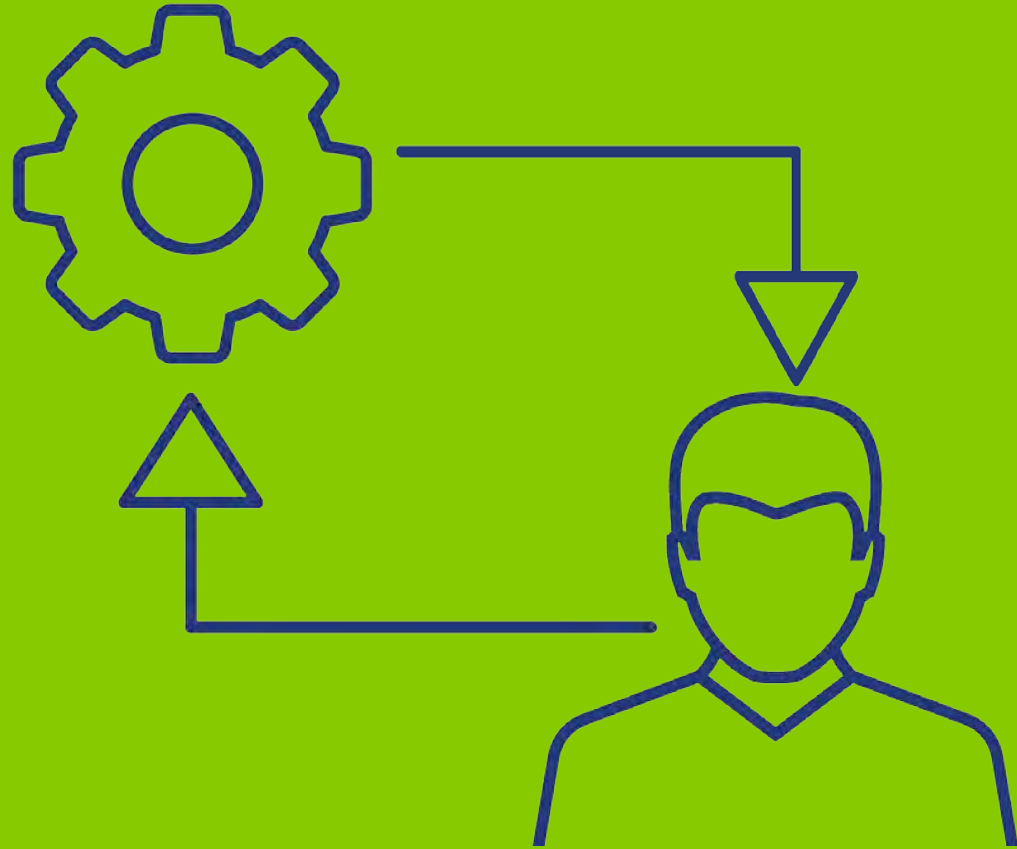
# VISION FOR

## THE FUTURE OF PARKING

*“Through even more refined technology,  
passengers need never worry  
about parking again.”*

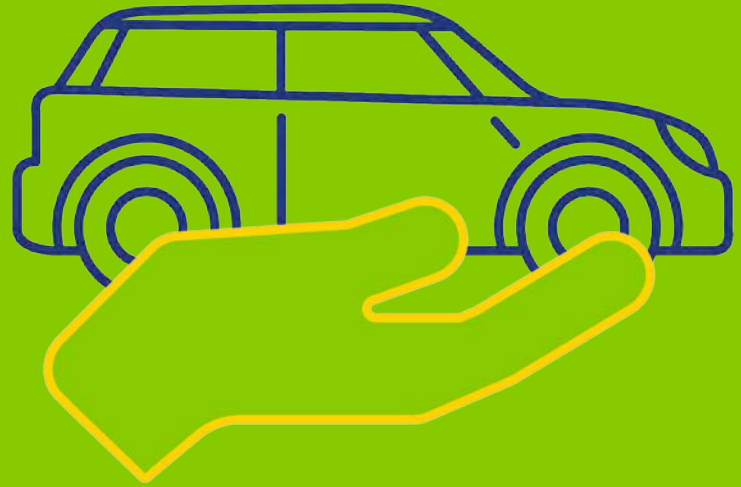


- 🕒 Improving quality of entire airport experience:  
"For many, it all starts here"
- 🕒 Inscribe ourselves in travel purchasing decision
- 🕒 Increase awareness of entire commercial offering
- 🕒 Suggest ancillary service/product deals



# IMPROVE QUALITY OF EXPERIENCE

- ⊗ Real time online space availability & rates
- ⊗ Guidance systems (onsite or in car navigation systems)
- ⊗ Valet parking ("we park" option for all lots)
- ⊗ Brighter & safer lots (LED lighting)
- ⊗ Electrical charging stations
- ⊗ Heated wait areas & walkways





# OPTIMIZE YIELD MANAGEMENT

Matching driver to the  
right mode of transportation 1<sup>st</sup>,  
then to the right space,  
at the right time,  
at the right facility  
& at the right price



# OPTIMIZE YIELD MANAGEMENT



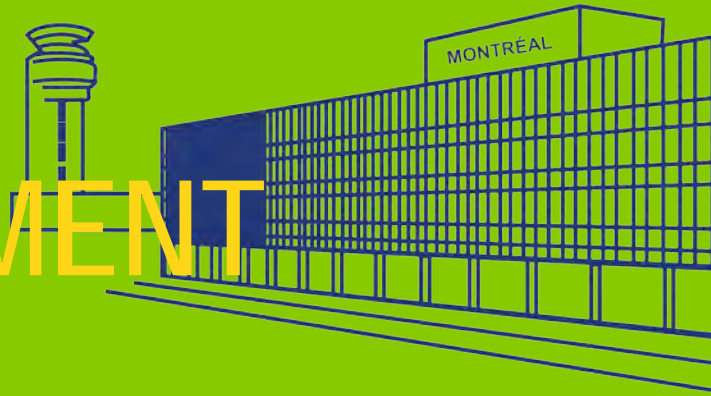
## FOR THE PASSENGER:

- 🕒 Choice of parking products at different pay points to fit budget and need
- 🕒 Improved chances of availability
- 🕒 Reduced cruising time



\*\*\*WHICH ALL LEADS TO IMPROVED SATISFACTION\*\*\*

# OPTIMIZE YIELD MANAGEMENT



## FOR THE AIRPORT:

- 🕒 Precise estimate of parking demand at any given time to better manage capacity, operations and pricing
- 🕒 Getting the price right means:
  - 🕒 Adjusting prices to reach occupancy rate objectives by lot
  - 🕒 Adjusting prices to scarcity value
- 🕒 Better knowledge of customer behaviour and preferences



# PROPOSITION

BY WILLIAM VICKREY

A Canadian-born Nobel Laureate in Economics – 1954

*“Parking prices should be set at a level so determined as to keep the amount of parking down sufficiently so that there will be almost always space available for those willing to pay the fee...”*

