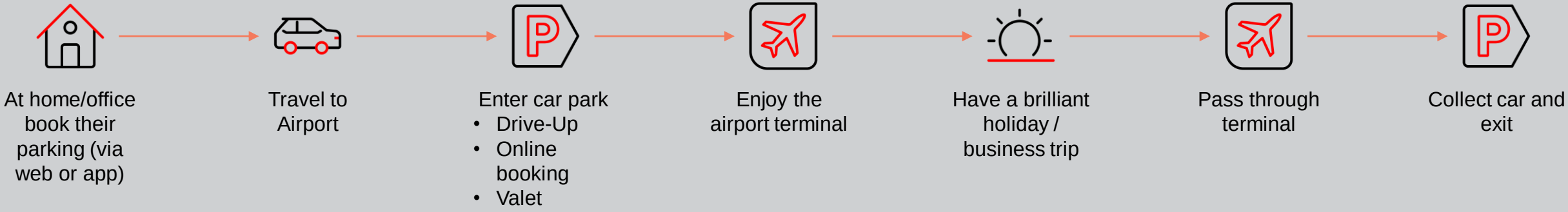
Using digital innovation to drive parking revenue

Paul Sidwell

Wilson Parking

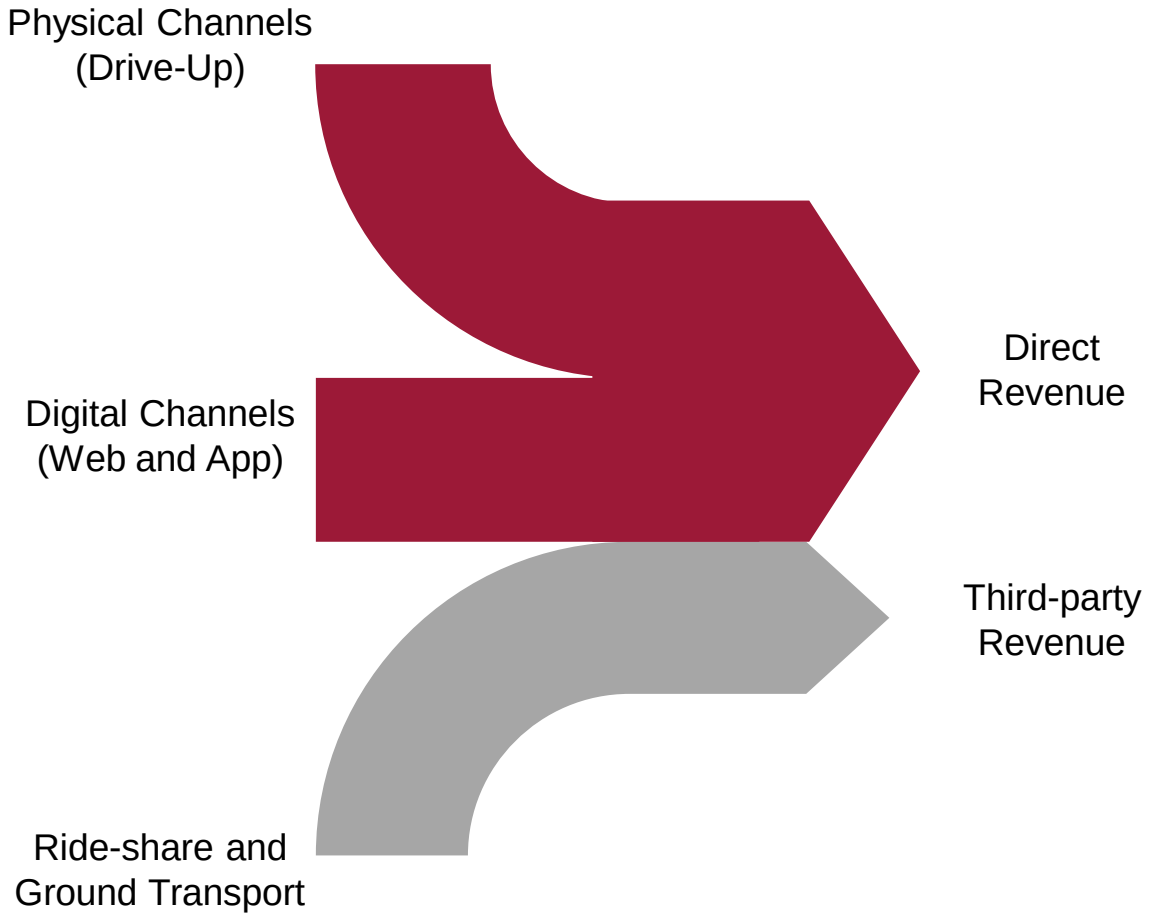
Parking is a key part of the customer journey



Parking is often the customer's first and last experience at the airport.

It needs to be a seamless and positive one.

Parking is a key contributor to non-aeronautical revenue



Power of parking data

Data directly from airport's assets

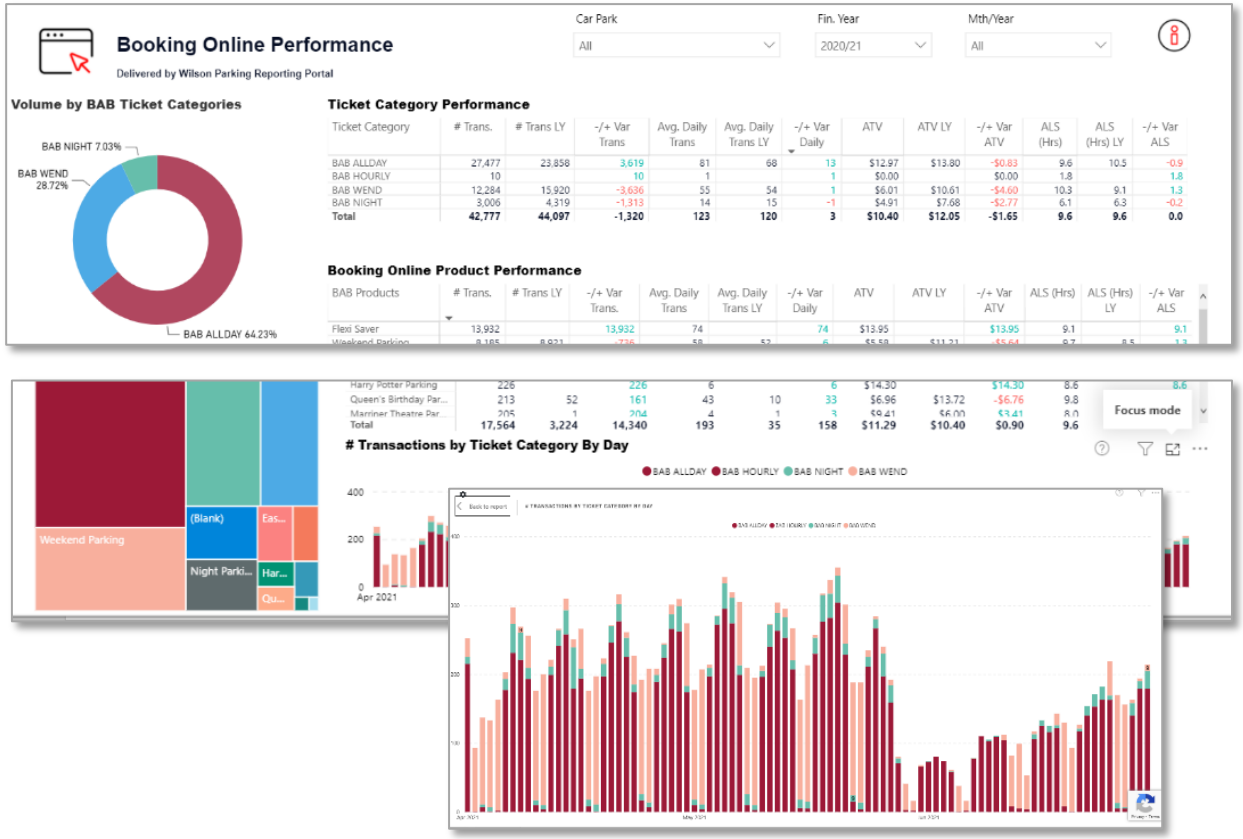
Not third-party data from public transport, ride-share or ground transport agencies

Rich data set

High-level, de-identified trend data as well as Transactional-level occupancy data

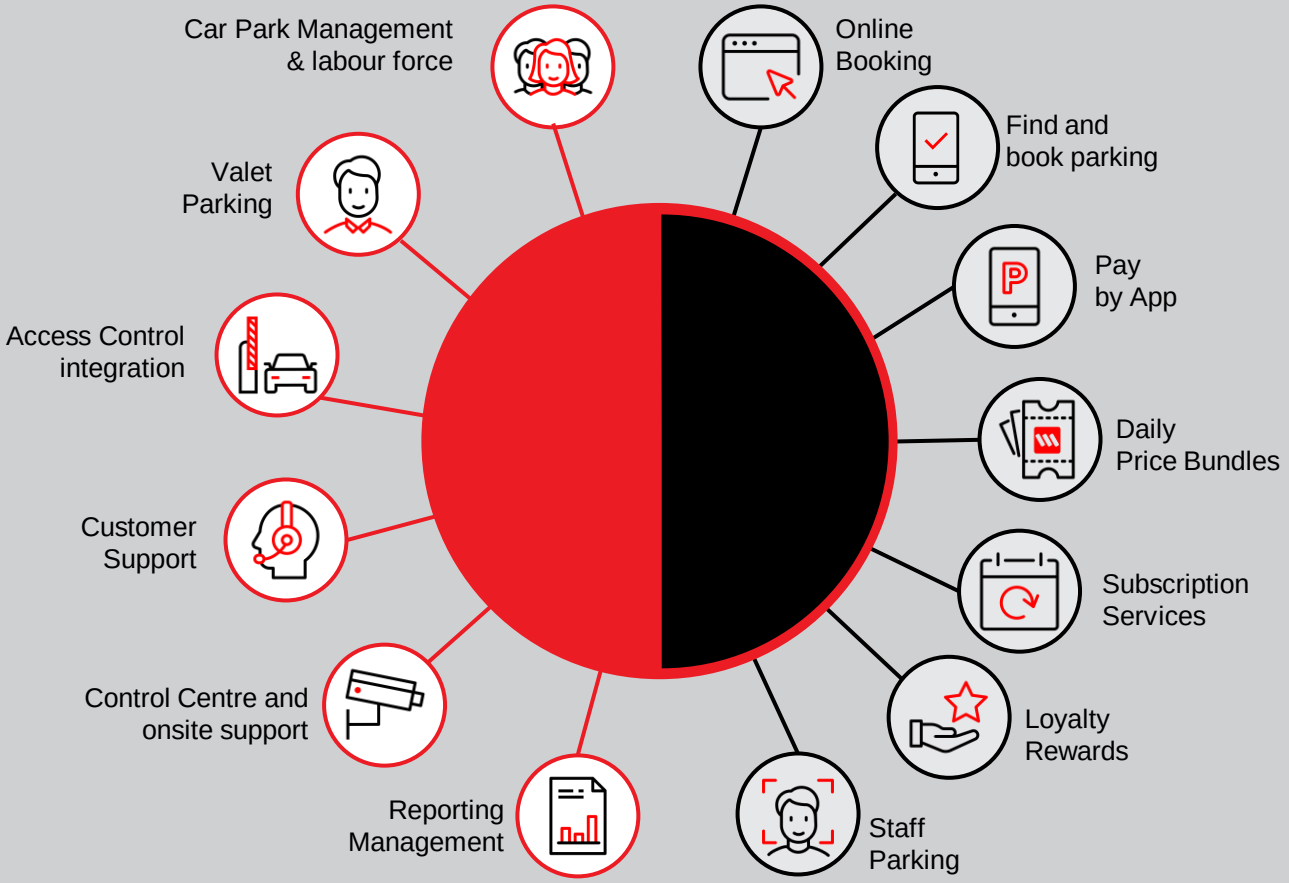
Complementary

Data from online booking, mobile app and parking systems complements other airport sources



How we see the parking ecosystem

Managing the car park



Driving customers to the car park

Consumer behaviour has changed

Online transactions continue to rise

67% of commuter parking transactions are via online channels.

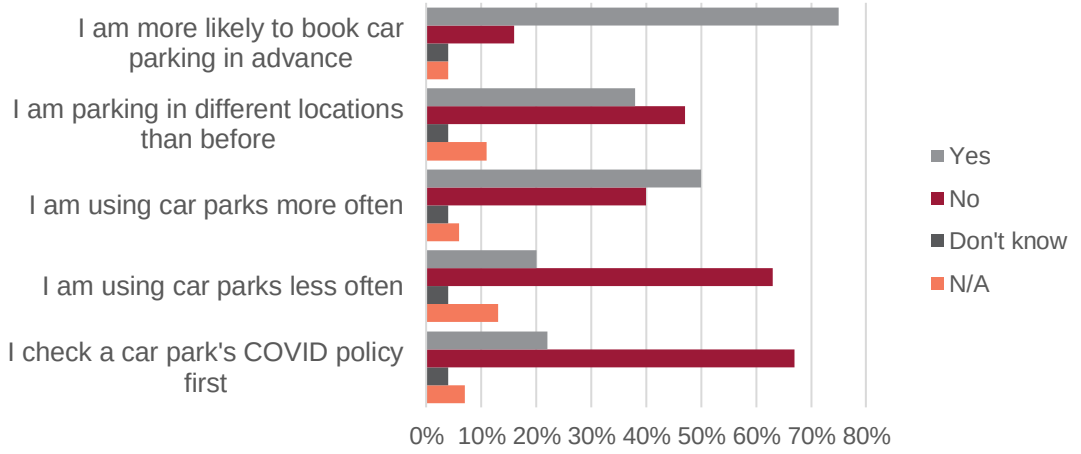
Ride share aversion

Due to health concerns, rideshare services plummeted during COVID

Public Transport caution

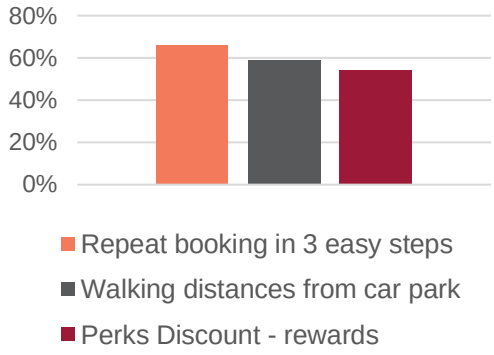
Public transport commuter numbers (NSW) are 70% lower than pre-COVID levels

Changes in behaviour as a result of COVID

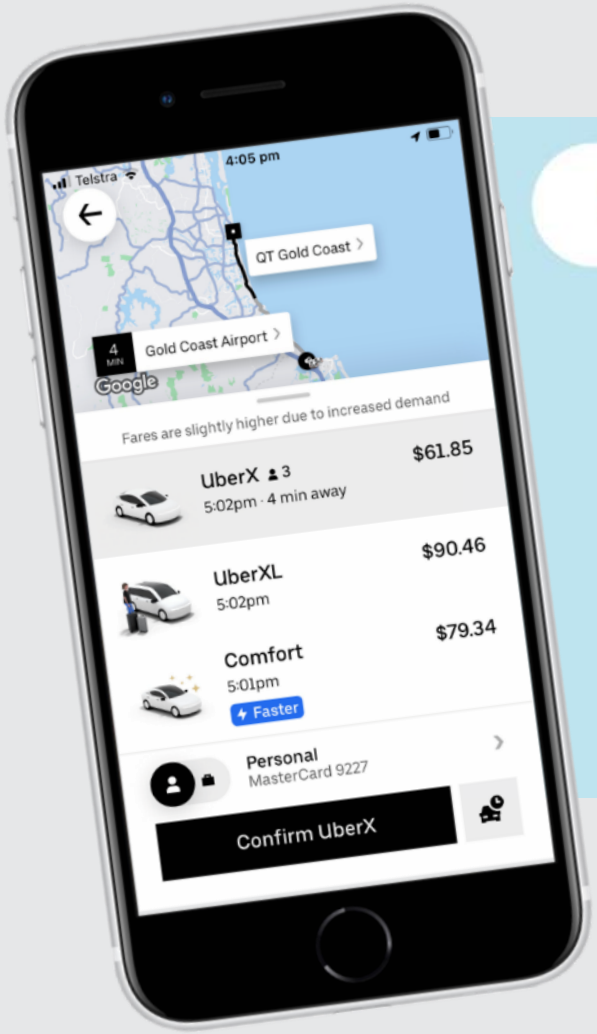


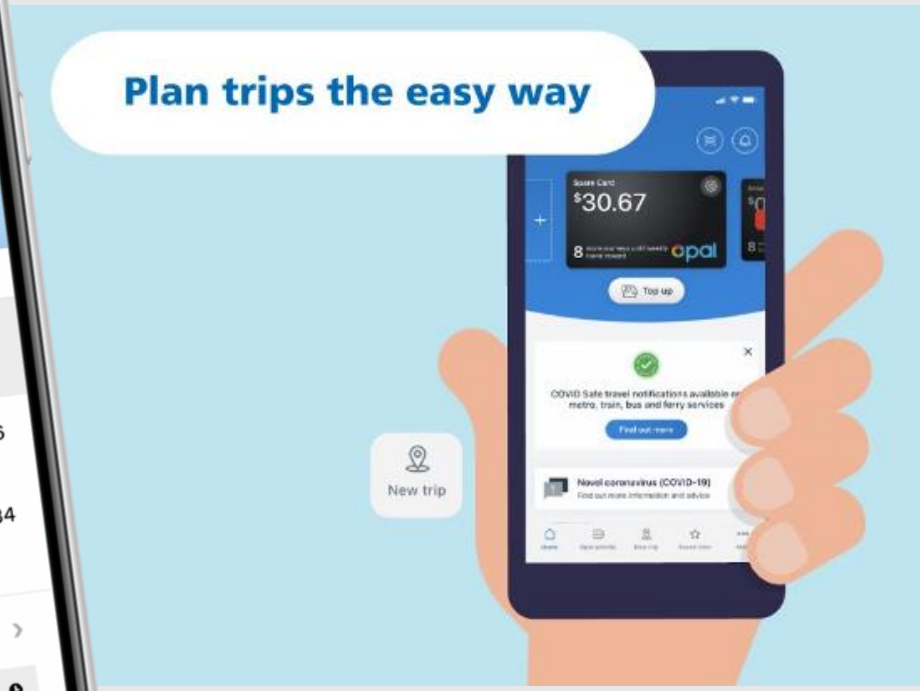
53% use online booking due to its convenience

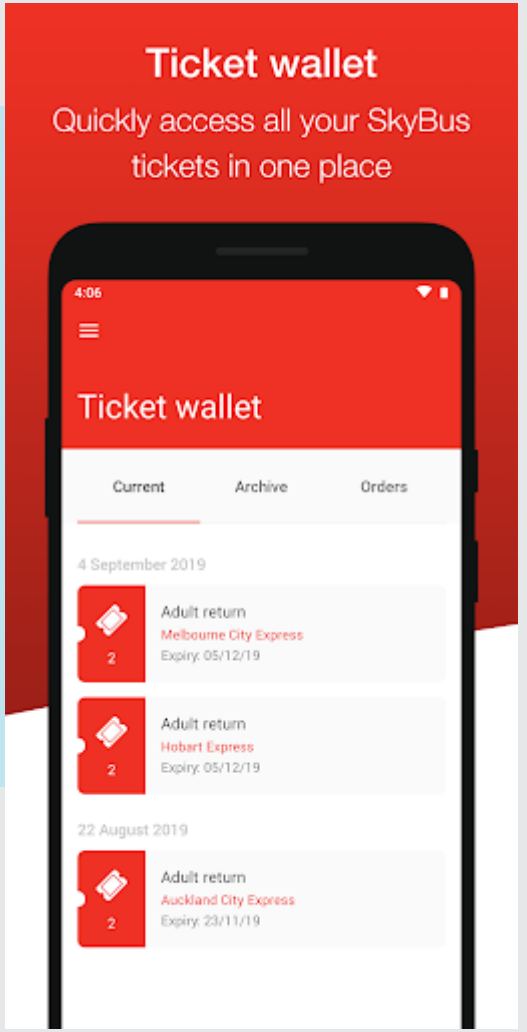
App features of interest

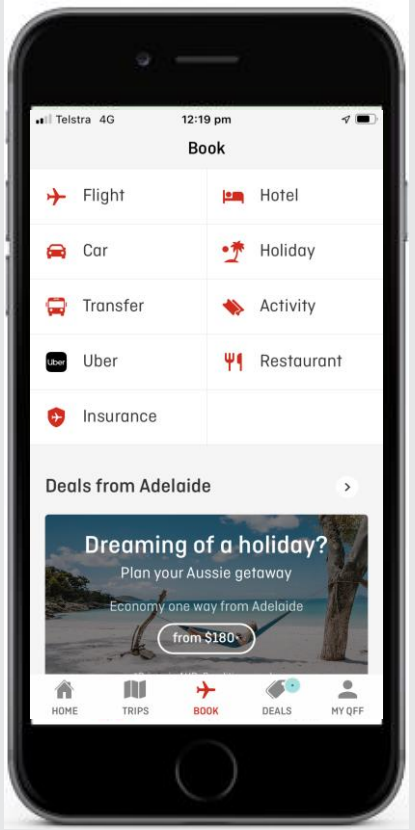


Customers expect mobile

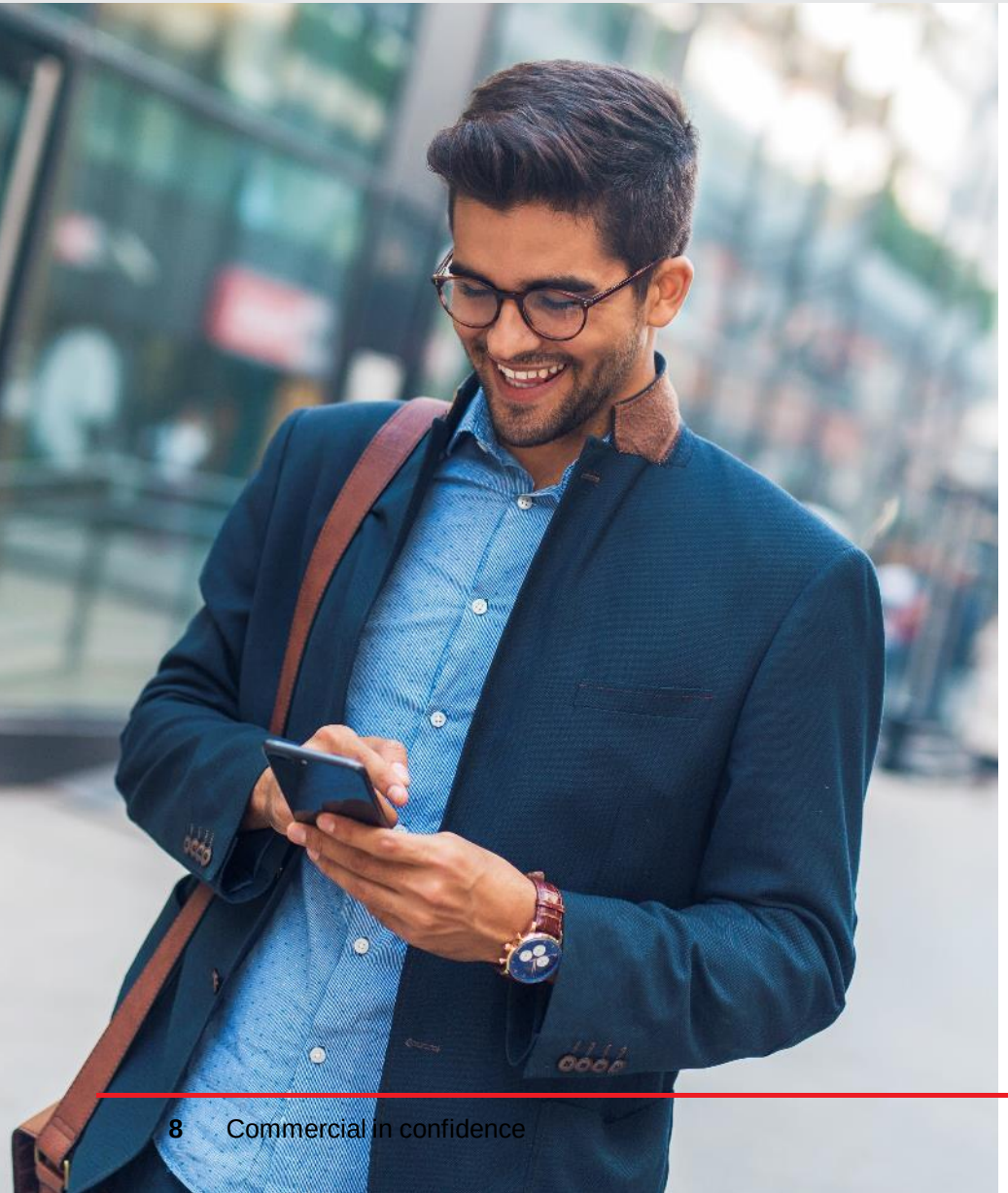




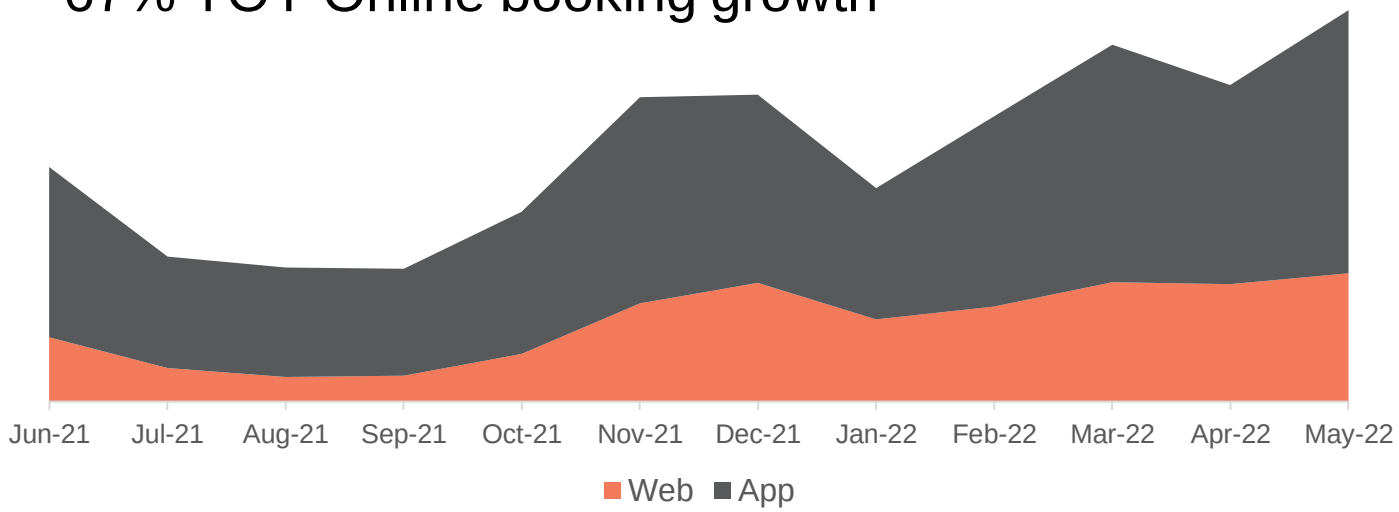




An app experience can’t be ignored



67% YOY Online booking growth



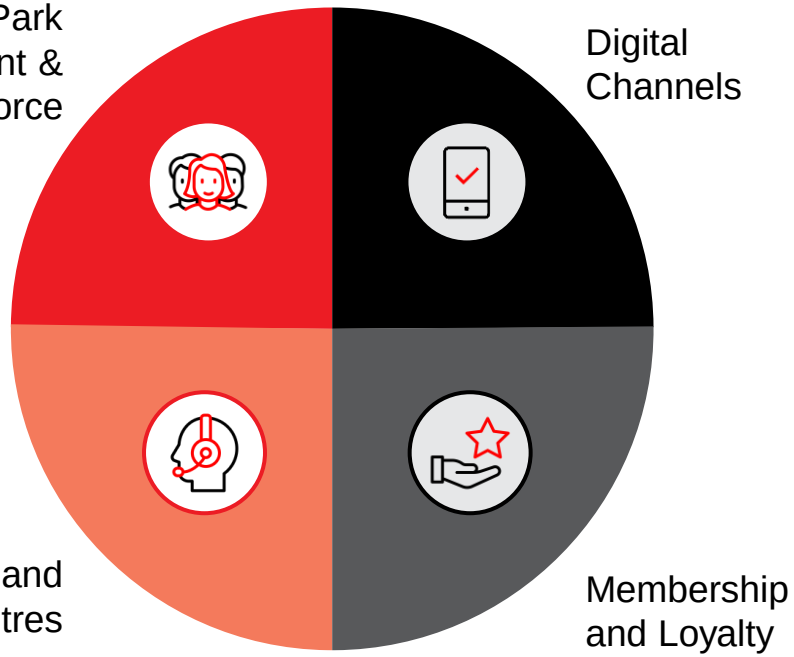
70% **Booking revenue is via App**

79% **Conversion via the App**

65% **Use the Rewards feature**

66% **Prefer the re-book feature**

Complement existing digital channels with mobile



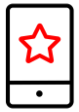
Key mobile functionality

- Integrate with existing capacity and booking tools
- Seamless integration with operational systems
- Enable pre-book and overflow parking
- Seamless and efficient mobile UX and design
- Native support for mobile wallets (eg ApplePay, CarPlay)
- Support basket purchases and value-add services

What to consider in selecting a mobile partner

Purpose-built parking solution

Volume of customers on the app platform

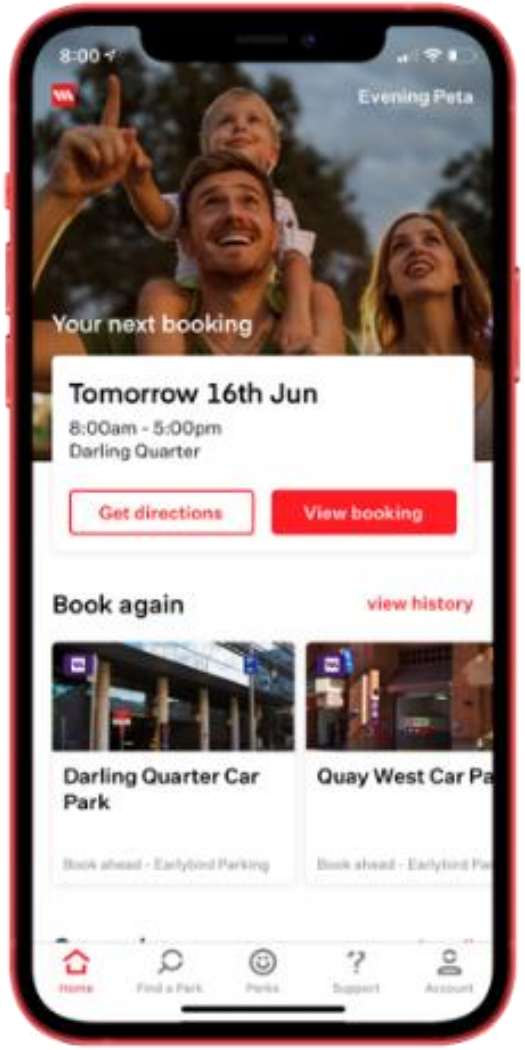


Customer ratings and reviews

Customer support model

Proven experience and scale

Leveraging established mobile apps



Wilson Parking App

- Market leading app for Off- Street Parking
- >1m Lifetime users
- 5.3m Total bookings
- 65% of Online revenue
- 4.8 Star rating
- 35k Reviews

Try the Wilson Parking App yourself

★★★★★

PDYR – 23 June 2022

Fantastic App

This app is so easy to use, I would definitely recommend it to everyone.

★★★★★

Maggie_Diles – 10 July 2022

This is so good I wrote a review

So handy being able to pre-book and not worry about avails or a ticket. And it's cheaper. There is no down-side. Highly recommend.

★★★★★

K Shew – 16 March 2022

The app is so convenient!

I love the app, it's so convenient and easy to use. It gives you reassurance when driving to a destination without the anxiety of having to locate a booking /ticket in your emails. Just tap your credit card to enter and exit, it's so simple. Plus you'll never bother with street parking again! Its so much cheaper to park in a car park building, especially when there's promos!

Wilson Parking

wilsonparking.com.au/airports