



PARKING GUIDANCE IN AIRPORTS:

Enhancing your customers' parking experience will improve your bottom line.

By Dylan Prep, Regional Sales Director, Parking Guidance Systems, LLC

“By adding the INDECT system, we have enhanced the overall functionality of our garage. By logically moving customers through the available parking zones, customers are finding it easier to navigate through the garage.”

— Frank Murray,
Director of Facilities
and Planning, Columbia
Metropolitan Airport

“The INDECT system provides valuable information our parking customers need, such as which garage is open, accurate level counts and available space indicators. Having real time data in front of them allows our customers to park faster and makes the flying experience just a little bit better.”

— John Robison,
Manager of Ground
Transportation,
Charleston International
Airport

One of the most frequently heard complaints from air travelers, about airport parking, is the time it takes to find a space in terminal parking garages. Given the increased, albeit necessary, security measures in place, going to the airport is now that much more stressful on the average traveler. It is no wonder why ride sharing companies have made a dent in airport parking revenue. Why add the hassle and extra time needed to park when travelers can be dropped off directly in front their terminal entrance?

So what can be done? Show your airport customers you care. Give them a parking experience they will never forget ... with INDECT. It's an all-in-one parking guidance system designed to give your travelers a quick path to the closest available parking space. It will also provide you with the maximum flexibility to customize the parking guidance experience to meet your service and revenue goals.

THE INDECT PARKING GUIDANCE SYSTEM...

...makes airport parking a positive and memorable experience

Travelers are frequently overwhelmed when parking at airports, especially at the larger ones. Effective way-finding is one of the top factors in how passengers rate their overall airport experience. With INDECT, airports are able to strategically place electronic signage at key decision points in order to assist travelers in understanding where to find parking closest to their terminal. Not only will the traveler be happier, your garage will be more profitable because you are now able to optimize your occupancy by filling those hard to find, random, parking spaces. When you add sensors, indicating whether or not a space is open and the mobile app guiding travelers to the best parking options prior to their airport arrival, the experience is practically seamless.

...improves garage safety and lowers emissions

Frustrated travelers, late for their flight or who can't find an open space, tend to drive faster and more recklessly through the garage. Through signage and space indicators, INDECT communicates parking availability at key decision points. It also helps control traffic flow and speed within your garage. With so many travelers walking to or from their cars, the system can help steer vehicular traffic away from pedestrian traffic to help reduce the likelihood of accidents. Faster, safer parking also leads to lower carbon emissions. In this case, 33-50%, since parking time is reduced, on average by 2-3 times.

...adds a layer of security

Traditionally, CCTV cameras are placed at the ends of drive aisles, or in areas with high traffic levels. INDECT's multi-function camera sensors provide additional monitoring and surveillance capabilities to further limit break-ins, theft and can even capture suspicious activity.

...builds customer loyalty

Lately, the hot topic has been how to offset the emergence of ride sharing companies. As this mode of transportation has become more popular, more travelers are opting for this alternative. Why? Travelers are choosing to avoid the hassle of parking their vehicle at the airport. The INDECT system can help win those customers back. It's a seamless, fast and memorable experience that will give them the confidence to park in airport garages again.

...allows you to be in control of space designation

Airports maintain some of the largest parking inventory throughout any market sector, serving many different user groups such as short-term, long-term, valet, ADA, Electric Vehicle, employees and more. With INDECT, you have complete control of where you want these user groups to park and can easily communicate that information through electronic signage or different colored LED space indicators; such as orange for short term parking, green for long term parking, blue for ADA, and white for electric vehicles.

...gives you dynamic & premium pricing features

Having the ability to quickly adjust parking rates to offset competition, or offer higher level pricing for highly sought-after parking space locations, will improve your revenue stream. INDECT offers a fully loaded software suite, which allows your parking management team to capture critical data about your garage. For example, which parking spaces are in high demand, on what day and by the hour? By knowing this you can assign a premium hourly parking rate to these spaces.

...provides powerful analytics

While a parking guidance system primarily enhances the customer experience, it also provides a wealth of data analytics to boost operational efficiency. Developed on the core of reliability, the INDECT parking guidance system is equipped with an unparalleled software suite that captures actionable data and delivers customized reports. Accessible in real-time, parking management is able to assess their true parking demand by evaluating occupancy reports, average length of stay, and the overall turnover within their garage. Further, all historical data is captured and readily accessible, empowering management to make future decisions.

...delivers automated enforcement

The INDECT system also serves as a critical enforcement tool. With a sensor monitoring every space, parking management is able to capture the length of time a vehicle is parked within each parking space. Parking enforcement will receive an automatic alert when hourly parking policies are being abused.

INDECT's built-in license plate recognition also monitors each parked vehicle and enforces parking policy. Its black-and white-lists feature safeguards reserved parking spaces to ensure employees or perpetual violators will not park in customer zones.

...maximizes the use of your parking facilities

At the end of the day, isn't that the goal? Historically, a garage is generally perceived as full when at 80% occupancy. With INDECT in place you are pretty much assure that every last parking space will get filled. With a 99% accuracy rating, INDECT not only fills the garage, it means your customers found that last space ... quickly, and with ease.

For more information about the INDECT Parking Guidance System go to: indept.com or parkingguidancesystems.com.

INDECT PARKING GUIDANCE SYSTEMS AIRPORT INSTALLATIONS

- Charleston International Airport
- Columbia Metropolitan Airport
- Dallas Love Field Airport
- Dallas/Fort Worth International Airport
- George Bush Intercontinental Airport
- Tampa International Airport
- San Diego International Airport
- John Wayne Airport
- Hartsfield-Jackson Atlanta International Airport
- Des Moines International Airport
- Will Rogers World Airport

AS OF SEPTEMBER 2020:

Total Garages – 23 | Total Spaces – 66,777



MAKE YOUR CUSTOMERS' PARKING EXPERIENCE MORE MEMORABLE THAN THEIR FLYING EXPERIENCE!

INDECT Parking Guidance Systems not only speed up the parking process, they make it safer too. Our way-finding **signage** and **sophisticated parking space sensor** solutions lead parking customers to open spaces faster. And, our integrated video surveillance system will keep them safer. These are just a few of the many **built-in features** of INDECT.

Isn't it about time your **parking garage** becomes the most talked about feature of the airport? We think so.

