AIRPORT PARKING MARKETING SUCCESS STORIES

No one drives to the airport without knowing where to park.
The ease of researching airport parking online has made travelers savvy, sophisticated and more aware of options, pricing, amenities and promotions offered by off-airport parking companies and online reservations marketers than ever before.

Airport parking facilities are just one of many options.
Airports face stiff competition from off-site parking operators and airport customers are no longer a captive audience. Airports and their parking operators must reach out to the customer base to create loyalty, retain business and increase market share.

SP+ has worked with R solutions to develop and implement successful marketing programs for airports across the country, designed to address a range of needs from customer awareness and information campaigns, to marketing and promotion designed to expand the customer base. These programs have been proven to enhance awareness and increase parking revenues, many in response to pressure from off-airport parking companies - an industry which is currently in an aggressive expansion phase.

SP+ and R solutions have implemented highly successful Frequent Parking Programs at the following airport locations:
• Akron-Canton Airport
• Bradley International Airport
• Buffalo Niagara International Airport
• Cleveland Hopkins International Airport
• Kansas City International Airport
• Lambert/St. Louis Intentional Airport
• Mobile Regional Airport
• T.F. Green International Airport
• Jacksonville International Airport

COMING SOON:
• Manchester Regional Airport
• Memphis International Airport
• New Orleans International Airport

From tracking parking patterns to fulfillment of rewards, these turn-key customer loyalty programs have helped build long-term preference for on-site parking locations.

Target Audiences
1. Current On-Airport Parking Customers
2. All travelers in and around the Airport…Off-Airport Parking Customers
3. Travel Agents & Corporate Travel Managers

Key Messages
1. Easy to find and only minutes away from the terminal
2. Low daily and weekly rates
3. Safety features consisting of well-lit parking areas & 24-hour security surveillance
4. Major credit cards accepted
5. Frequent Parker Program

SUCCESS STORY:

AKRON CANTON AIRPORT (CAK)

Akron-Canton Airport's (CAK) Fast Pass program was implemented in 2008 as a way to offer the easy-in, easy-out automated pass system to its parking customers. The fully automated system was designed to allow participating members to create an easy-to-use, secure, online account with the ability to manage account information. The program currently has over 1,500 members.

The launch of the program included initiatives such as a dedicated program website, lot signage, cashier handouts, in-terminal advertising and customer membership packets.

CAK Fast Pass Website
www.cakfastpass.com

Easy access for CAK Fast Pass members to set-up and access their accounts, update profiles, payment source and other information.

Fast Pass Web Banner on Akron-Canton Airport Parking Page

AKRON-CANTON AIRPORT

On-Airport Signage

CAK FAST PASS — NO Entry

CAK FAST PASS — Middle Lane Only

CAK FAST PASS — Exit Only

Automated Credit Card & CAK FAST PASS — Exit Only

Parking Pass Customer Materials

Now that you've landed, get ready to *takeoff!*

CAK FAST PASS

No parking ticket to lose.

No waiting to pay.

Just flash your Fast Pass, hit the accelerator and go!

Easy in, easy out.

It's free to get your CAK Fast Pass card!

The CAK Fast Pass— perfect for frequent travelers!

Registration Form

Now when you land, you'll be ready to *takeoff!*

CAK FAST PASS

CAK Fast Pass Parker Program Card with Automated Pass

SUCCESS STORY:

BRADLEY INTERNATIONAL AIRPORT (BDL)

At Bradley International Airport, R solutions transitioned a turn-key, "manual" Frequent Parker Program into an efficient, online, fully automated" program that added a wide range of customer service options and amenities to gain additional market share.

The transition from manual to "Auto"-mated:

- Substituted cumbersome punch cards to one user-friendly Automated Pass using AVI technology
- Provided current Frequent Parker Program members a transition guide "How to Convert Current Punch Cards and Parking Certificates into Online Points"
- Frequent Parker Program online accounts allow members to easily keep track of earned points and redeem for FREE parking at anytime with a paperless system
- Automated parking lanes provide faster entry and exit for busy travelers with online accessible receipts for convenience

Previous "Manual" Punch Card

NEW Automated Pass

Advertising and Promotional Methods

In an effort to notify current members of the program and draw in non-member parkers, advertising programs designed to meet the client budget were developed. Those methods included: **Radio/Traffic Campaign, E-blasts, Online Ads and At Location Signage.**

Some samples:

Online Banner Ad Campaign

Promotional/Informational E-blast

Outdoor Lot Signage

Traffic Sponsorship Report: :10 Spot
On-airport parking at Bradley International is quick and easy with the NEW Fully Automated Frequent Parker Program! Plus earn points for free parking! Sign up at parkbradley.com

Auto-Pilot Branded Parking Website
www.parkbradley.com

- Parking website uses real-time, two-way communication with prospective parkers
- Easy access for Frequent Parker Program members to set up and access their accounts, to update profiles, payment source and other information
- A cost-effective method to conduct parking surveys and promotions
- Seamless access to parking and other information on the Airport's website with click-thru links and easy to navigate tabs

Our New Frequent Parker Program
The program that rewards loyal on-airport parking customers!

Our Success:
- Over 1,000 enrollments and 200+ days of free parking rewarded in first three months

SP+ AIRPORT SERVICES

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Marketing

SUCCESS STORY:

BUFFALO NIAGARA INTERNATIONAL AIRPORT (BUF)

Buffalo Niagara International Airport previously offered a partially automated Frequent Parker Program with an easy-in, easy-out automated pass system to its parking customers. In 2013, R solutions and SP+ implemented a fully automated system designed to allow participating members to create an easy-to-use, secure online account with the ability to manage account information and redeem parking rewards.

Working with BUF, R solutions and SP+ created and executed a complete marketing plan geared towards converting current members to the new fully automated system with additional plans to target and establish new customers in the program.

The launch of the program included rebranding initiatives such as a new Frequent Parker Program with Express Pass logo. Supporting advertising announcing the program consisted of radio spots, lot signage, cashier handouts, in-terminal advertising, e-mail announcements and a re-design of the customer membership packet.

Rebranded Logo

Parking Website Announcements

E-mail addresses captured in a back-end database and later used to distribute an e-mail announcement about the new program

Dedicated Parking Website

Promotional copy about the program, links to sign-in or enroll, and instructions for current members on how to transition to the new program
parking.buffaloairport.com/express-pass

Rewards

Customers can choose FREE parking or select from one of several different services offered through Delta Sonic Car Wash Systems.
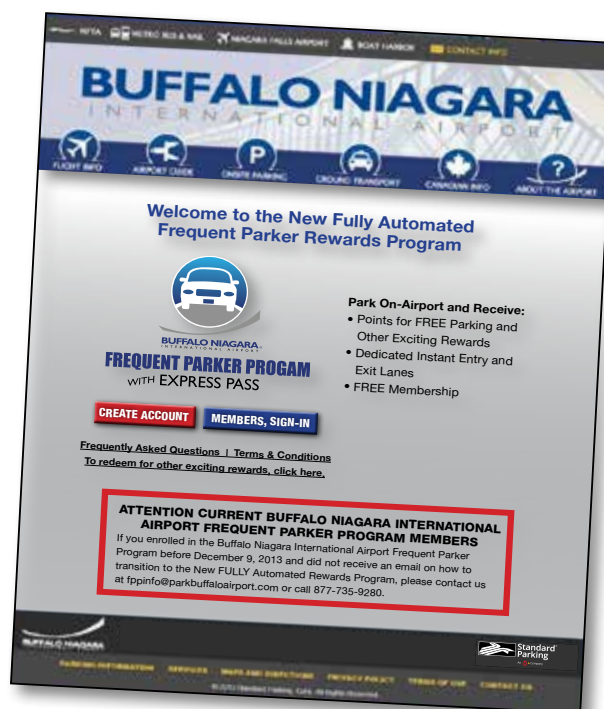
E-blast to Current Members

Welcomes and instructs current members how to transition to the new fully automated program

Newspaper Ad

Cashier Handout

QR Codes allow smart phone users to scan the code and be directed to the Frequent Parker Program Express Pass enrollment page.

On- Airport Signage

- Exit Booth
- In-Terminal
- Shuttle Booth
- Shuttle Bus Window

Welcome Brochure

Each member receives a welcome brochure, explaining how to install and use their automated pass along with an overview of how the program works.

SUCCESS STORY:

JACKSONVILLE INTERNATIONAL AIRPORT

Due to the continued growth and success of the JAX Passport Frequent Parker Program, Jacksonville International Airport retained the services of R solutions to oversee and manage the day-to-day functions of the program.

The JAX Passport program allows participating members to create an easy-to-use, secure, online account with the ability to manage account information, use the JAX Passport for Easy In/Easy Out access through the lots and garages and redeem for FREE parking.

The acquisition of the program included marketing materials to create awareness of the change in the program including: cashier handouts, airport signage, e-blast to members and updated member welcome packets.

Welcome Packet

Each member receives a welcome brochure, explaining how the program works along with a JAX Passport Discount Savings Card.

E-mail Blast

Informed current members about the change in program management and provided updated contact information.

JAX
Jacksonville International Airport

JAX PASSPORT

Frequent Parker Program

Dear JAX PASSPORT Member,

Due to the continued growth and success of the **JAX PASSPORT**, Jacksonville International Airport has retained the services of R solutions, a 3rd party program administrator, to manage the Frequent Parker Program.

R solutions has over 20 years experience in managing Frequent Parker Programs at various airports across the country.

Please Note: Your information will continue to be secure and will never be sold or distributed.

R solutions
Merchandising • Promotions Marketing
www.Rsolutions.us

For questions regarding the program or your pass functionality, please click here for our **FAQ's** or contact us at:

JAX PASSPORT

Email: fppinfo@flyjax.com
Phone: 877-735-9280

SAVE OUR INFO!

— We look forward to serving you! —

©2015. All rights reserved.
Parking Services Provided By:

flyjax.com

Window Cling

JAX PASSPORT

Frequent Parker Program

- ▶ Save Time with Easy In/Out Access in our Parking Facilities*
- ▶ No Cost to Join
- ▶ Earn FREE Parking
- ▶ Discounts with Participating Vendors
- ▶ No Need to Wait In Line or Pull a Ticket

JAX
Jacksonville International Airport

Ask Cashier for Details!
flyjax.com

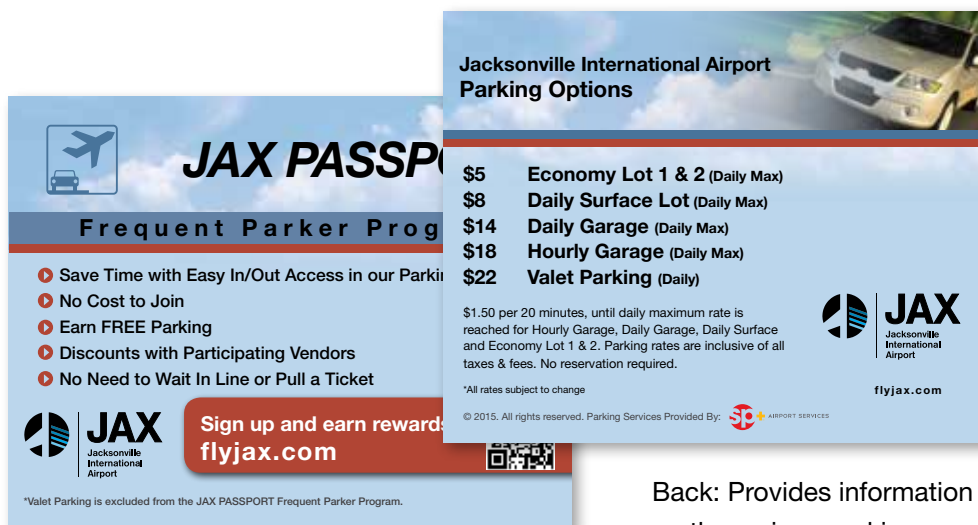*Valet Parking is excluded from the JAX PASSPORT Frequent Parker Program.

QR code allows smart phone users to scan the code and be directed to the JAX Passport enrollment page.

Discount Savings Card

Each member receives a Discount Savings Card in their welcome packet. This card offer discounts at various airport vendors as well as participating businesses across North Florida.

JAX PASSPORT DISCOUNT SAVINGS CARD

ADDED BONUS!

JAX PASSPORT

- Drive Seamlessly Through JAX Airport Parking Facilities
- Earn Points for FREE Parking days
- Discounts with all participating vendors

Frequent Parker Program

JAX
Jacksonville International Airport

flyjax.com

As an added bonus for being a member of the JAX Passport, we have included a discount savings card. This card offers discounts from most airport vendors, as well as at participating businesses across North Florida.

VISIT flyjax.com FOR A LIST OF PARTICIPATING DISCOUNT PARTNERS

Customer Handout

JAX PASSP...

Frequent Parker Prog...

- Save Time with Easy In/Out Access in our Parkin...
- No Cost to Join
- Earn FREE Parking
- Discounts with Participating Vendors
- No Need to Wait In Line or Pull a Ticket

JAX
Jacksonville International Airport

Sign up and earn rewards flyjax.com

*Valet Parking is excluded from the JAX PASSPORT Frequent Parker Program.

Jacksonville International Airport Parking Options

$5	**Economy Lot 1 & 2** (Daily Max)
$8	**Daily Surface Lot** (Daily Max)
$14	**Daily Garage** (Daily Max)
$18	**Hourly Garage** (Daily Max)
$22	**Valet Parking** (Daily)

$1.50 per 20 minutes, until daily maximum rate is reached for Hourly Garage, Daily Garage, Daily Surface and Economy Lot 1 & 2. Parking rates are inclusive of all taxes & fees. No reservation required.

*All rates subject to change

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JAX
Jacksonville International Airport

flyjax.com

Front: Provides a quick overview of the program benefits and direction on where to enroll in the program

Back: Provides information on the various parking options at JAX

SUCCESS STORY:

KANSAS CITY INTERNATIONAL AIRPORT (KCI)

In 2005 R solutions and SP+ implemented a two-phase marketing approach to gain additional market share, in the highly competitive airport parking arena.

Phase 1: "Cruise – In / Cruise – Out" Sweepstakes
An exciting sweepstakes was developed to attract off-airport parking customers, create excitement, and build the database for future targeted promotions. All customers that parked on-airport were entered into a sweepstakes for a FREE Carnival Caribbean Cruise for two. Customers received one entry for each day parked. Supporting promotional materials included:

Sweepstakes
Carnival Caribbean Cruise

- Billboards
- Radio Campaign
- Newspaper Ads
- On-airport Lot Signage
- Bus Signage

- In-terminal TV Spots
- Online Banner Ads
- Customer Mail-In Registration Forms
- Website with Registration Form
- Press Release

Billboard

Mail-In Registration Form

Exit Plaza Sign

Phase 2: KCI Rewards Frequent Parker Program

To retain on-airport parking customers, a long-term customer loyalty program was then developed, the KCI Rewards Frequent Parker Program. Parking customers are able to enroll in the Frequent Parker Program via mail-in registration form or online at www.flykci.com. When an enrollment is received, R solutions fulfills a membership packet that consists of a rewards catalog and a membership punch card. The member simply presents their Frequent Parker Program punch card to the exit plaza attendant each time they park on-airport at KCI to receive 1 punch (10 points) for each day of PAID parking.

When a member has accumulated enough points to redeem for a reward in the gift catalog, they simply fill out the form with their personal information and reward(s) of choice and mail it, along with their completed punch cards to Rewards Headquarters (aka R solutions). R solutions then validates the redemption and completes the order as requested.

Mail-In Registration Form

Both forms collect information about the parking customer such as why the customer parks, how often they park and where they prefer to park on-airport.

Online Registration Form

KCI Rewards Frequent Parker Program Punch Card

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

The use of this card indicates acknowledgement by the cardholder of the KCI Rewards Frequent Parker Program rules. Use this card to participate in the program and to order your rewards. This card is not transferable to any other program participant. No other rights are granted beyond those privileges stated below.

CARD HOLDER PRIVILEGES
...card will be validated (hole punched) for every day of PAID parking
• Earn points toward valuable rewards (1 day = 10 points)
...TIONAL PUNCH CARDS OR REWARDS CATALOGS LOG ON TO WWW.FLYKCI.COM

...sent this card to the exit plaza attendant to receive validation credit. Refer to the rewards ...alog for the item(s) you can receive based on the number of validation credits. You can ...eem as many cards at once as you prefer; cards cannot be redeemed at exit plazas. To ...quest additional FREE membership cards, please log on to www.flykci.com.

KCI Rewards Frequent Parker Program Rewards Catalog and Order Form

Members can choose from FREE Parking or Gifts ranging in points from 250 – 7,500 points.

COMING SOON: Transition to a FULLY AUTOMATED KCI Rewards Frequent Parker Program (using Proximity Card Technology)

Launching in first quarter of 2014, the KCI Rewards Frequent Parker Program will transition to a fully Automated Frequent Parker Program. The new, automated program will provide customers with the convenience of easy-in, easy-out parking with just a swipe of their Automated Pass. Additionally, the Automated Program will allow customers to download receipts, manage information and redeem for rewards 24/7 with their online account!

SUCCESS STORY:

PARK AIR EXPRESS AIRPORT VALET PARKING
(Off-Airport Valet Parking Operation) at Kansas City International Airport

Operated by SP+, Park Air Express Airport Valet Parking opened its new facility to the public in June of 2009. Execution of a marketing campaign included elements such as the Park. Play. Win! Sweepstakes, highway billboard ads, shuttle bus graphics, website, location signage and more.

Location Signage

Dedicated Parking Website
www.parkairexpress.com/kci

Highway Billboard

Shuttle Bus
Window Graphic

Handout: Candy Mints
with location information

Customer Sweepstakes

This customer sweepstakes was developed to create excitement, reward customers and build a database for future targeted promotions. All customers of Park Air Express had an opportunity to win one of several hundred prizes including days of FREE parking, various gifts, $25-$100 gas cards and the Grand Prize, FREE Parking for a year!

Sweepstakes

Online Banner ads- KCStar.com

Website Entry Form

Promotional E-blast

Scratch-off Card

The Park Air Express FREEquent Parking Program is an automated system that tracks member spending through an automated Frequent Parker Program bar coded key-tag.

When a member reaches $250 in parking and/or car washes, they automatically earn a certificate good for, up to 3 Days of Free Parking or a Deluxe Car Wash. There are currently 6,500+ members participating in the program.

Park Air Express
FREEquent Parking Program

Reward Certificate

Member Key-Tag

(Front)

(Back)

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Travel Agent Program

The Travel Agent Program has 50+ participating Travel Agencies that exclusively use and recommend Park Air Express to their clients.

Using a 2-Day Free Parking Coupon to hand out to customers with their information stamped on the front, these travel agencies earn a quarterly 10% commission on the revenue they bring to Park Air Express.

Corporate Parking Program

With corporations closely monitoring business expenses, the Corporate Parking Program offers participating organizations savings of up to 10% off posted rates! Best of all, there is no fee or contract required to join. In addition to the regular perks of our airport parking facility, participating company employees are automatically enrolled in the FREEquent Parking Program.

The Corporate Rate Program is designed for companies who have 10+ employees that travel on a regular basis.

SUCCESS STORY:

MEMPHIS INTERNATIONAL AIRPORT (MEM)

In 2013 R solutions and SP+ worked with Memphis International Airport to create and implement a parking sweepstakes to create awareness about Memphis International Airport on-site parking and the NEW Ground Transportation Center/Economy Garage Parking.

"Park & Escape" Sweepstakes

An exciting sweepstakes was developed to attract off-airport parking customers, create excitement, and build the database for future targeted promotions. Residents of Memphis, TN and the immediate surrounding counties were eligible to participate in a sweepstakes for a Beaches® Luxury Included® Vacation to Ocho Rios Resort & Golf Club for four. Supporting promotional materials included:

Highway Billboard

Cashier Handout

Front: Promoted the Park & Escape Sweepstakes

**Back:** Promoted On-Airport Parking and the NEW Economy Parking Garage
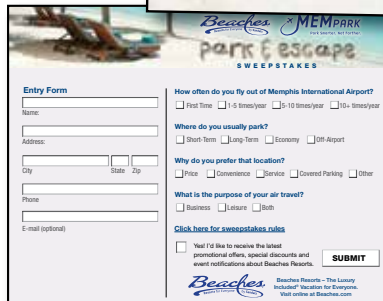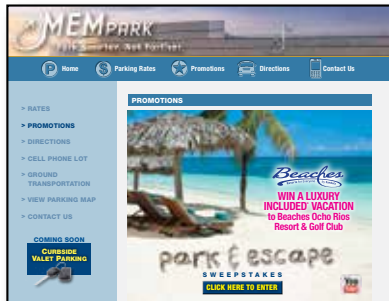

JumboTron Sign

Exit Plaza Sign

Dedicated Parking Website – www.mempark.com

Created for airport parking customers to view parking information, enroll in the sweepstakes and sign-up on a mailing list to receive announcements about future promotions, the launch of the Frequent Parker Program and other construction and/or parking related information.
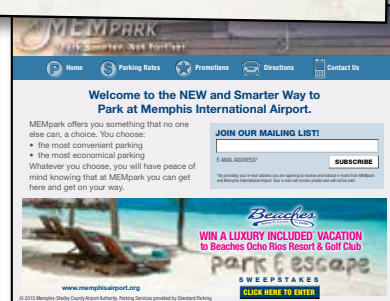
Winner Announcement

The winners name was announced and posted on the parking website. The winner and his family are excited to complete their trip in July, 2014.

COMING SOON: MEMpark Frequent Parker Program (using Proximity Card Technology)

In the second quarter of 2014, Memphis airport will officially launch the MEMpark Frequent Parker Program: a Fully Automated Frequent Parker Program. The new, automated program will provide customers with the convenience of easy-in, easy-out parking with just a swipe of their Automated Pass. Additionally, the Automated Program will allow customers to download receipts, manage information and redeem for rewards 24/7 with their online account!

Mobile Regional Airport

MOBILE REGIONAL AIRPORT (AL)

Mobile Airport's Express Parking Pass program was implemented in 2013 as a way to offer the easy-in, easy-out automated pass system to its parking customers. The fully automated system is designed to allow participating members to create an easy-to-use, secure, online account with the ability to manage account information.

The launch of the program included initiatives such as a dedicated program website, lot signage, cashier handouts, in-terminal advertising and customer membership packets.

Express Parking Pass Website
www.expressparkingpass.com
Easy access for Express Parking Pass members to set-up and access their accounts, update profiles, payment source and other information.

Mobile Regional Airport

On-Airport Signage

EXPRESS Parking PASS

Automated Credit Card & **EXPRESS** Parking PASS **EXIT**

NO **EXPRESS** Parking PASS

EXPRESS Parking PASS Left Lane Only

EXPRESS Parking PASS Reader

Parking Pass Customer Materials

Mobile Regional Airport

EXPRESS Parking PASS
Smooth Landing. Smoother Departure.

No parking ticket to lose.
No waiting to pay.
Just flash your Express Parking PASS,
hit the accelerator and go!

Cashier Handout

Smooth Landing.
Smoother Departure.

1. Simply wave your card in front of the Express Parking PASS reader.
2. Express Parking PASS automatically records your time in and out and calculates the appropriate charge to your credit card.
3. Your receipt will be sent via e-mail.
4. You're good to go!

www.ExpressParkingPass.com

Mobile Regional Airport **EXPRESS** Parking PASS
Smooth Landing.
Smoother Departure.

Express Parking Pass Program
Card with Automated Pass

Green Airport
simply more.

T. F. Green International Airport (PVD)

At T.F. Green International Airport, R solutions developed a turn-key program kicking-off with an exciting sweepstakes and then rolling into a long-term Frequent Parker Program. Presently there are over 5,300 members in the PVD Frequent Parker Program, and the program continues to grow.

Kick-off Sweepstakes

- Received over 50,000 mail and email entries from T.F. Green's tri-state catchment area

- Generated a database that can be used for a number of direct marketing initiatives focusing on the advantages of parking on-airport parking at T.F. Green

- Used to launch the new Frequent Parker program

- The sweepstakes database can also be used to send email updates announcing improvements at PVD, construction and air service updates, special offers, and other current information

PVD Branded Parking Website www.parkpvdairport.com

• Parking website uses real-time, two-way communication with prospective parkers

• Easy access for PVD Frequent Parker Program members to set up and access their accounts, to update profiles, payment source and other information

• A cost-effective method to conduct parking surveys and promotions

• Seamless access to parking and other information on the Airport's website with click-thru links and easy to navigate tabs
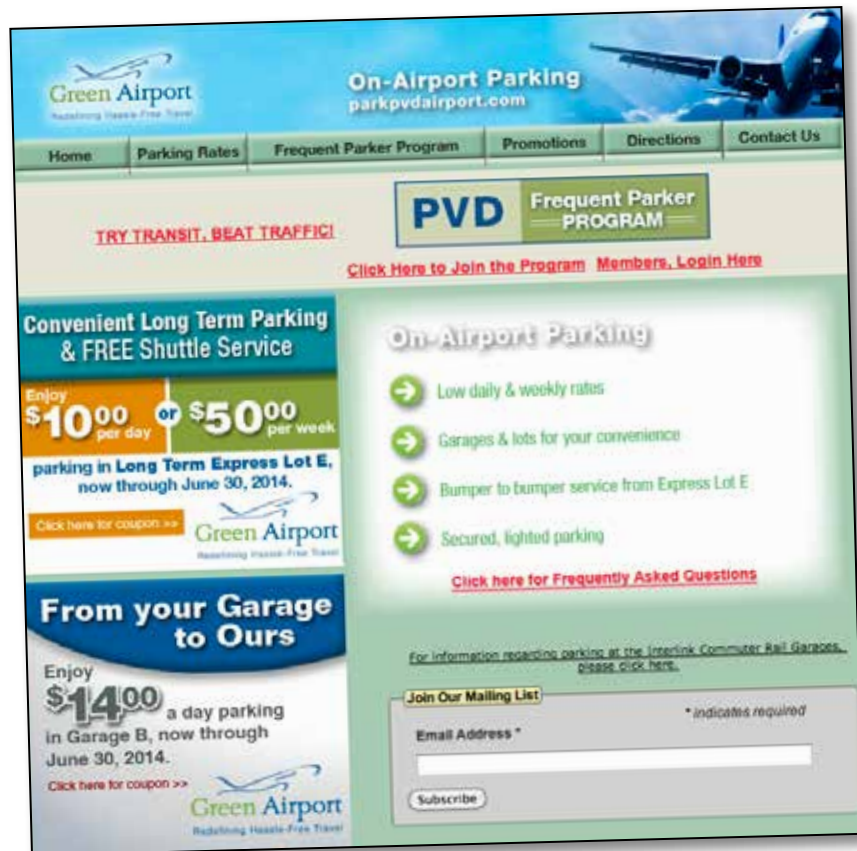
Creative Advertising and Promotional Methods

SP+ and R solutions have developed advertising programs designed to meet the client budget and to reach as much of the target audience as possible. Those methods have included: Radio/Traffic Campaign, E-blasts, Val Pak, Online Ads and In-Terminal Displays.

These are very effective for advertising seasonal specials and promotions.

Some samples:

Val-Pak Promotion

Promotional/Informational E-blast

In Terminal Display Advertising

Online Web Banner Ad

The **PVD Corporate Parking Program** and **Premier Parking Program**
work in conjunction with the Frequent Parker Program to enhance the
customers parking experience.

By offering services such as corporate discounts and premier parking
spaces, PVD has ensured repeat usage by the customer. Premier Parking
Hangtags and Prox cards not only identify program participation but also
serve as a constant reminder of PVD on-airport parking.