

# CASE STUDIES

The #1 choice in airport parking. That's Ace.

In 2011, after 2 years of feasibility studies, planning and strategy development, Ace Airport Parking was born. The vision was realised when one of the preferred sites, a purpose built multi-deck car park, became available by way of a mortgagee auction. A number of investors requested Ace Parking's consulting services to provide an audit of the market, evaluation on the property and review of the incumbent tenant.

Once under new ownership, Ace Parking was able to submit a favourable lease offer for the site and reopen the facility as Ace Airport Parking in July 2011.

#### THE CHALLENGE:

After 5 years, the incumbent tenant had been unable to capture strong market share to complement their other airport parking sites, which resulted in the use of this premium facility as an overflow car park. Their unsatisfactory rental return to the owner was consequently the catalyst for the sale of the property.

The management model was top-heavy, with main operations isolated within the building and not easily accessible to customers. With the poorly maintained site reflecting in the staff culture, the team struggled to develop and maintain long-term relationships with customers. Hence, repeat business and loyalty was relatively low, following a recurrence of less-than-desirable customer experiences.

In addition, the parking equipment was not being utilised correctly for optimal efficiency, reducing the overall car park performance and revenue potential.

#### THE SOLUTION:

Ace developed a proactive marketing strategy that would:

- Build awareness for the Ace Airport Parking brand and site
- Educate the market about the viable alternative available to on-airport parking
- Capture a greater share of the existing off-airport parking market
- Attract new customers, particularly those that haven't used an off-airport parking provider previously
- Increase Ace Airport Parking's revenue

In addition, Ace Parking developed its own proprietary online pre-booking system that would allow the efficient management of customer bookings, payments, check-in/out and a loyalty rewards program. Subsequently,

Ace Airport Parking successfully promoted pre-bookings to reduce check-in times, secure early payment, provide a better insight into its customers purchasing trends and allow better usage and rostering of staff members during peak periods.

This saw the largest competitor, on-airport parking provider Melbourne Airport, promote that there was "no need to pre-book" when using their services. However only 20 months later Melbourne Airport acquiesced and adapted with the launch of an off-the-shelf pre-booking system, with heavily discounted parking in conjunction with promoting the benefits of pre-booking.

#### THE RESULT:

Through experience and a thorough understanding of the market, Ace Airport Parking has developed its operations to become the #1 choice in airport parking. We are the only off-airport parking provider to offer true undercover self parking with 24/7 secure facilities, a range of other parking options and value added services.

Recently celebrating its 2nd birthday, Ace Airport Parking are already seeing their investments reap rewards, with a fresh rebrand launch and loyalty program revamp providing the perfect platform for exponentially greater growth and market share in the future.

