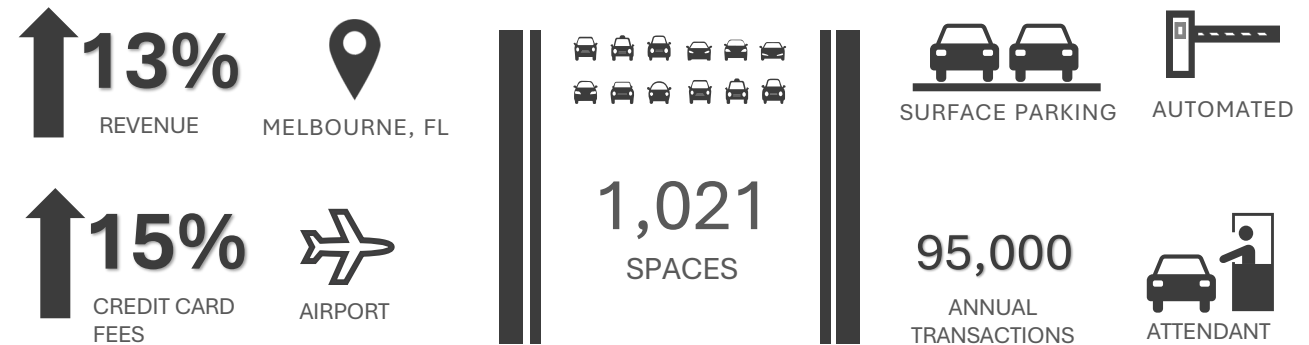




CASE STUDY

Orlando Melbourne International Airport



Situation

- The parking facility was self-operating with a uniform parking fee. It did not serve short-term customers sufficiently with a premium fee for prime spaces.
- New revenue control equipment was required to better serve all customers and segregate short-term and long-term lots.
- Modernization of equipment and exit plaza, replacement of entrance and exit canopies, and a new parking layout were needed to improve traffic flow at the lot.

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Approach

- Divided the facility into short-term and long-term parking sections. This allowed the parking operation to charge a premium rate for short-term parking.
- Purchased & installed new HUB DATAPARK equipment in both sections and incorporated credit card processing fees into the RPS network, thereby saving approximately 15% on these fees.
- Designed and installed clear, modern signage in strategic locations throughout the facility.
- Added an additional exit lane and replaced the exit plaza and entrance canopies.
- Redesigned the parking office plaza and exit booths.

Results

- Maximized lot utilization by providing short-term parking spaces at the front of the facility and moving long-term customers to the back.
- Increased overall revenues by 13% in the first year due to new revenue control procedures and equipment.
- Reduced credit card processing fees by \$36,000 annually with integration into the RPS network.
- Achieved operational efficiencies by dividing the lot, adding an exit lane, and improving the traffic flow.