



BEFORE



When it comes down to parking operations and the complexities of how it relates to airports, Republic has the experience, knowledge, people, and relationships that we depend upon to find the solutions for our airports.



**Greg Donovan, A.A.E**  
Executive Director

## CASE STUDY

# ORLANDO MELBOURNE INTERNATIONAL AIRPORT

**↑13%**  
REVENUE

**↑15%**  
CREDIT CARD FEES

MELBOURNE, FL  
AIRPORT

**1,021**  
SPACES

SURFACE PARKING  
95,000  
ANNUAL TRANSACTION

AUTOMATED  
ATTENDANT

### 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.

### 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.