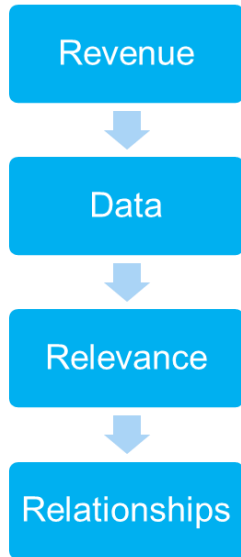




Dynamic Pricing, Online Reservations & Parking Systems

Online Booking Systems – Do I need one?

Key Benefits:



- **Lock in customers early**, when they make their travel decision online
- **Compete** head to head with off-airport competitors and TNCs that already offer bookings online
- **Enable yield management** – only an online platform can provide the agility for immediate price changes and promotions to optimize revenue and capacity; used by other travel verticals for many years
- **Know your customer** – availability of detailed customer, activity and transaction data for product development, reporting and forecasting
- **Reach your customer** – build a customer database for marketing, targeting and upsells, as well as increased engagement
- **Be relevant** – communicate with customers where they are, online and on their mobile devices
- **Be efficient** – online marketing is good value and less expensive than other mediums
- **Improve your customer experience** – Build a seamless customer journey, improve engagement and lifetime customer value

What OBS Systems are available?

- Airport parking specific suppliers:

Larger, Specialized Suppliers	Sample Clients	
	USA	International
Advam	DFW, RDU, TPA	AMS, Avinor, DUB, MUC, SYD, AUK
AeroParker	EWR, JFK, LGA, SEA	ABD, LBA, FLR, KEF, LUX
Chantry	ATL, BWI, FLL, SAN	LHR, MAD, YEG, YUL, YYZ, PER
Other Suppliers		
MAG USA	ONT	MAN, STN
Rezcomm	na	BHM, BUD, EXT, SOU, Vinci
Rezport	off airport & port clients	na

- Parking operators and PARCS suppliers also offer their own solutions

- Suppliers popular in cities and other venues:

- SpotHero
- Passport
- Park Whiz
- ParkCloud
- Parkifi
- ...and more



What Makes a “Good” OBS?

A sophisticated airport parking OBS should...

- Be **technically robust**: PCI compliant, quality network partners, very high uptime, reliable, redundant, scalable, monitored, disaster recovery plan, change management protocols, user permissions & tracking
- Provide **multiple options to price**: by occupancy, day of week, date, time, length of stay, provide 30 and 365 day rate calendars
- Provide **shortcuts to save time and reduce errors**: e.g. ability to auto update prices across channels
- Provide **simple user interfaces for administrative functions** – customizing text, images, links, as well as back end functions like creating products and pricing, running reports
- Aggregate customer data into **standard and user defined reports**, that can export in multiple formats, at scheduled times
- Provide **API integrations**; ideally, already have integrated with your PARCS provider successfully, integrate with third party sales channels

Is an OBS a “plug and play” solution?

- Occasionally, **Yes...**
 - if you completely outsource your online booking system;
 - and/or do not require/expect the reservation to be recognized by your Parking Access and Revenue Control System (PARCS)
- Usually, **No...**
 - Must integrate with your PARCS, at a minimum
 - Must integrate with your PSP (payment services provider) and clearinghouse bank
 - May integrate with License Plate Recognition (LPR) and toll tag systems
 - Should integrate with Business Intelligence (BI) and finance systems
 - Should integrate with Customer Relationship Management systems and airport app, if applicable
 - Starting to integrate with PGS systems

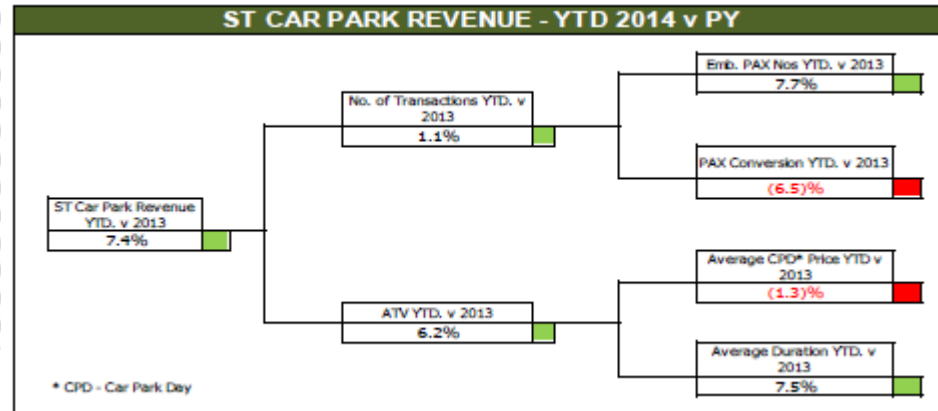
What other Systems support Dynamic Pricing?

Business Intelligence

- Yes, you have the capability to implement dynamic pricing with your OBS alone
 - However, for true yield management, you will need to combine occupancy, revenue and transaction data from your OBS with your PARCS
 - It is very useful to also integrate pax data, budget and prior comparable period data
- Approaches to BI systems
 - Create your own using a standard tool such as Tableau, PowerBI, Domo
 - Use a more sophisticated enterprise BI tool such as MicroStrategy, Oracle
 - Buy a pre-built tool by companies like Smarking or Kowee

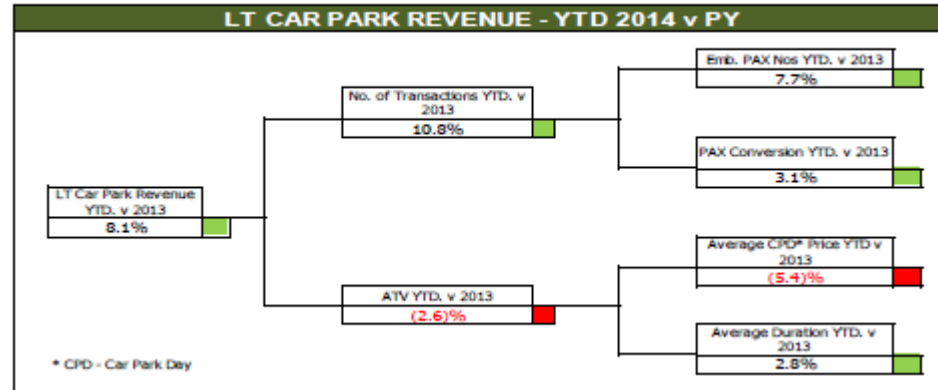
Examples of BI Dashboards & Output

	Month				Year-To-Date			
	Actual	Budget	Variance	2013	Actual	Budget	Variance	2013
Short Term Revenue	[Hatched Area]							
Long Term Revenue								
Other Revenue								
Total Revenue								
Average Revenue per Pax								
ST Occupancy								
LT Occupancy								
ST Av. Rate per Day								
LT Av. Rate per Day								
ST Rev. per Available Space								
LT Rev. per Available Space								
Total Rev. per Available Space								



Entries Long Term

Hour of Arr.	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
0	7	53	59	35	32	24	8
1	9	12	6	8	11	5	1
2		4	5	2	2		
3	2	51	84	90	47	32	25
4	51	150	165	197	99	100	63
5	57	589	743	774	508	350	247
6	114	549	678	662	545	489	264
7	62	250	318	290	258	248	93
8	50	138	52	75	101	173	107
9	46	133	154	125	117	223	101
10	54	85	93	83	71	119	66
11	67	125	117	107	114	170	62
12	42	80	84	97	73	154	86
13	39	106	104	107	104	154	48
14	43	79	91	79	70	132	34
15	52	112	99	91	70	160	29
16	100	124	119	106	90	170	27
17	68	64	71	53	66	131	54
18	64	54	47	29	68	189	1
19	59	16	18	8	11	52	
20				1	2	1	
21						1	
22				1		2	
23	1					1	



revenue growth reimagined

What other Systems support Dynamic Pricing?

Revenue Management

- RM systems automate the optimization of prices across multiple products over time – forecast and demand based
 - These systems work best with at least a year of past data
 - They are particularly useful in larger settings with multiple products
 - They are not “set it and forget it” systems – they need a human to review and approve recommended pricing strategies
 - They are not meant to be used as revenue forecast tools
-
- Examples:
 - IDeaS (U.S company) is in use in Europe and Australia: e.g. Heathrow, Liverpool, Sydney, Auckland
 - Kowee (French) is a European supplier currently in Aeroports de Paris, Lyon, Bordeaux, Nice, Southampton, etc.

Marketing Systems for Dynamic Pricing

Marketing is critical

- Customers cannot respond to changes in products and prices if they don't know about them.
- Digital outreach is the most suitable for dynamic pricing.
 - List building, email marketing and customer relationship marketing use tools like MailChimp, Salesforce, SurveyMonkey
 - Search engine optimization and marketing (pay per click) use tools like Google Analytics, SessionCam (journey mapping)
 - Marketing personalization and automated media optimization use tools like HubSpot, Marqueto
 - Social media and content marketing use tools like BuzzSumo, Brand24
- A knowledgeable marketing partner (agency) can manage most marketing systems so that I.T. does not have to

People & Processes always support Systems

Systems alone are not enough to achieve commercial outcomes

- Implementing dynamic pricing requires a cross functional commercial team
 - Some new skill sets may be required, e.g. yield management
- New processes must be developed to implement and support dynamic pricing, e.g.
 - How is pricing approved and implemented?
 - Who is responsible for system administration, maintenance, support and upgrades?
 - How are issues communicated and resolved?
 - How do team members and departments share information?
 - How is continuous improvement achieved?

Questions?

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