RDU Parking Transformation

ACI – BIT Committee

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Raleigh-Durham Airport Authority

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Raleigh Durham International Airport

- Medium Hub Airport, 39 Largest in U.S.
- 62 non-stop destinations; 2 daily Trans-Atlantic; 400 daily flights
- 12M Passengers projected in 2018; >50 months of continuous growth

- Parking is the largest non-aeronautical revenue source
  - $60M projected in 2018
  - 42% of total revenue
- Parking 19,287 Total Spaces; Central Garage and 3 Remote Lots

Parking Facilities

Capacity:

Parking Garage: 11,492 Total Spaces:

Park Premier: 1,363 Spaces

Park Central: 10,129 Spaces

Park Economy 4: 2,733 Spaces

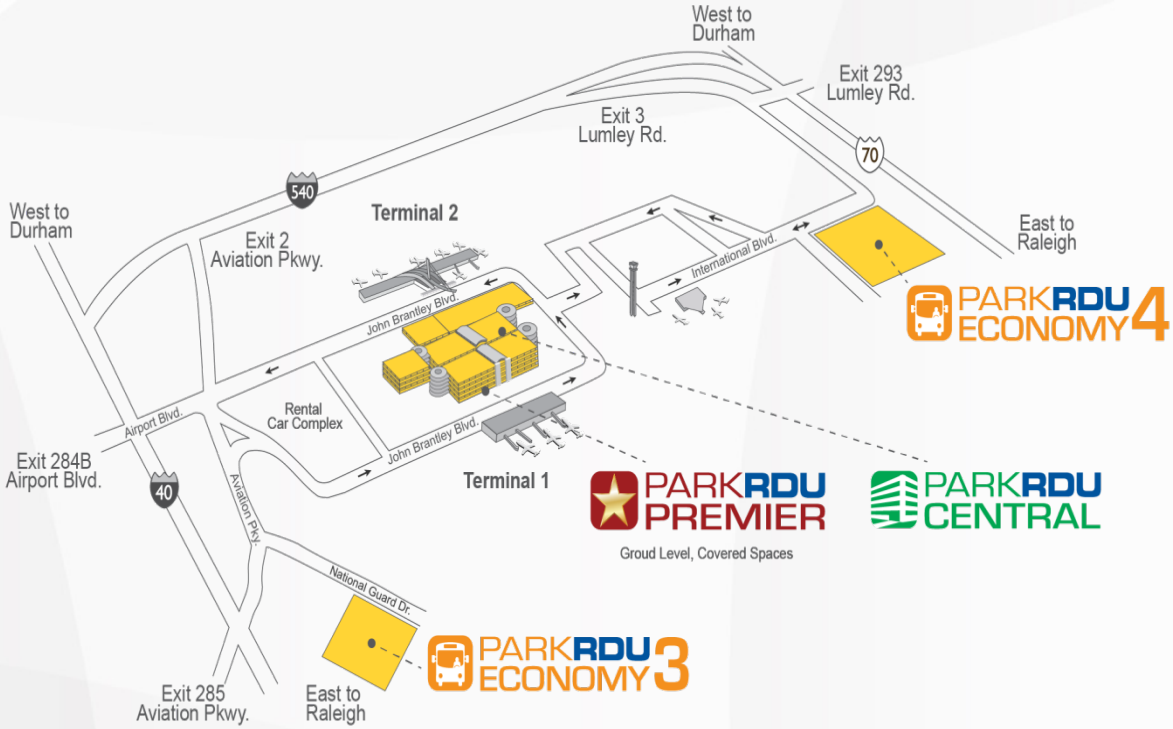
Park Economy 3: 3,830

Park Economy 2: 1,005 Spaces

GA North 48 Spaces

GA South 179 Spaces

TOTAL SPACES: 19,287

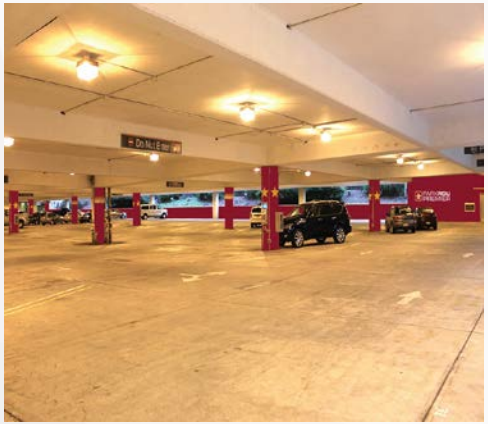


Parking Garage

Park Central

Garage is located between
T2 and T1; very short walk
To either Terminal; 7 Levels

Park Premier
1st Level



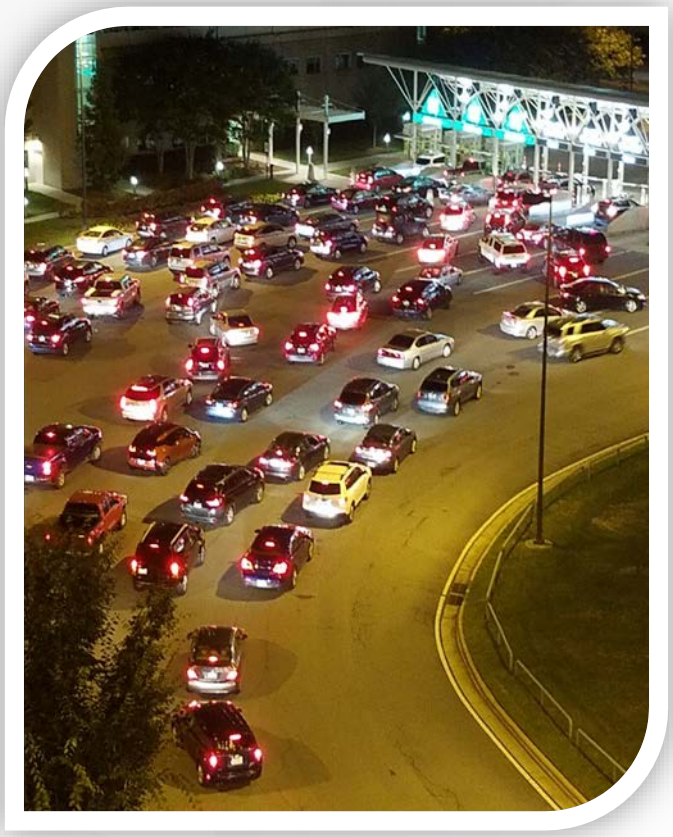
Garage
Atrium

The Transformation Vision

- Provide a better customer experience (modern payment methods, segment specific products), improve customer satisfaction
- Better optimize all of our parking assets
- Save money and time through automation – reduced labor costs, faster customer response, quicker product and price introductions
- Compete with other parking and mode share providers who are already online; protect and grow our market share
- Generate additional revenue from parking to help fund critical airport needs

The Transformation Motivation

- The PARCS System was failing us…
- Stability issues and failure to integrate with our On-Line Booking System (OBS)
- Making the front page of the newspaper is NEVER a good thing!
- TNC's were and are taking market share
  - 15% lost market share (all modes)
  - Estimated $5M annually lost parking revenue
- Customers demand and deserve more
- Asset optimization = increased revenue



The Transformation Plan

- Engaged multiple consultants and business partners
- Conducted focus groups; ‘voice of the customer’
- Rebranding to ParkRDU; conducted marketing campaign
- Created a Premier parking product in the garage
- Implemented a new frictionless PARCS system
- Implemented an On-Line Booking System (in pilot)

RDU PARCS System

Transformation Results to Date

- Premier Product has been a huge success
- New PARCS has exceeded performance expectations
- Adoption of the OBS has been very encouraging
  - 19 avg. bookings/day; 1,500 total bookings
  - $1,527 avg. revenue/day; $105K total revenue
- Revenue has increased 31% since the transformation started
- Customer satisfaction has improved dramatically

Transformation Next Steps

- Full implementation of the OBS
- New products: weekend, extended stay, holidays
- Implement a Revenue Management System (RMS); variable pricing/yield management and analytics
- Marketing campaign; conduct additional focus groups
- Implement a cloud-based employee and GT billing system
- Implement a way-finding/space counting system
- Evaluate other amenities and products

RDU Parking Transformation

PARK RDU CENTRAL

PARK RDU PREMIER

Thank You

PARK RDU ECONOMY 3

PARK RDU ECONOMY 4