

The background of the entire page is a close-up, slightly blurred image of several US dollar bills, showing the portrait of George Washington on the \$1 bill and the portrait of Benjamin Franklin on the \$100 bill.

Monetizing The Airport Curb

By Scott Goldstein

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Which Weighs More?

**1 lb.of
Feathers**



**1 lb.of
Gold Bricks**

Answer: They're equal

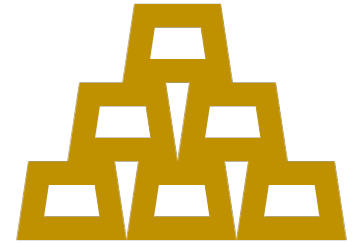
Which is Better for airports with a RAC Bus?



\$350

RAC

Revenue



\$350

TNC

Revenue

Are they equal?



1 RAC Bus:
\$350/rev
2 curb visits

10% revenue fee based on:

- \$35 rate
- 4.5 day rental
- 22 paid passengers

87 TNC
Vehicles:
\$350/rev
~174 curb visits



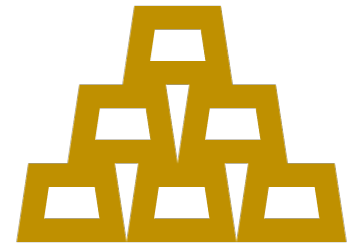
\$4 fee for TNC airport pickup, \$0 fee upon return

Which is Better for airports with a ConRAC?



22

car rentals
(\$\$)



22

TNC fees
(\$\$)

Are they equal?

22 Car Rentals:
\$350/rev+
\$5/day CFC (5 days)
\$350+\$550=
\$900

10% revenue fee based on:

- \$35 rate
- 4.5 day rental
- 22 paid passengers
- \$550 contribution toward airport infrastructure

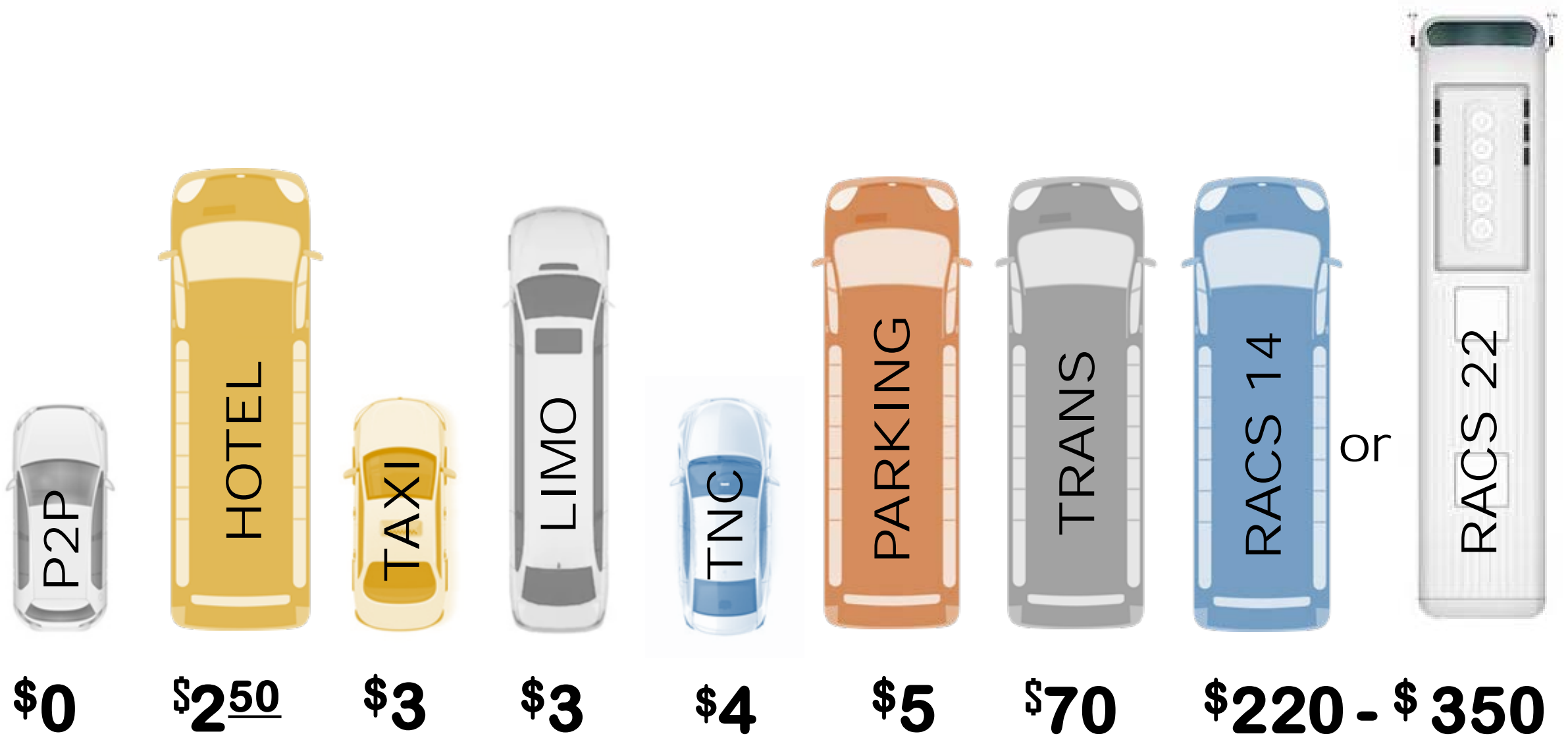
22 TNC
Fees:
\$88

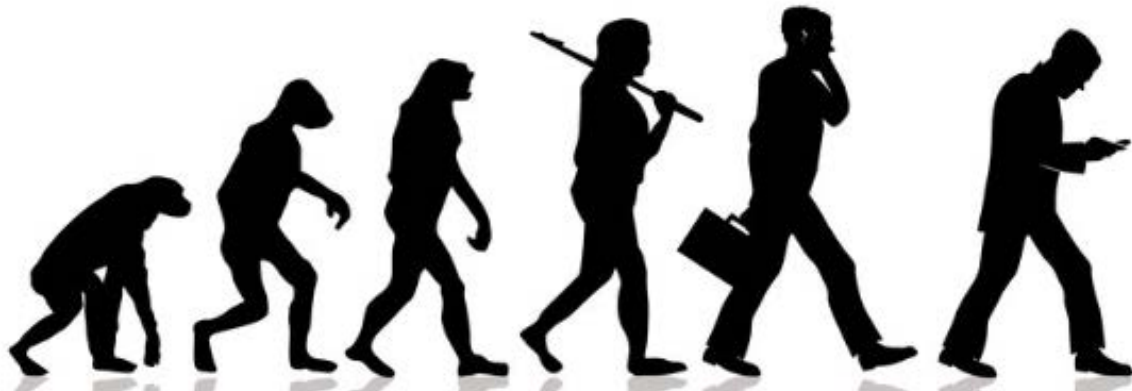


\$4 fee for TNC airport pickup, \$0 fee upon return



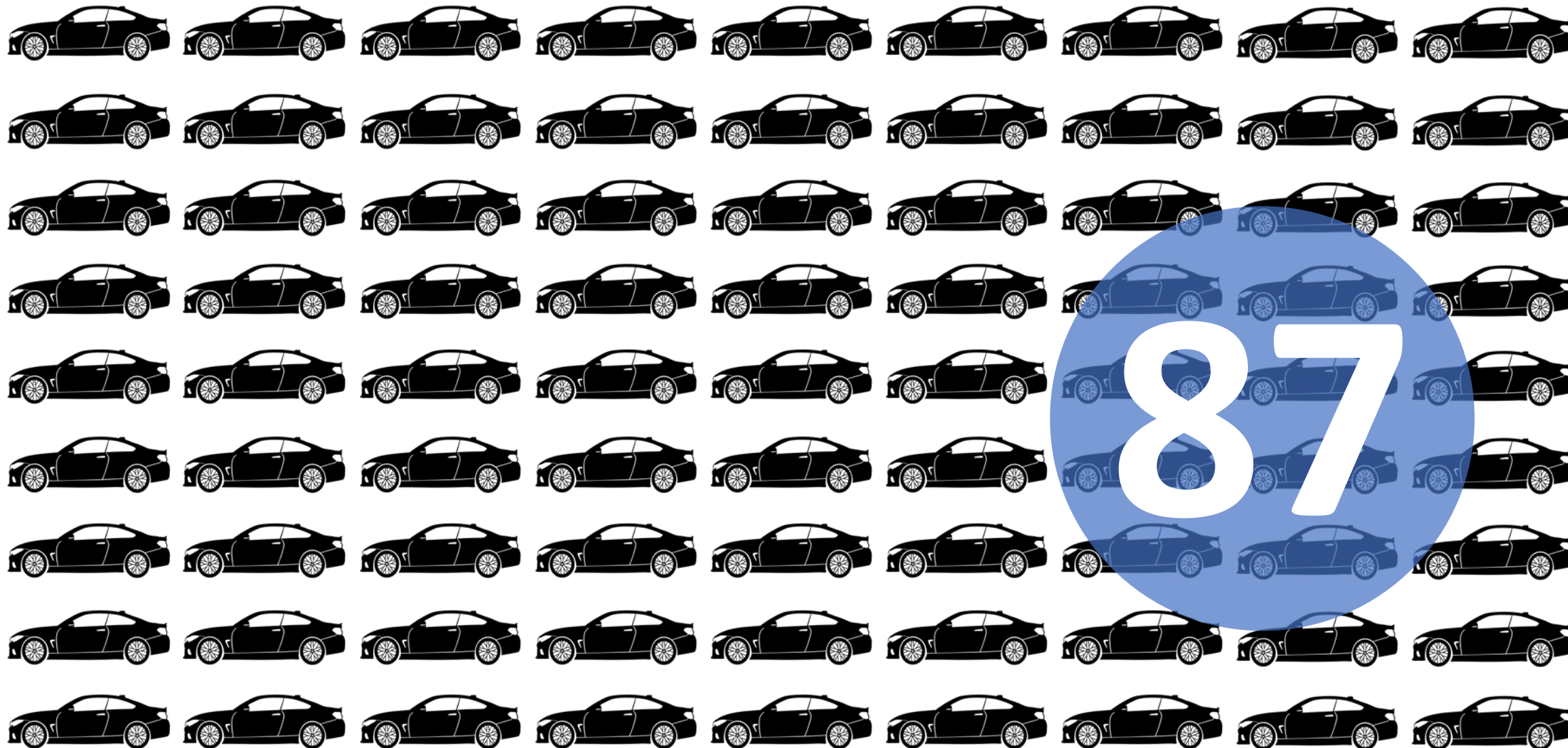
Revenue by Transportation Mode



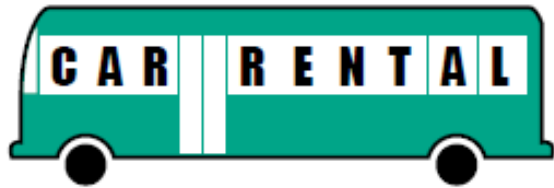


The Evolution of...





Trips & Revenue



**1 trip
= \$350**

TRIPS TO GENERATE \$350 REVENUE



70 trips (\$5.00 trip)



87.5 trips (\$4.00 trip)



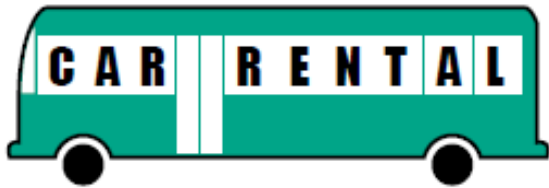
116.7 trips (\$3.00 trip)



140 trips (\$2.50 trip)

Curb Activity over 12 hours

(5 min headways and \$350 revenue)



\$350 = 1 trip
1 trip x 12 hrs = 12 trips
12 trips x 12/hr =
144 RAC Shuttles



\$350 / \$5.00 trip = 70 trips
70 trips x 12 hrs = 840 trips
840 trips x 12/hr =
10,080 Parking Shuttles



\$350 / \$4.00 trip = 87.5 trips
87.5 trips x 12 hrs = 1,050 trips
1,050 trips x 12/hr =
12,600 TNC's

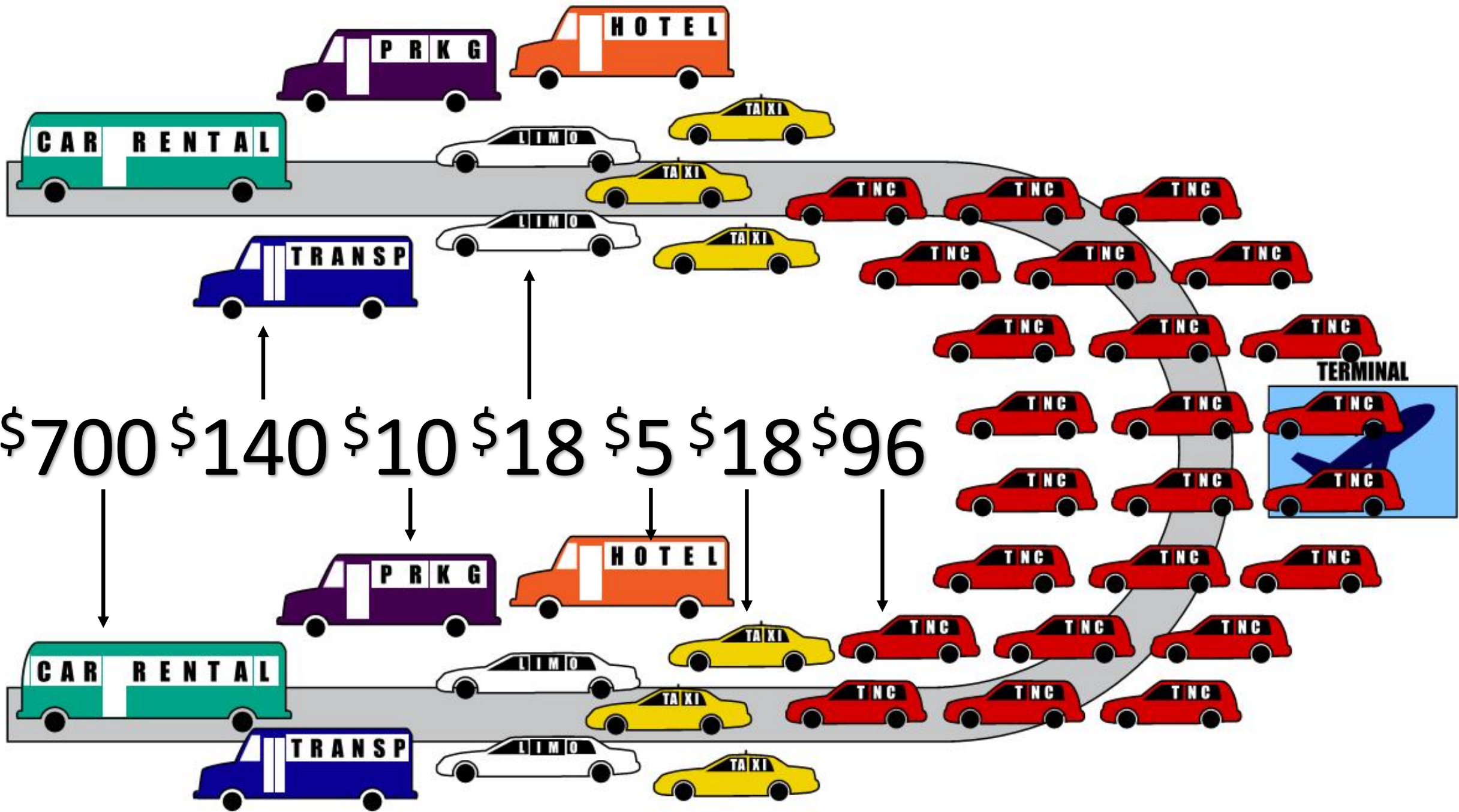


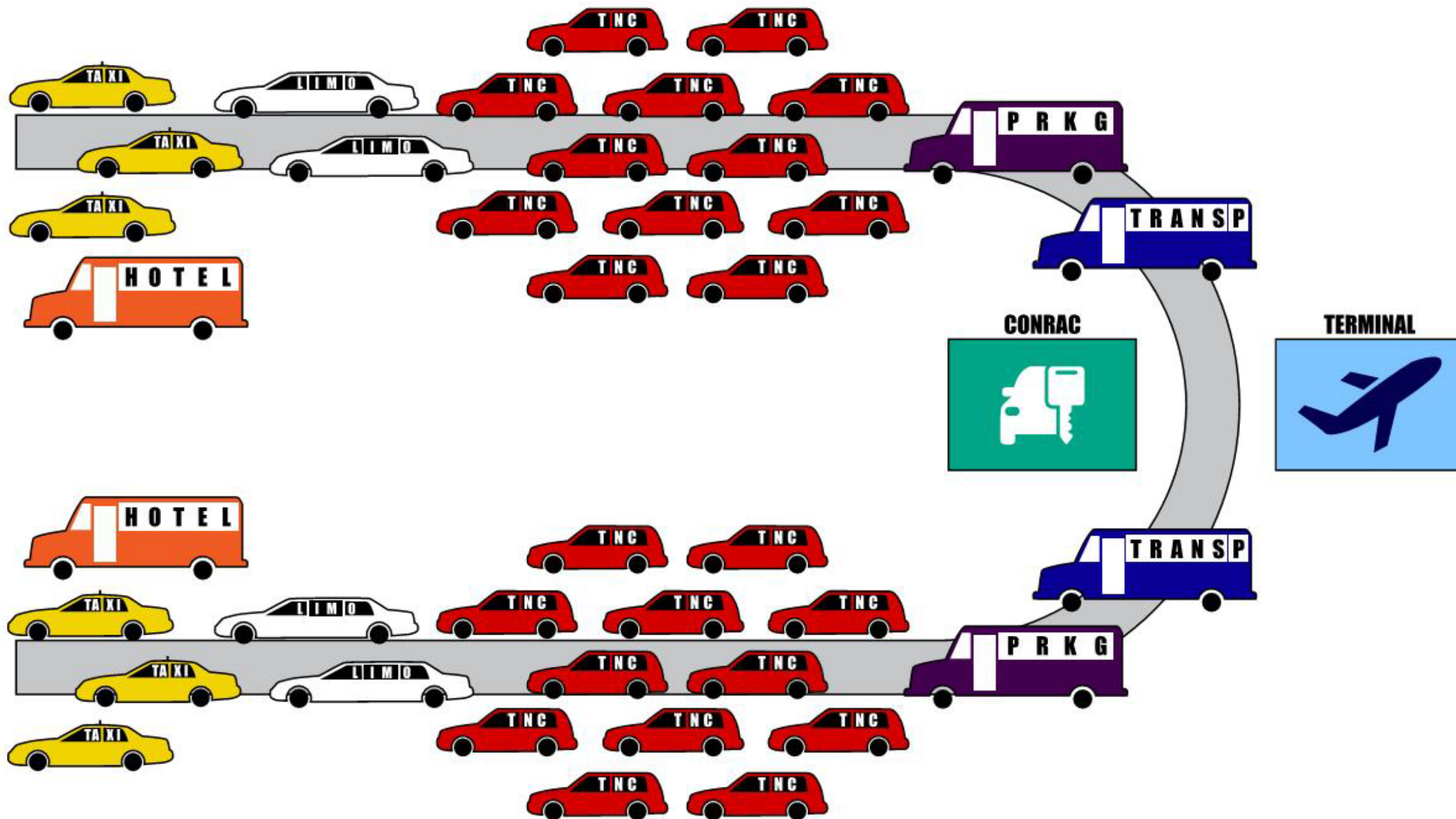
\$350 / \$3.00 trip = 116.7 trips
116.7 trips x 12 hrs = 1,400 trips
1,400 trips x 12/hr =
16,800 Taxis/Limos

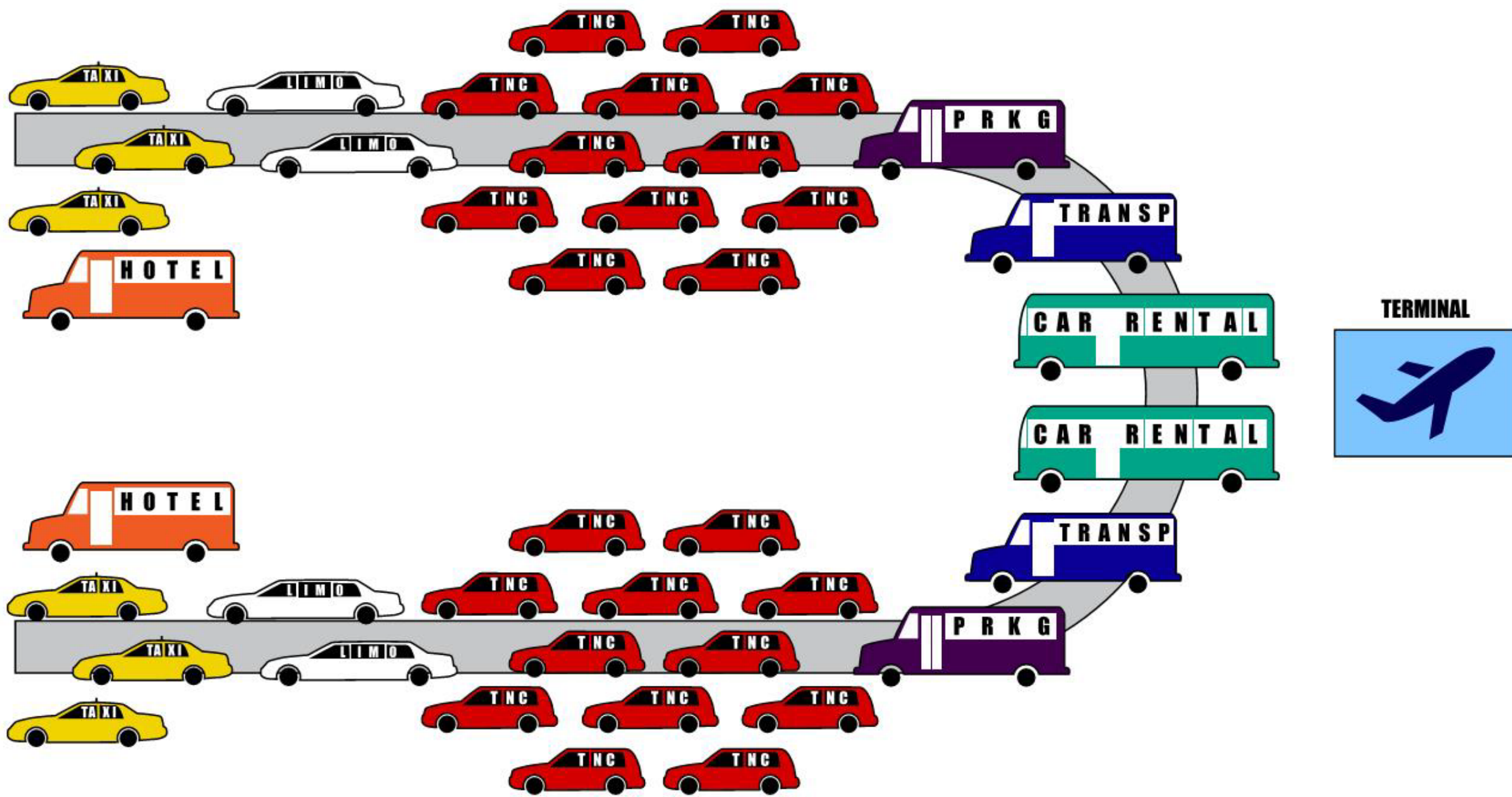


\$350 / \$2.50 trip = 140 trips
140 trips x 12 hrs = 1,680 trips
1,680 trips x 12/hr =
20,160 Hotel Shuttles









Is there value in hiring personnel and/or
systems to manage your airport curb?

Yes!

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