



Auckland International Airport

Frogparking's parking guidance solution provides modernization, efficiency and reliability for Auckland Airports parking operations

Auckland International Airport is where New Zealand touches the world. Over 70 percent of visitors enter or leave New Zealand via Auckland International Airport. It handles 19 million passengers a year and serves thirty international airlines, being Australasia's third busiest international airport, after Sydney and Melbourne.

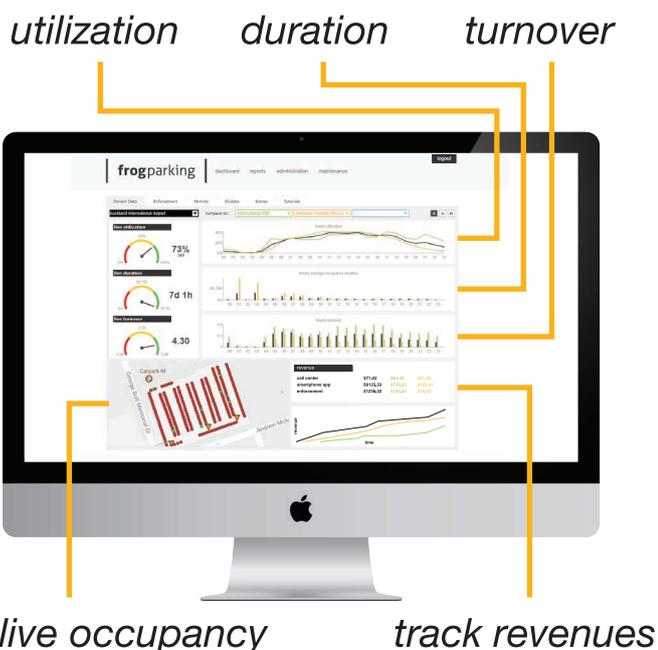
Like many international airports, Auckland International faces a number of ongoing challenges and opportunities in its parking business. Parking, for the airport, is a critical part of its overall passenger infrastructure and landside operations in addition to being an important line-item on its financial statements. **"For many of our customers parking is the first experience they'll have with our brand" explains Troy Lineen, Transport Manager. "We need to ensure that experience is as effortless and frustration-free as possible whilst meeting our revenue targets, and we enabled that by investing in and deploying Frogparking's parking guidance solution".**

With only four employees in the Transport team, smart technology plays a significant role to automate and provide real-time insights into the daily business. Any technology used by the Airport must positively impact revenue and drive efficiency due to the "lean and mean" team headcount. By reviewing the comprehensive reporting from the Frogparking dashboard the Transport team can gather data points across capacity management, space turnover and pricing.

Ensuring revenue growth is not eroded by threats, such as transport network operators including Uber, new metro light rail links, off-airfield parking operators or future autonomous vehicles the Transport team plan out 15 years ahead, analyzing how these threats will impact its business and how that affects their investment in parking infrastructure. Martyn Brewer, Commercial Manager – Transport explains. **"We need to maintain a view out that far when it comes to infrastructure like parking and be ready to adapt and pro-actively manage these threats to protect and grow our revenue. By deploying a parking guidance solution, we wanted to ensure we maximize the opportunity to utilize every last space in our lots on a daily basis and gather insights which we can incorporate into our forward thinking and planning".**

The result? Since installing Frogparking's solution the Airport's parking business has successfully maintained consistent revenue growth. **"There are four influencing factors that have helped us achieve record growth in our parking operation - passenger growth, smart revenue management, pricing decisions and meeting capacity targets. Frogparking's technology is a key factor in assisting us across capacity management and pricing resulting in 95% occupancy rates due to efficiently guiding travelers and visitors to vacant spaces".**

Over the five years that Auckland Airport has continued to partner with Frogparking to assist with its parking operations, the Transport team has highly valued the contribution they've made. **"We reviewed and evaluated a number of guidance solutions from across the globe. We selected to work with Frogparking not only because of the full end-to-end solution they provide but because they are a refreshing partner in every sense. They like to break the mold and think laterally about problems we have, they relish these challenges whilst providing us with a robust and reliable solution that is price competitive".** As the Airport's business continues to expand and evolve Frogparking will work closely alongside the Transport team to help maintain its growth and be recognized as a leader in parking technology adoption.



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"Frogparking's solution is a key factor in assisting us meeting capacity and revenue targets in our parking operation."

- **Martyn Brewer**, Commercial Manager - Transport

key facts

- 19m passenger movements
- \$530m revenue FY17
- 10,000 parking spaces over 9 lots/garage structures
- \$2b infrastructure investment program over the next 5 years

solution summary

Auckland Airport: www.auckland-airport.co.nz

Industry: Aviation & Tourism

Location: New Zealand

Business Objectives:

- Increase revenue
- Provide insights into the parking operation
- Increase occupancy
- Increase customer experience

Technology:

- Frogparking Indoor & outdoor guidance solution – sensors, variable messaging and LED occupancy indication
- End of row signage with real-time availability
- Integration with SKI-DATA PARCs
- Data analytics platform with full reporting across multiple metrics

Business Value:

- Increased efficiency for the parking public and terminal traffic flows
- Improved occupancy management and turnover
- Key contributor to revenue growth
- High reliability and accuracy driving confidence in insights gained from data collected
- Benefits of cloud-based solution

