

Pre-Booking Services

Turn underutilised parking spaces into revenue

If your car park stands empty during the weekend or isn't busy across the evening, there could be an opportunity to monetise those spaces by allowing motorists to pre-book them.

2 Pre-Booking Spaces

We've joined forces with an industry leading partner to help you realise the revenue potential hidden in your parking spaces. Over 5m registered users are already looking for available parking, many in your local area. With our easy to set-up, pre-booking service motorists can browse thousands of sites, helping them find and pre-book their parking. From tourists looking for somewhere to leave their car during a city break, shoppers looking for town-centre parking or professionals trying to find a location nearby for a meeting, pre-booking parking can provide a convenient and effective parking solution.

This service helps entice motorists and potential customers to locations they otherwise may never visit with the cost of pre-booking a parking space providing your business with additional margin-rich revenue. Listing your spaces is fast, simple and done in a way that doesn't impact on your other business operations. With thousands of locations already making use of their underutilised spaces, the process couldn't be simpler.

Busy central locations

Perhaps your business is in a high footfall area where typically access to parking is limited. By listing spaces visitors have access to new places to park, drawing them to the area and putting them in direct contact with your business. This can increase the number of customers that interact with your business as well as helping you to generate additional revenue.

During the COVID-19 pandemic many buildings have seen changing patterns in how their parking is used. Why not use those newly available spaces to supplement your revenue and reinvest back into your business during uncertain economic times?

Out-of-town locations

In areas where parking isn't an issue you could still list spaces for pre-booking to help draw in new customers, such as a country hotel or restaurant allowing guests to redeem the cost of their parking against their bill.

For example, you might run a country spa, hotel, golf course, or even a country house. You could tie parking into the booking or reservations process for your guests. In this instance they would be provided with an exclusive page to arrange their parking that can't be accessed by the public but still allows you to monetise your parking spaces.

Turn Underutilised Parking Spaces Into Revenue

Why should you sign up?

✓ Revenue

If you have surplus space it can be monetised, providing you with previously unrealised revenue streams. By transforming unused space into overflow parking for an adjacent business or providing customers with an incentive to use your spaces, you can really boost your bottom line.

✓ Easy to set-up

By tying into ANPR technology, our pre-booking service allows you to quickly implement a fast, flexible and convenient system for your customers, the public and your guests. We also take the hassle out of the service by creating your listing and managing all the admin for you, including managing bookings and payments on your behalf.

✓ Increase footfall

By attracting the motorists who wouldn't normally park at your premises, you can raise the profile of your brand and drive footfall through your doors which can help boost your revenue further. From new customers to a retail outlet or extra visitors to the hotel restaurant following a nearby event, your parking is an opportunity to encourage people to visit.

✓ Better customer experience

From tying parking into room booking services at a hotel to offering contactless, hassle-free parking for shoppers, a pre-booking service can help provide customers and guests with a more pleasurable experience which can boost your profile and ensure repeat business.

✓ Overseen by parking experts

We understand parking. We'll monitor every detail of your site to make sure your it runs effectively. This includes utilising occupancy reports to monitor the number of spaces available for pre-booking and ensuring they don't impact your regular business operations.

How does it work?



Create a listing

List a space with us for free – we then create a page which you can use to showcase your site or direct customers to. You have control over the way your site is accessed guaranteeing it suits your needs. Once you are happy with it, the page goes live.



Drivers book spaces

Depending on your business, motorists or guests can search for a pre-bookable space or be directed to a dedicated parking page for your business, as part of a booking process. Once they find their space, they select the time and date of their stay and make payment. We then handle all the admin, from email confirmations for the motorists to monthly reporting for you.



You get paid

Each month the earnings you make from your parking are deposited directly into your bank account. You have complete control over your listings; we can start small, with a few spaces listed, scaling up over time or if you aren't satisfied or something needs to be changed, the service can be paused or cancelled at any time.

Frequently asked questions

Q. If my space needs a permit, can I still list it?

Of course! When we create the listing for your space we check to see if it requires a permit and go over any other important details relating to your parking site. This helps us to create the best possible listing which you'll see before anything goes live.

Q. Where is my space advertised?

Aside from your listing online we partner with sites including gocompare.com and Parkopedia who can help put your space in front of the thousands of motorists looking for affordable parking in your area. Alternatively, your listing can be hidden to be used as an exclusive parking booking for guests and visitors within your current bookings process.

Q. How much does it cost to list my space for pre-booking?

It's free! Listing a space costs you nothing, but we take a small commission on any bookings to cover promotional costs, technical support and any admin. You'll retain the rest to help support your business while we manage everything for you. Simple.

Q. Who will be using my space?

The public, from people attending nearby events and tourists to professionals looking for somewhere safe to leave their car. The public can search online for a space, or in the case of an out of town venue such as a hotel or rentable accommodation, parking can be tied into your booking process so only visitors have access to it. You have absolute control over your parking space.

Q. How much can I earn from my space?

This depends on several key factors; location, price and reviews. We look at the data from your local area to recommend a pricing structure based on supply and demand. This ensures you get the best possible return from your listing. We also start small, testing the market with a few spaces. Keep in mind this is a flexible service so you can add more spaces or cancel the service at any time.

Q. How does payment work?

We pay any rental fees earned by your spaces into your bank by the last business day of the following month. For example, the fees earned from your bookings in January will be paid to you before the end of February.



One parking partner. Infinite possibilities.

Established in 2004, Parkingeye has grown from a pioneering business into one of the UK's market-leading car park management operators, with almost 350 employees and over 3,700 sites in its roster. Our portfolio offers a range of next generation solutions which span ANPR monitoring, enforcement, permit management, pay-on-foot, virtualised payment platforms, site performance boosters, loyalty apps and much more, to help businesses large and small across the UK thrive.

We have a 97% customer retention rate and look after solutions for some of the most complex car parks in the country, including 3 of Britain's top 6 supermarkets, some of the world's largest hotel chains, thousands of retailers, property management giants, NHS Trusts and some of the country's most prestigious universities.

Come with us and experience what parking should be like.

To transform the way you approach parking, get in touch.

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