



Complete Car Park Management for your hotel

Since 2004 Parkingeye has grown from a pioneering provider into a market-leader, supplying a wide range of ANPR, paid parking, cashless, contactless, EV and Bay Enforcement solutions to ease parking pain for businesses and their users across the UK. Our solutions empower the businesses we work with, giving them the capability to capitalise on, and effortlessly manage, their parking in a highly connected world.

With clients ranging from major hotel chains and huge NHS Trust sites to thousands of independent retailers and 3 of Britain's top 6 supermarkets, we're already making life easier for the teams who manage those sites and the motorists who use them. Welcome to the next generation of parking solutions with Parkingeye.



Maximise Revenue Generation across your estate



Drive efficiency with **cost-neutral solutions**



Boost visitor satisfaction

Why Parkingeeye?



Easy-payment solutions

We have an unmatched range of payment options, allowing you to tailor how you manage paid parking on your site to the specific requirements of your visitors. From card and contactless payments, through to innovative autopay and various mobile payment options. These solutions let you provide streamlined experiences and reliable service while maximising the revenue potential of your car park.

Market-leading support

We've been delivering smart, flexible, hassle-free car park solutions for almost 20 years and offer a service that's difficult to match. A dedicated Account Manager will put your business at the heart of all we do, backed up by our expert Quality Assurance teams who continually audit service levels to ensure we always deliver the best for you and your customers.



Operational ease

We have a fundamental, deep-rooted focus on quality across every touchpoint in the customer journey, from extra time spent on signage wording to ensure that the terms are easily understood by users, to bespoke reporting to drive continual improvement. Everything we do is designed to eliminate additional admin for your teams, provide peace of mind and streamline how your business operates.



New revenue streams

Embrace a host of new revenue generators with Parkingeeye. Paid parking can be an invaluable resource for businesses, accessing new ways to generate revenue and support growth. From Pre-Booking that allows you to capitalise on unused parking space, to EV chargers providing a valuable new service to guests. Our expert team will manage everything, so you can enjoy new margin rich revenue without any of the hassle, just like some other hotels generating thousands in unexpected revenue.



Bespoke solutions

For busy in-house teams juggling security, complaints and parking payments, parking can be a real pain. Our wide range of inter-changeable services are integrated with clever technology which does all the hard work for you. We can free you from unnecessary admin, eradicate unwanted abuse from unauthorised vehicles and help you deliver a range of value-added services to hotel guests.



ParkIQ

Understanding your car park, its users, and its performance is crucial to ensuring a site thrives. ParkIQ, our new data and insight platform, helps you to do just that. We provide our clients with fully customisable, bespoke reporting which helps to track progress, plan investment, and adapt your car park to an ever-changing marketplace.



Issues facing the hospitality sector

The hospitality industry is facing a host of challenges. As an industry still in recovery from the effects of the pandemic the focus has been on growth and rebuilding, approaching a return to normal.

But what are the issues the industry is facing and how can your car park help?

Q: How do I manage rising operational costs and energy bills?

A: Increase Revenue Generation

Q: How do I adapt to changing trends, business requirements and visitor needs?

A: Unlock data insights via ParkIQ

Q: How do I meet my sustainability goals?

A: Adopt innovative technologies such as EV charging.

Q: How do I deal with abuse and congestion on my car park, such as overnight guests not paying for parking?

A: Adopt a fair and reliable enforcement strategy.

Q: How do I deal with unreliable barriers and aging technology?

A: Add ANPR to remove the reliance on old technology.

Q: How do I deal with accessibility issues?

A: Enable Bay Enforcement to protect your priority spaces.



The role of next generation parking

With rising pressure to deliver a superior customer experience to every guest, while protecting and generating revenue, there's never been a better time to transform the way your car park operates.

Whether you're struggling with unauthorised parking, looking to create new revenue streams for your business, embrace EV charging, access new insight, or simply need to take the hassle out of the day-to-day management, we can help.

Managing your whole estate

Many hotels sit as part of a larger estate or group. While each site might be unique in terms of its services, visitors will still expect a consistent level of service and expectation from a brand or hotel chain.

We understand the pressure staff are under to run multiple sites and that's why we take care of everything for you. Our complete car park management allows you to provide consistency, creating a common thread between each site, supporting your staff, and building a sense of familiarity that helps welcome guests.

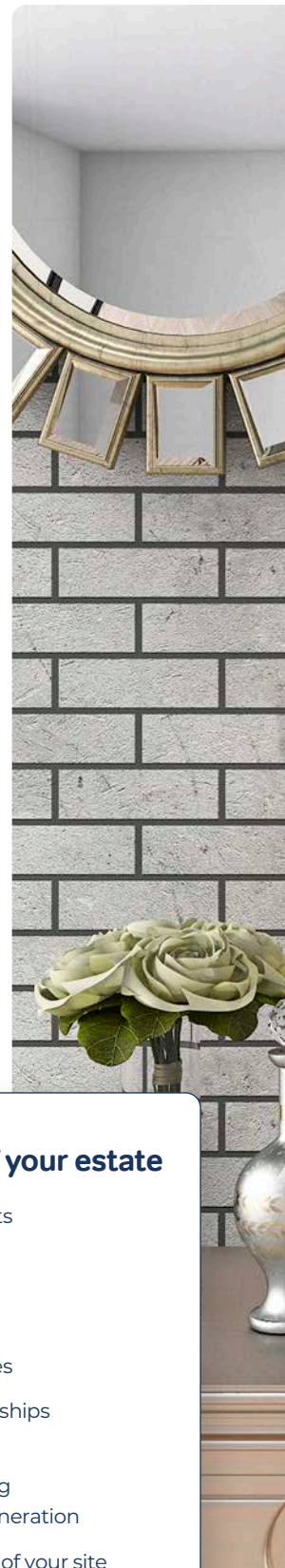
You might also own a site that has a spa, gym, restaurant, wedding venue, or event space. These are all opportunities to generate additional revenue and capitalise on the grounds and setting a hotel already has. Events, especially weddings, carry such an enormous weight and are a crucial way for hotels to generate huge boosts in revenue and build a reputation that can be capitalised upon.

We're experts at supporting multi-site and complex clients. With consistent messaging, services and solutions provided across an entire estate can still be tailored on a site-by-site level ensuring you remain in control.

Managing the different areas of your site individually can transform how they operate, not only increasing efficiency but letting you put the solutions in place that increase revenue and boost service levels.

How we help you make more of your estate

- ✓ Provide Pre-booking to help ensure guests can access the services they need
- ✓ VIP parking notifications to help you teams welcome important visitors
- ✓ Bay Enforcement to protect priority spaces
- ✓ Permit systems to help manage memberships to gyms or event parking
- ✓ Multiple ways to pay for parking increasing convenience and maximising revenue generation
- ✓ Tailored support to cater to each element of your site
- ✓ Varied payment options to help visitors manage their stay in a way that suits them
- ✓ Powerful data and insight to help you understand how your site is being used
- ✓ Support from our internal teams of parking experts who can help with effective communication and signage, keeping staff and guests informed of any changes and new rules on your car parks



Revenue Generation

Revenue generation is vital. Without it, growth slows and the ability to invest or adapt to changing customer or industry requirements becomes significantly harder. Every available asset at a business's disposal needs to be used to its absolute best to give chance for success.

Paid parking might sound counter intuitive for a hotel, but there are options that can help your site to access previously unrealised revenue streams that can help bolster a business in uncertain times.

Empty space on a car park, such as during quieter months or an off-season, could be offered for Pre-Booking, allowing motorists looking for parking in an area to capitalise on a prime location that would otherwise be going unused.

Pre-Booking has seen sites generate as much as an additional £10k in revenue.

We help businesses to understand their revenue generating opportunities and help them to put the appropriate solutions in place to help them realise the full potential of their car park.

How we help maximise revenue

- ✓ Provide flexible and easily managed new payment options
- ✓ Pre-Booking to capitalise on quieter periods
- ✓ EV Charging to help access new markets and support changing customer requirements
- ✓ Variable parking rates
- ✓ Data and insight to track performance and revenue generation
- ✓ Exceptional Account Management to ensure your car park is meeting its full potential

Did you know?

Devastatingly over 250,000 businesses closed in 2021 due to a loss in revenue. A car park might not seem like a lifeline, but even smaller sites can generate additional income.



A 25 space site can generate parking revenue of **£120,000 per year**

“We’re a busy hotel with 350 rooms so the car park can become very full. Since we introduced Parkingeye, we’ve seen a dramatic reduction in unauthorised users and our parking revenue has doubled.”

🗨️ Ron Vos, General Manager, London Heathrow Marriott

Wondering how much your site could generate?

Scan our QR code to use our Revenue Calculator

A screenshot of a laptop screen displaying the 'Revenue Generation Calculator' interface. The interface has a dark blue background with white text and input fields. At the top right is a bar chart icon. The form includes fields for 'First name' (John), 'Last name' (Smith), 'Email address' (Johnsmith@email.com), 'Postcode' (AB1 23C), and '# Spaces' (25). A blue 'Calculate revenue' button with a fingerprint icon is on the right.

Visitor Satisfaction

Hotels succeed or fail by someone leaving satisfied with their stay.

Car parks can be viewed as the first and last impression someone has of a location, so it's vital that your car park does all it can to make a positive impression. This bookends a visit and can help punctuate the rest of someone's trip.

A positive experience increases the likelihood of a repeat visit, this doesn't just mean your hotel, but your extra services such as gyms, restaurants and spas can all benefit. This can provide a serious boost to your revenue, which, when coupled with additional services such as Pre-Booking and EV charging, can have a noticeable impact on your bottom line.

Our solutions are designed to give time back to your internal teams, removing the unnecessary admin and additional management from your car park and giving them back the time and headspace to devote to providing incredible service to your guests and visitors.

We can also help your business plan for the future.

ParkIQ empowers your business, letting you tap into customisable insights, enabling you see how usage of your car park is evolving and helping you to tailor any changes and future investment to capitalise on emerging trends and shifting user need. This ensures that visitor satisfaction is at the forefront of every element of your site, including the car park.

Helping you boost satisfaction



Peace of mind due to 24/7 monitoring and maintenance



Streamlined services to reduce unnecessary admin



Flexible options giving you maximum control over your car park

“Although parking has become our 2nd largest revenue stream after rooms, it’s the customer experience that’s most important – after all we’re in the people business. Parkingeye always put themselves in the customer’s shoes. 10/10 all the way.”



The evolution of parking for your visitors

Car parks are changing, with new ideas and technologies transforming how the public interacts with a site while helping businesses to capitalise on their car park's revenue generating potential and its ability to provide invaluable insight about business performance.

Effective, protected EV charging



EV charging not only enables a new revenue stream on your site, but also allows you to cater to your guests and the rising need for EV charging. Our

Park EV service uses Evology chargers to kit your car park out with reliable rapid charging that's also protected with innovative ANPR technology.

A camera houses within the charger monitors the usage of your EV spaces and protects them from being taken up by non-EV drivers. This improves their availability while also protecting your investment and its ability to drive revenue.

Prioritising your priority spaces



It isn't just EV spaces that need protecting. Blue Badge bays and other priority areas on your car park need to be protected to ensure that the guests that need them don't have their experience of your site soured before they set foot in reception because of issues on the car park.

Our Bay Enforcement bollard allows you to monitor specific areas of your car park and ensure that your priority bays aren't taken up by motorists who shouldn't be there.

ParkIQ

Unlock your visitor insights

Any decision you make around your business needs to be carefully considered, and to make the right decisions you need all the relevant information.

ParkIQ helps you to unlock deeper understanding of your car park, how it performs and the behaviours of the people using it. The ANPR cameras on your site help log and track thousands of points of data every single day. This information is then used to populate completely customisable reports to help you interrogate your parking data effectively. This can guide decision making, helping you make the choices that are going to have the most impact on your site with more confidence.



Don't just take our word for it

We're already working with some of the largest hotel brands in the world, from Marriott to Crowne Plaza.

We offer a range of pay-on-site, pay-as-you-park, and permit solutions to all sizes of hotels, ranging from small boutique establishments with 15-space facilities to nationwide giants managing large hotel estates across multiple locations.

Our system can offer various payment options to run alongside guests checking in/out, making it easier for the hotel to monitor who has paid and who hasn't.

With terminals in-situ at reception areas, our clients can offer free parking to guests/visitors whilst also generating revenue from non-patrons with payment machines in the car park, as well as the ability to pay online.

Easy.



Parkingeye

One parking partner. Infinite possibilities.

Come with us and experience what parking should be like.

www.parkingeye.co.uk/hotels | enquiries@parkingeye.co.uk | 01772 450 542

