



Hotel Spotlight

Despite navigating challenging economic and political conditions, the UK hotel industry continues to record strong growth, with 1.6% YOY increase in Gross Operating Profit Per Available Room (or GOPPAR for short!) recorded for 2018 according to data tracking from HotStats. Whilst this continued growth is attributed to general room and

beverage sales, a decline in conferences & banqueting and leisure services alongside rising overhead costs continue to put a strain on owners and managers alike to maximise profitability and delight guests. Interestingly, car parking is rarely considered as an area of opportunity but it certainly should be. Here, we examine how.

Profit & Loss Key Performance Indicators

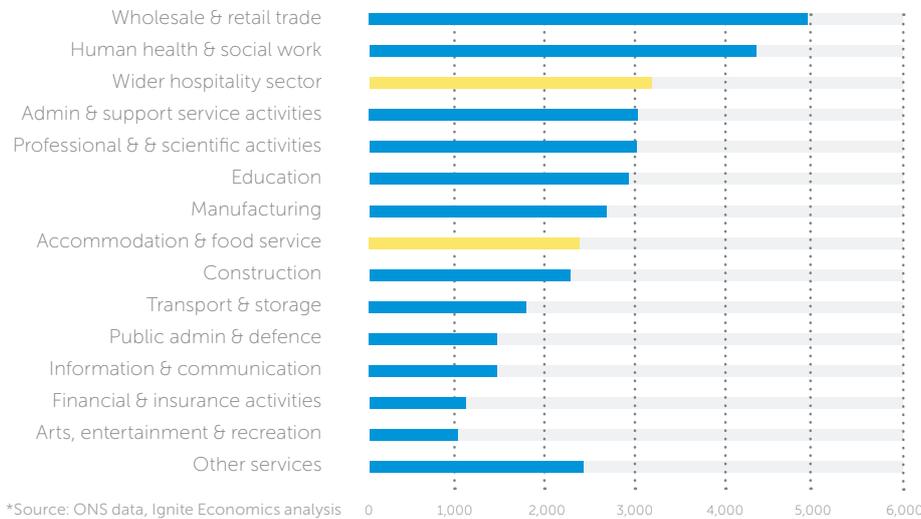
Total UK (in GBP)

The industry
at a glance
Dec 2017 v. Dec 2018



SUPPORTING EMPLOYMENT

Fig 1: The wider hospitality industry is the 3rd largest employer in the UK (workforce jobs '000s)



WHAT THE FUTURE HOLDS...
2019 FORECAST

London
+4,340 +2.8%
rooms

Provinces
+21,760 +3.3%
rooms

Source: PwC UK Hotels Forecast 2019

THE ROLE OF NEXT GENERATION PARKING

With rising pressure to deliver a superior customer experience to every guest whilst protecting and generating greater margin-rich revenue, there's never been a better time to transform the way your car park operates. So often overlooked, parking is actually a huge area of opportunity for hotels and what's more, the first and last touchpoint in any hotel experience. Whether you're struggling with unauthorised parking,

looking to create new revenue streams for your business, aspire to provide a top-class experience or simply need to take the hassle out of the day-to-day management, we can help. What's more, next-generation ANPR technology will do all the hard work and deliver market-leading real-time analytics to help your team understand visitor behaviours such as peak times, throughput and duration data.



WE'RE ALREADY WORKING WITH...

...some of the largest hotel brands in the world, from Marriott to Crowne Plaza and 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 is able to 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 our clients are able to 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.

Typical issues include...



Overnight guests not paying for parking



Increased congestion



Reduced availability for guests



Abuse from local businesses



Barrier systems being unreliable



“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



“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.

Sherif Gad, General Manager, Ibis Luton Airport



“Great service from all employees of ParkingEye, especially our dedicated Account Manager. Excellent, Professional, Helpful, it's a great system.

Leonardo Hotels

WHY PARKINGEYE?

Easy-payment solutions

Our range of innovative payment machines are fully integrated with smart ANPR technology and include solar-powered as well as hard-wired solutions to support your CSR strategy, the ability to provide change unlike many of our competitors, cloud-based pre-pay platforms for a truly free-flow option on highly congested sites and the ability to brand/offer promotions bespoke to each site.

Market-leading support

We've been delivering smart, flexible, hassle-free car park solutions for over 14 years and offer a service wrap 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.

Eye for detail

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 terms are easily understood by users through to

bespoke reporting used to drive continual improvement measures. Only this level of detail can give users the very best customer experience and offer your business a highly efficient operation.

New revenue streams

Embrace a host of new revenue generators with ParkingEye. Enabled by ANPR technology, we can highlight unoccupied space and seamlessly promote to thousands of users looking for available parking nearby. 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 possibly parking payments, parking can be a real pain. Our wide range of inter-changeable services are integrated with clever ANPR technology which does all the hard work. We can free you from ageing barrier issues to deliver a free-flow environment, eradicate unwanted abuse from unauthorised vehicles and help you deliver a range of value-added services to hotel guests.

ParkingEye

car park solutions



Since 2004 ParkingEye has grown from a pioneering provider into a market-leader who provides a wide range of ANPR, Pay & Display, permit and manned solutions to ease parking pain for businesses and their users across the UK, giving them the capabilities to work and park effortlessly in a highly connected world.

With clients ranging from huge NHS Trust sites, blue-chip household names, thousands of independent retailers and 2 of Britain's top 4 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.

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

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SMART, FLEXIBLE & INTEGRATED CAR PARK MANAGEMENT

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