OPERATIONAL EFFICIENCY

CASE STUDY

PANGBORN MEMORIAL AIRPORT (EAT)

↑ **28**% REVENUE

↓ **50**% PAYROLL HOURS

WENATCHEE, WA

AIRPORT

300 SPACES

SURFACE PARKING

110,000 ANNUAL PASSENGERS

$ MOBILE PAYMENT

AUTOMATED
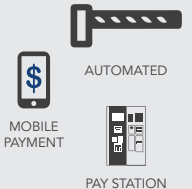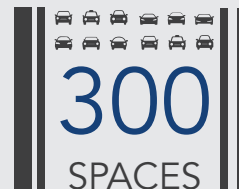
PAY STATION

What is Automated Parking?

This solution is customer-friendly and can work at most any small airport. The spaces are numbered and the pay station located inside the terminal accepts payments. Customers are prompted to prepay for their parking by entering their stall number and the number of days they wish to pay for. Payments are made with credit, debit or cash and a receipt is issued. Customers can then proceed to check in for their flight.

SITUATION

- Since the Pangborn Airport had less than ten daily flights, it needed an additional revenue enhancement with paid parking. The management team was looking for a company that could provide an innovative automated solution that fit their customer service needs while enhancing revenue.
- Customers were being charged for parking via a pre-paid envelope system which created a significant amount of work for the airport staff to ensure compliance, collect the parking revenue, and audit the process.
- New revenue control equipment was required to implement variable parking rates and separate the parking zones.

APPROACH

- Replaced the envelope system with a pay-by-space solution where parking stalls were numbered to clearly identify where a customer parked and prompted them at the pay station to enter their stall number.
- Installed two automated pay stations and offered mobile payment provide more convenient payment options.
- Launched our signature "Thanks Again" loyalty program which rewarded points for every transaction that could redeemed at participating Pangborn Airport stores.

RESULTS

- Increased overall revenues by 28% in the first year due to the new revenue control equipment and method of operation.
- Reduced airport staffing levels by 50% to just 4 hours daily for vehicle inventory, cleaning the lot and verifying revenue.