

Espresso Airport Parking

Propark orchestrates a complete financial turnaround at a struggling off-airport parking facility.

Expresso Airport Parking is located at 880 Doolittle Drive in San Leandro, California and is the leading off-airport parking facility serving Oakland International Airport. The once struggling location has experienced an unparalleled trend of positive growth since Propark's management takeover.

Under the previous management company, the owner was losing an average of 85,000 dollars per month. Unsatisfied with the operator's results, the ownership looked for a new solution to the loss of revenues and dwindling occupancy rates.

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capacity of 2,300 parking spaces, comprised of outdoor parking and indoor parking. Customers can park themselves, or have an experienced parking professional valet park their car for them. Shuttles transport patrons from the facility to the airport terminal in as little as four minutes. Vacationers and business travelers alike, park at Espresso for a variety of reasons.

Propark was awarded the facility parking management contract in February of 2001 and immediately improved service, reduced cycle time for car retrieval and increased parking capacity. Additionally, costs were controlled and rates were increased, largely due to the exclusive parker amenities that were incorporated. Espresso's customers are treated to

complimentary newspapers, premium coffee, fresh muffins and crisp spring water when they arrive at the location.

A frequent parker program was instituted in addition to the amenity selection. Espresso "Bigshots" rewards repeat parkers with exclusive perks, like free parking, car washes and auto-detailing provided onsite by Splash Carwash and Unique Auto Detail.

As part of the aggressive marketing campaign for Espresso, Propark created a website for the facility. Customers can reserve a guaranteed space by logging onto expressoparking.com, and employees of registered corporations can print discount coupons right from their home or office computer.

In an effort to add value for AAA members, Propark joined forces with McGann associates to create the software that drives the "Expressomatic" pay stations. AAA customers have the ability to swipe their card and save fifteen percent on the lowest priced parking for Oakland International Airport. This software is the first of its kind in the nation, and Propark plans on implementing it at select locations across the country.

These successful programs have more than doubled the number of vehicles parked at Espresso since Propark assumed management responsibility. In order to handle the new increased demand, the facility underwent a vast expansion in 2002. Espresso Airport Parking has experienced a positive revenue growth of over 63 percent since Propark assumed the contract.