

Z Airport Parking

Unique branding, creative marketing and innovative internet initiatives create off-airport parking success.

Z Airport Parking is an off-airport parking facility servicing Bradley International Airport in Windsor Locks, Connecticut. Located in nearby East Granby, Z Airport Parking is a three minute shuttle drive away from the terminals and enjoys a potential competitive advantage as the only off-airport parking location located on the less-congested west side of the airport. However, being that most of the traffic comes in from the opposite side of the airport, a unique set of challenges was presented to Z Airport Parking.

Once the website was launched, an aggressive search engine optimization and Google Adwords campaign was implemented, which yielded increased online visibility and converted into a higher rate of sales.

Formerly West Side Valet, Z Airport Parking was purchased by Propark America and re-branded in 2007. Since then, the entire operation has undertaken a complete transformation from an aesthetically unappealing facility to a clean, modern parking oasis. Propark immediately repaved the entire parking lot and reconfigured the parking matrix itself, allowing for maximized parking capacity and more efficient ingress and egress. The guest lounge was entirely renovated, which presented an inviting, appealing welcoming area for patrons. Complimentary coffee and pastries are available to guests daily. Visitors are also availed complimentary Z Airport Parking luggage tags and have the option of having their car washed and detailed.

In rebranding the facility, the first step was developing a logo. Once the logo was developed, there were several different color combinations that were used in order to further differentiate the property from the competition.

Propark designed, produced and installed custom signage for the facility with its in-house graphics and signage department. Mercedes Sprinter shuttle vans were procured and custom vehicle graphics were designed, produced and applied, again in-house. The color combination variations of the logo enhanced the overall visibility and impact of the signage and shuttle buses.

Propark also created a website for the facility where patrons can log on and view pricing and amenities, as well as enroll their company in a corporate discount program or make guaranteed online reservations, free of charge. Once the website was launched, an aggressive search engine optimization (SEO) and Google Adwords campaign was implemented, which yielded increased online visibility and converted into a higher rate of sales. Recent data shows that Z Airport Parking's business derived from Google increased from 16% to over 40% since the SEO strategy was instituted.

In order to capitalize on the increased search engine presence, Propark offered a discount coupon online in order to directly compete with other local off-airport parking websites and saw a dramatic increase in online sales conversions, many of which were new business. Strategically coupled with a nominal rate increase at the facility for premium valet parking, significant revenues were added to the bottom line, which is continuously trending upward from month-to-month.

Z Airport Parking has also benefited from direct mailing, radio and print advertising. Additionally, a strategic guerilla marketing campaign is being developed to compliment the corporate approach that has already delivered positive results. For more information please visit www.zairportparking.com