

CASE STUDY

Newark Liberty Parking
www.parknewark.com

EWR



Opening on September 1, 2012, Newark Liberty Parking is an open-air facility that has **1,519 self park spaces** and serves Newark Liberty International Airport. NLP is located directly across the street from the main airport entrance and is a mere three minute shuttle trip to the terminals. Built from the ground up, Newark Liberty Parking saw it's occupancy grow to near capacity within 18 months of opening. **With such quick success, an adjacent parcel of land is being developed to add to the number of available parking spaces.** Newark Liberty Parking is the area's newest and largest option for near-airport parking, reliable shuttle service and great customer service.

- Our marketing strategy of Lowest Price/Best Service worked immediately with our customers. Occupancy levels increased each month.
- State-of-the-art revenue control equipment was installed allowing for easy customer access, egress and locked down revenue.
- Advertising and marketing campaigns involved targeted email blasts, webpage display ads, Adwords campaigns, billboards and an **aggressive** social media program using Facebook.
- Customer service was a priority. We developed a frequent parker program, referral rewards and an engaging Facebook page. Service training for all NLP employees is regularly reinforced to make sure our customer care standards never waver.
- A new user-friendly website was created allowing customers to reserve and pre-pay for parking, apply coupons to their reservations and manage their frequent parker accounts. Our website also offers a mobile friendly version for easy navigation when using a smart phone or tablet.



★★★★★ 3/28/2015

Great experience. Upon pulling in one of the shuttle drivers followed my car to the back of the lot and helped me unload my car. I had just as good an experience last year. Prices are good and service is excellent. I prepaid online and was pretty happy with the rate. Will definitely park again.

