

Elevating the guest experience with digital event and venue parking



A smarter way to parkTM



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The link between parking and the guest experience

From convenient ticketing and invitations to QR codes and branded apps - providing exceptional guest experiences is top of mind for event organizers and venues. However, a guests's overall impression of an event or venue isn't just formed after they get there but also in the key moments leading up to and during their arrival. In other words, smoother parking isn't just supplemental to a guest's overall experience - parking and guest experiences go hand in hand.

But event organizers and venues must always balance new offerings for customers with the varied needs of merchants, staff, and the location itself. Additionally, a lot has changed in the technological landscape in a short amount of time. Within the last decade alone, the popularity of digital services and payments has exploded. But until recently, most investments in new technology have focused heavily on improving a guest's experience after their arrival with parking often outsourced or overlooked. Unfortunately, a lack of modern parking can have negative knock-on effects in the form of added congestion, increased day-of stress, and more.

Whether it's holding a festival downtown, a multi-day tournament, a major sporting event, or preparing for a concert on the big stage, offering convenient digital parking is increasingly integral to creating a smoother customer journey from start to finish. By modernizing the parking experience, event organizers and venue owners can drastically enhance the guest experience, drive brand loyalty, and increase overall revenue.

Components of effective event and venue parking

Events and venues both share the unique challenges that come from hosting large or varied groups all at once. While this is nothing new, the rising popularity of digital payments and experiences is changing customer expectations in a big way. To create a modern and frictionless event parking experience, there are several important factors to consider moving forward:

Smooth arrivals and ingress

Event parking, either for annual events or at a large venue, can quickly turn into a frustrating traffic jam if it's not managed efficiently. Beyond causing logistical headaches, the longer it takes a customer to get parked, the less time and money they're spending at the event itself. So it's unsurprising that finding innovative ways to streamline ingress remains a top priority for most event organizers. Advances in parking technology are helping in this area significantly. Integrating digital or even automated systems into an event's parking ecosystem is not only speeding up arrivals but freeing up staff who would otherwise be forced to deal with cars one at a time.

Informed, stress-free customers

While going to an event naturally causes a bit of stress for everyone, many people's biggest worries start before they even arrive. Confusing or conflicting information about how to get there, where to park, and how to pay - or a combination of all three - is a major source of customer dissatisfaction at events and venues.

While emails or websites are frequently used to share important pre-arrival information, this approach often isn't specific enough to an individual user to be truly helpful. To provide a streamlined and stress-free experience, event organizers and venues should be proactive in giving visitors modern tools to cut down on confusion and reduce friction before arrival.

Easy parking access for different needs

Event organizers and venues are tasked with handling large crowds of general customers while also catering to a variety of unique needs. In addition to areas for ADA parking and loading zones, event organizers must also accommodate staff, volunteers, rideshare, and any number of other specific use cases. While many larger venues have tried offering online parking payment through their existing ticketing services, they are often not customizable or fully-integrated enough to handle VIP parking, season ticket holders, and other edge cases.

The ability to nimbly manage these variations in parking access, rates, and policy is essential for keeping things running smoothly and adding value for customers, but they also get increasingly complex to manage on outdated technology. Implementing flexible parking systems is an essential step to ensuring the right people have equitable access to the right areas.

Minimal cash handling and flexible payments

A surprising number of events still rely on cash and a mix of on and off street hardware (kiosks, meters, etc) to handle parking payments. Many of these traditional payment methods, in addition to their waning popularity, increase operational costs due to the need for added staffing and hardware maintenance. Cash handling specifically requires more time for emptying meters or reconciliation, not to mention the inherent risks of petty theft (cash slippage).

When events offer modern, digital payment options, it not only reduces operational complexity but brings the payment experience in line with what most customers are used to. In the last few years customers have not only grown more comfortable with app purchases, digital wallets, and other digital payment methods, they increasingly expect them.

Integrated and consistent technology

Both event organizers and venues are often forced to rely on a hodgepodge of technologies to handle parking payments. Fully integrating the various parking systems not only makes it significantly easier to manage parking but creates a more consistent parking experience for customers across your various lots and garages. Additionally, a unified parking system provides added visibility into transactional and inventory data which is especially useful for venues looking to create a cohesive, agile parking strategy.



Enhancing the guest experience with ParkMobile

The key to consistently offering memorable, highly successful guest experiences is to delight every visitor before they set foot outside their vehicle. A forward-thinking digital approach helps create a modern, frictionless customer journey that's flexible enough to meet the unique needs of event and venue parking.

ParkMobile is the leading digital parking and smart mobility provider in North America, with deep experience and a proven track record of creating innovative parking solutions that eliminate friction, streamline operations, and increase revenue. Trusted by millions of users, over half of the top 100 US cities, and over 200 event venues, our combination of best-in-class features and powerful backend functionality is helping revitalize the guest experience while paving the way for a sustainable parking future.

With minimal investment and highly-configurable smart parking solutions, ParkMobile is an ideal partner to enable large venues, cities, universities, and any other event organizer to meet the evolving needs and expectations of today's customers. Leveraging a dedicated parking solution gives venue parking operations and event organizers an easy, low-risk way to capture guests ahead of time and create smoother event experiences from start to finish.

These are just a few of the ways ParkMobile can help enhance the guest experience:

Streamline ingress and minimize congestion

Ensuring every visitor can easily get to where they need to be is essential for both a stress-free guest experience and minimizing congestion on the day. ParkMobile's event solutions offer a cost effective way to significantly streamline ingress so visitors can park and get into the action faster.

- **Custom digital parking passes:**
Easily provide the correct access for VIPs, season ticket holders, reservations, and other special use cases with customizable digital parking passes. Make for an even smoother parking experience for both guests and the operation with digital custom passes that can be color-coded by lot for easy visibility that assists with traffic control and access control.
- **ParkMobile scanner app:**
The ParkMobile Scanner app is a lightweight tool that enables event organizers to provide a modern, user-friendly parking experience for simple deployments. Easily and quickly set up the app to instantly validate parking by scanning a QR code or barcode using the camera on any smart device. In addition to enabling simplified guest parking, continuously updated transaction data allows you to track things like performance and inventory in real time.
- **Filters and interactive maps:**
Allow users to filter parking options based on specific needs such as ADA spaces, EV Charging, Motorcycle parking, and more. Interactive maps also allow customers to reserve the perfect spot for them based on distance to the venue, availability, price, and more.
- **Modernized gated access:**
Extend the convenience and operational resilience of digital parking to your gated and other off-street parking locations. With ParkMobile's recent innovations and collaboration with PARCS and other event hardware systems, it's easier than ever to modernize parking regardless of your parking inventory or what systems you use.

Increase event and venue revenue

A smoother arrival doesn't just bolster an event or venue's reputation, it can also directly translate into increased revenue. In fact, guests that pre-purchase parking at a venue spend an average of 35% more once inside. More than added convenience, ParkMobile also offers innovative ways for merchants to capture customers early and to create new marketing and revenue opportunities.

- **In-app deals and marketing:**
Give merchants the opportunity to offer users event-specific coupons and promotions directly through the ParkMobile app. By linking parking payment with related in-app deals, participating merchants have an easy way to immediately capture customers before and immediately after they arrive.
- **Seamless parking validation:**
Drive more business for merchants and enables easier individualized parking with fully-configurable parking validations. ParkMobile can work directly with parking operations to set up single or multi-use codes that merchants can use for seamless parking validation. Additionally, ParkMobile can configure codes for promotional discounts, free parking, and more.
- **Branded web experiences and signage:**
Offer convenient, modern parking options within your venue's existing brand with branded websites, web portals, and signage. By unifying online parking payments with your existing brand assets, you can ensure that there is no disruption in the customer journey. ParkMobile can also create effective, customized signage that boosts your brand awareness and follows best practices for driving digital adoption.

Reduce day-of stress and inform customers














Reducing the anxiety over getting to an event makes the event itself shine even brighter. Giving people easier ways to pay for parking in advance and clear sources of personalized parking information cuts through the confusion and stress. ParkMobile is loaded with features and tools that help take the complexity out of parking so event goers and organizers can focus on the important things.

- **Free Flow parking:**
Offer an on-demand parking solution with flexible payment options and integrated enforcement. Free Flow parking fully-digitizes parking, eliminating labor costs and providing a seamless, convenient way for people to pay for parking. Visitors can also pay for parking with or without creating a ParkMobile account, decreasing check out time while increasing on-demand parking transactions.
- **Push notifications:**
Set up custom reminders and notifications based on your event or venue's unique needs. Clearly communicate remaining parking time, venue policies, temporary changes, or other useful information directly to customers.
- **Multi-channel reservations:**
Reduce parking stress by giving customers multiple ways to buy parking in advance. With ParkMobile, users can easily use the ParkMobile website or app to reserve a spot for concerts and sporting events at major venues, or even pre-pay for smaller one-time events.
- **Directions and wayfinding:**
Help every visitor get exactly to where they need to go with ParkMobile's in-app wayfinding solutions. Turn-by-turn directions get customers to their reserved spot or preferred lot quickly and easily, reducing congestion and stress.

Decrease operational complexity and labor challenges

Managing large groups of visitors in a way that's efficient and equitable is hard enough as it is, and even more challenging without a cohesive parking strategy. By leveraging a dedicated digital parking solution like ParkMobile, event and venue organizers can leave the parking to the experts, freeing them up to focus on keeping everything else running smoothly.

- Fully digitized event parking:**
 Reduce your reliance on staffing and hardware while boosting your brand's reputation with digitized event parking. ParkMobile provides the effective signage, industry expertise, and innovative features to create a digital parking strategy that meets your event or venue's unique needs.
- Cashless, flexible payment options:**
 Reduce your reliance on cash by giving users a wide variety of convenient digital payment options. With ParkMobile users can pay via the app, browser, QR code, and more. Customers can also use their preferred 3rd party payment systems and digital wallets. With more ways to pay, you can boost digital parking adoption and improve the customer experience - all without adding backend complexity.
- Open APIs and seamless integrations:**
 Offer a convenient, unified parking experience wherever your visitors choose to park. Supporting seamless integrations with a multitude of providers for event handheld and gated environments, ParkMobile gives parking operations unprecedented flexibility without the need to invest in new hardware or abandon existing systems.
- Simplified enforcement:**
 Integrate enforcement directly to the wider parking technology ecosystem, simplifying enforcement so you can concentrate on more important areas. ParkMobile supports a wide variety of pass authentication tools, scanners, and LPR systems.

PARCS integrations	Event handheld integrations	LPR integrations
      	  	  

Gain visibility and future proof venue parking

Having accurate, up-to-date parking and inventory data is essential to making smarter business decisions. ParkMobile's highly-configurable backend gives venues an easy way to integrate their various systems so they can aggregate parking data, manage rates, and gain a comprehensive view of parking operations in real time. With better visibility and data-driven operations, you can better stay on top of emerging customer trends and prepare for whatever the future of parking and mobility has in store.

- **Comprehensive reporting and analytics:** Centralize data from all your parking technologies for use in consolidated reporting and analytics. ParkMobile 360 allows you to configure and automate reports for simplified financial reconciliation, contextualized reports, and more.
- **Real-time revenue and data collection:** Fully integrate all of your various parking systems to collect revenue and other parking data in real time. View transaction data and parking policies across different timeframes to visualize rates and make necessary adjustments.
- **Consolidated rate and policy management:** Quickly create and view rates and policies across multiple locations without having to rebuild a location's rate structure using ParkMobile 360. Rates and policies can be customized for specific dates, times of day, types of users, and more. Built-in tools let you test rates to make sure they're working properly to head off potential customer service issues before they happen.

The future of event and venue parking is digital

With digital payments quickly overtaking cash and credit cards as customer's preferred way to pay, providing visitors with digital options to pay and interact with an event is increasingly essential to staying relevant. ParkMobile's innovative parking solutions help unify and modernize the event experience from the moment your guests arrive. Forward-thinking event and venue organizers trust ParkMobile's deep industry expertise and our existing network of users to create smoother guest experiences that are cost-effective and simple to implement.

Whether it's for a direct venue agreement or a one-time event, ParkMobile takes a collaborative approach that is tailored to fit your needs. With a focus on innovation and the best customer support in the industry, we are dedicated to creating exceptional event experiences that exceed expectations.

Ready to step into the future of event parking?

Connect with us today to understand how ParkMobile's digital parking solutions can enhance the event and venue experience for both today and tomorrow.





Awards & Accolades



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