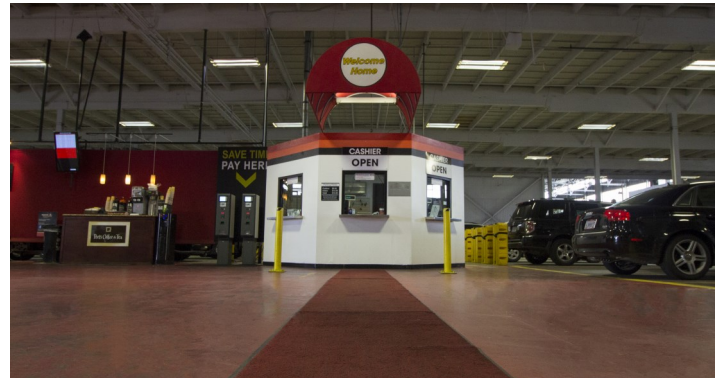


CASE STUDY

Expresso Airport Parking

Oakland, CA



Expresso Airport Parking, located in San Leandro, California is the leading near airport parking facility serving Oakland International Airport.

Expresso Airport Parking has an **overall capacity of 2,300 parking spaces**, comprised of outdoor parking and indoor parking. Customers can self-park or have an experienced parking professional valet park 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 Expresso for a variety of reasons.

- Expresso Airport Parking has experienced a 63% increase in revenue since Propark assumed the contract.
- Upon the 2001 award of this location, a complete customer service training program was instituted along with new employee safety guidelines. A new user friendly website was created.
- Costs were controlled, fleet management vastly improved and rates were soon raised largely due to the upgraded customer service, award programs and amenities that became synonymous with the Expresso brand.
- A new customer lounge was built where guests could grab a free cup of premium coffee, healthy muffins, bottled water and newspaper before they boarded their shuttle.
- Propark developed the Big Shot rewards program where, with a swipe of their Big Shot card, members earn points redeemable for free days, car detailing and other services. Big Shot members enjoy expedited entrance and exits. Patrons are able to manage their Big Shot accounts online.

Propark launched a thoughtful social media campaign that has raised the profile of Expresso, especially through Facebook. These successful programs have more than doubled the number of vehicles parked at Expresso since Propark assumed responsibility.

