

# CASE STUDY

## Z Airport Parking

East Granby, CT



Z Airport Parking is a **700 car near-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 competitive advantage as the only near-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.

- The entire parking lot was reconfigured, allowing for maximized parking capacity and more efficient entering and exiting.
- The guest lounge was entirely renovated, which presented an inviting, appealing welcoming area for patrons. Customer on-site amenity packages were enhanced and a new loyalty program launched.
- A new brand was developed in order to differentiate the property from the competition. New, bright and crisp way-finding and entrance signage was installed.
- A new user-friendly website was created allowing patrons to get all the info they needed about Z and gave the customer the ability to easily make guaranteed online reservations. An aggressive SEO and Google Adwords campaign was implemented, which yielded increased online visibility and converted into a higher rate of sales.
- Propark offered a discount coupon online in order to directly compete with other local near-airport parking websites and saw a dramatic increase in online sales conversions, many of which were new business.

**Recent data shows that Z Airport Parking's business derived from Google increased from 16% to over 40% since the SEO strategy was instituted.**

