

NAEDC Great Lakes Kansas City

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Airport Parking Revenue Management

AI Definition

- Discipline that aims to maximize profit by adjusting pricing and managing occupancy
- Involves data and analytics to predict demand and optimize pricing, inventory and sales strategies

Results

- One top 10 airport grew parking revenues 53% from 2022 to 2025
 - Weekly online pricing updates
 - Near \$2M online advertising

Airport Parking Revenue Management

Data Analytics

- Deep insights into parker behavior
- Understand fluctuations into variations of demand/revenue
- Pinpoint action plans and execute
 - Opportunities for revenue growth
 - Areas of revenue decline

Types of Revenue Management

- Static Management – advisory, slow price changes
- Dynamic Management – frequent price changes

Online Reservations

PROS

- **Compete with off-airport parking operators & TNCs who have a heavy online presence**
- **Enables direct relationship with parkers**
- Visibility into advanced booking trends
- Lock in passengers in advance of departure day
- Ability to implement pricing strategies ranging from targeted, occasional sales to fully dynamic pricing
- Ability to offer upgrade offers
- Provides deeper insights into parking customers

CONS

- Booking fees
- Oversell

Sample Insights

Parking Revenue & Occupancy Data

	Short Term Lot					
	Revenue	Exits	Occupancy	Occupancy %	RevPAS Day	Rev Per Exit
Jan 2024	\$233,857	12,024	18,668	84.0%	\$10.52	\$19.45
Feb 2024	\$236,164	11,087	19,185	92.3%	\$11.36	\$21.30
Mar 2024	\$309,905	12,715	21,313	95.9%	\$13.94	\$24.37
Apr 2024	\$288,756	12,352	19,448	90.4%	\$13.42	\$23.38
May 2024	\$286,025	14,748	19,121	86.0%	\$12.87	\$19.39
Jun 2024	\$258,329	15,034	17,589	81.8%	\$12.01	\$17.18
Jul 2024	\$257,333	16,479	17,779	80.0%	\$11.58	\$15.62
Aug 2024	\$234,420	13,323	16,267	73.2%	\$10.55	\$17.60
Sep 2024	\$255,801	11,796	17,391	80.9%	\$11.89	\$21.69
Oct 2024	\$283,234	12,698	19,323	86.9%	\$12.74	\$22.31
Nov 2024	\$258,142	11,231	18,695	86.9%	\$12.00	\$22.98
Dec 2024	\$254,977	13,097	17,499	78.7%	\$11.47	\$19.47
2024	\$3,156,942	156,584	222,278	84.7%	\$12.03	\$20.16
Jan 2025	\$233,731	10,291	15,817	71.2%	\$10.52	\$22.71
Feb 2025	\$249,048	9,534	16,814	83.8%	\$12.41	\$26.12
Mar 2025	\$280,928	11,618	18,997	85.5%	\$12.64	\$24.18
Apr 2025	\$254,649	11,011	17,458	81.2%	\$11.84	\$23.13
May 2025	\$276,776	12,960	17,961	80.8%	\$12.45	\$21.36
Jun 2025	\$264,381	14,025	17,506	81.4%	\$12.29	\$18.85
Jul 2025	\$236,768	15,094	16,644	74.9%	\$10.65	\$15.69
Aug 2025	\$244,575	13,248	16,645	74.9%	\$11.00	\$18.46
Sep 2025	\$255,424	11,566	16,929	78.7%	\$11.87	\$22.08
Oct 2025	\$286,727	12,555	19,086	85.9%	\$12.90	\$22.84
Nov 2025	\$242,882	10,277	15,376	71.5%	\$11.29	\$23.63
2025 YTD	\$2,825,889	132,179	189,233	79.0%	\$11.80	\$21.38

Revenue: sum of all collected revenues at time of exit

Exits: count of exits within each month

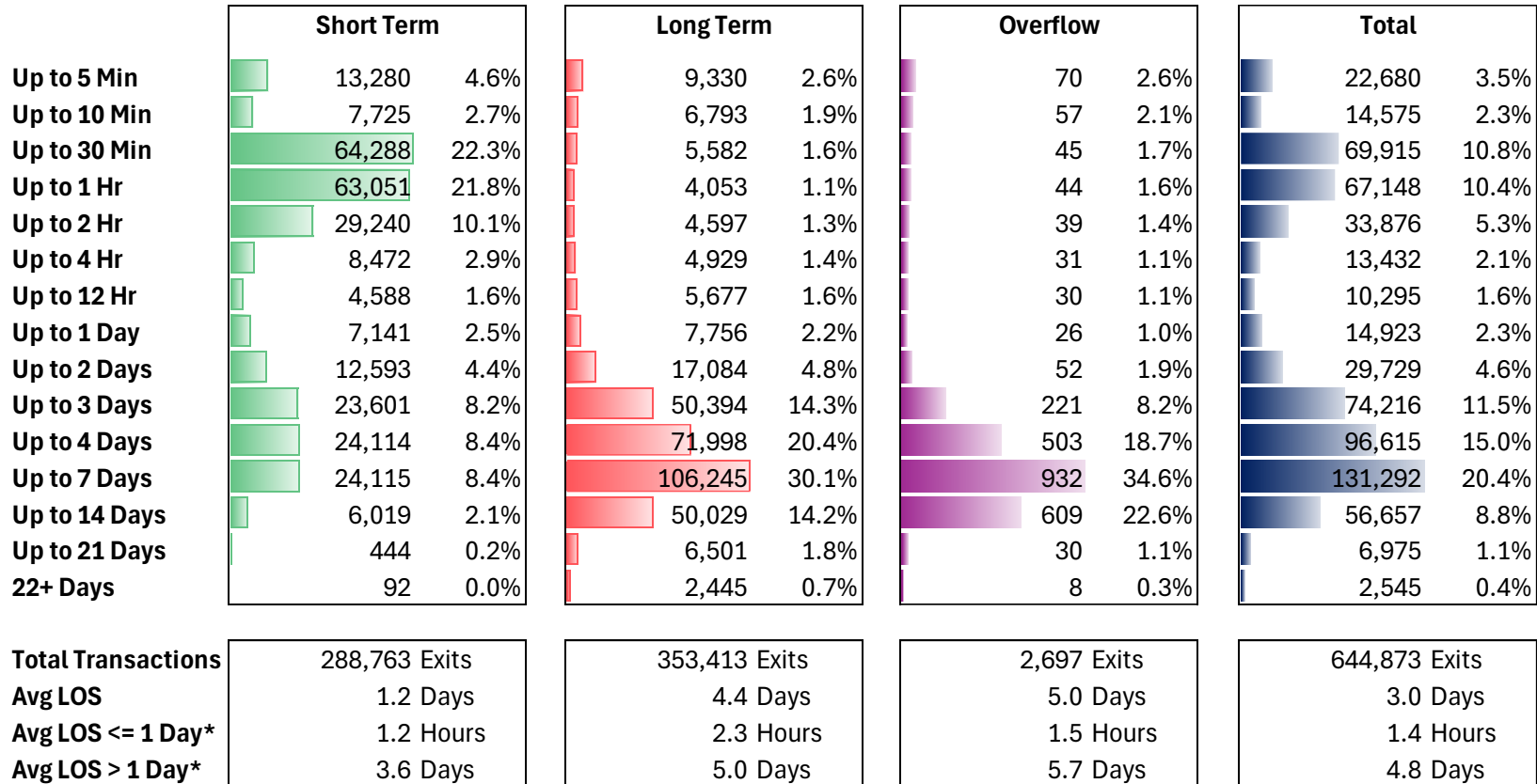
Occupancy: Sum of the max/peak number of vehicles in the lot for each calendar day. Excludes customers who parked less than 10 minutes

Occupancy %: Occupancy divided by lot capacity multiplied by # calendar days in each month

Rev Per Available Space Day: Revenue divided by lot capacity multiplied by # calendar days in each month

Revenue Per Exit: Average amount charged at exit

Length of Stay Distribution



* Day is defined as "overnight". <= 1Day means entered and exited on the same calendar day (before midnight), > 1 Day means entered and exited on different calendar days. The intent is to differentiate same day customers (friends and family, airport employees & same day business travelers) vs customers who parked overnight (traditional travelers)

Entry and Exit Movements

Entries - Daily Average (All Lots)

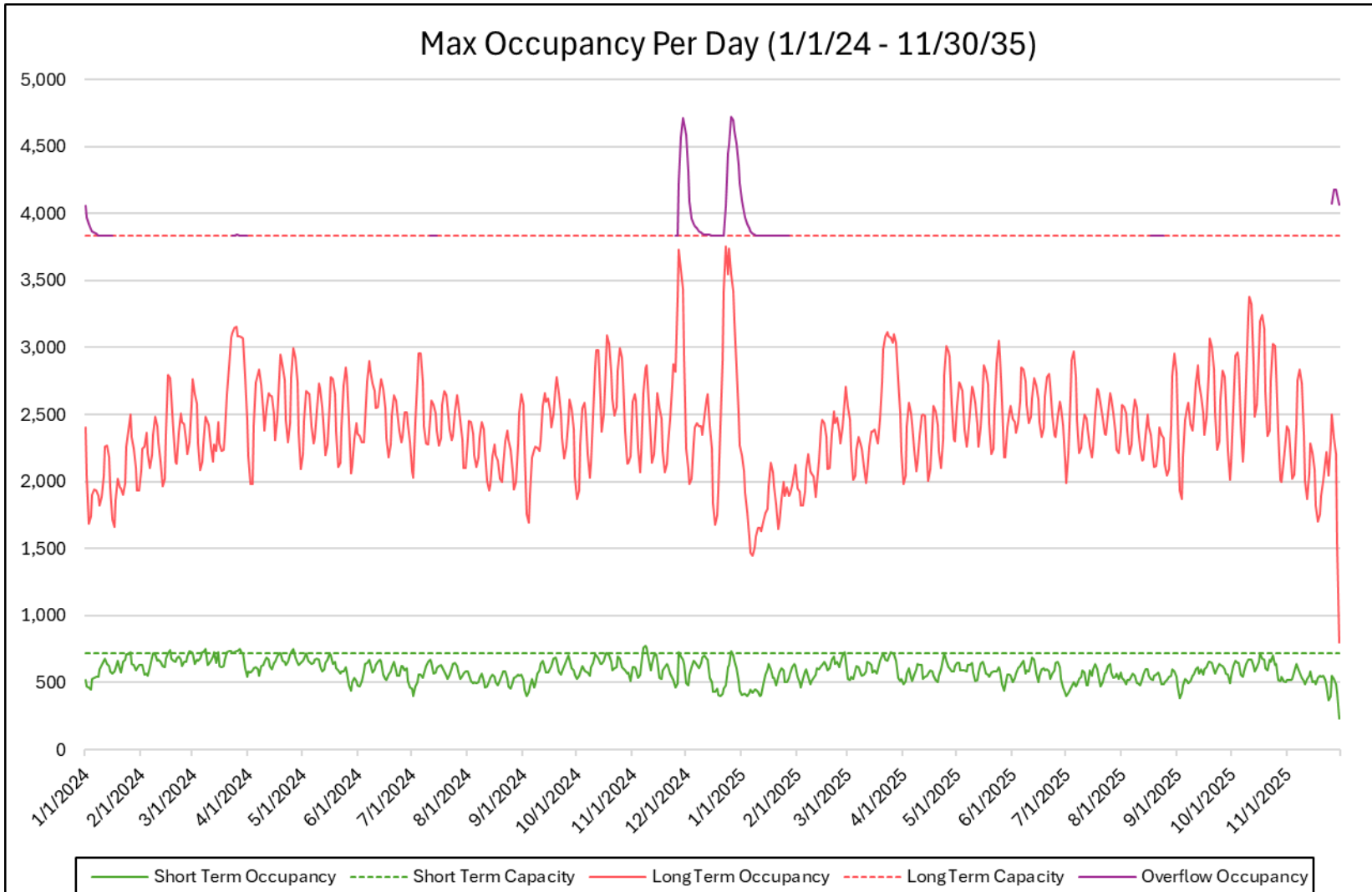
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Avg
	996	856	909	1,095	1,097	716	749	917
0	3	2	2	2	3	3	2	2
1	1	1	1	1	1	1	1	1
2	2	1	1	2	1	1	1	1
3	31	18	19	37	39	21	24	27
4	132	97	101	134	134	97	92	112
5	98	86	87	95	95	75	69	86
6	84	83	79	65	62	56	52	68
7	45	43	41	34	36	28	26	36
8	65	46	47	60	65	45	41	53
9	84	62	66	86	86	57	55	71
10	83	69	72	90	91	52	63	74
11	69	60	64	73	75	42	53	62
12	48	40	43	56	57	33	40	45
13	39	37	43	49	47	27	32	39
14	44	40	48	56	54	31	37	44
15	42	42	49	64	60	33	37	47
16	35	34	42	56	56	24	33	40
17	25	22	25	46	42	18	23	29
18	17	14	16	25	24	15	17	18
19	13	14	16	16	17	16	14	15
20	13	16	17	15	17	17	13	15
21	11	15	16	15	15	14	10	14
22	8	7	9	11	12	7	7	9
23	6	5	6	9	8	5	7	7

Exits - Daily Average (All Lots)

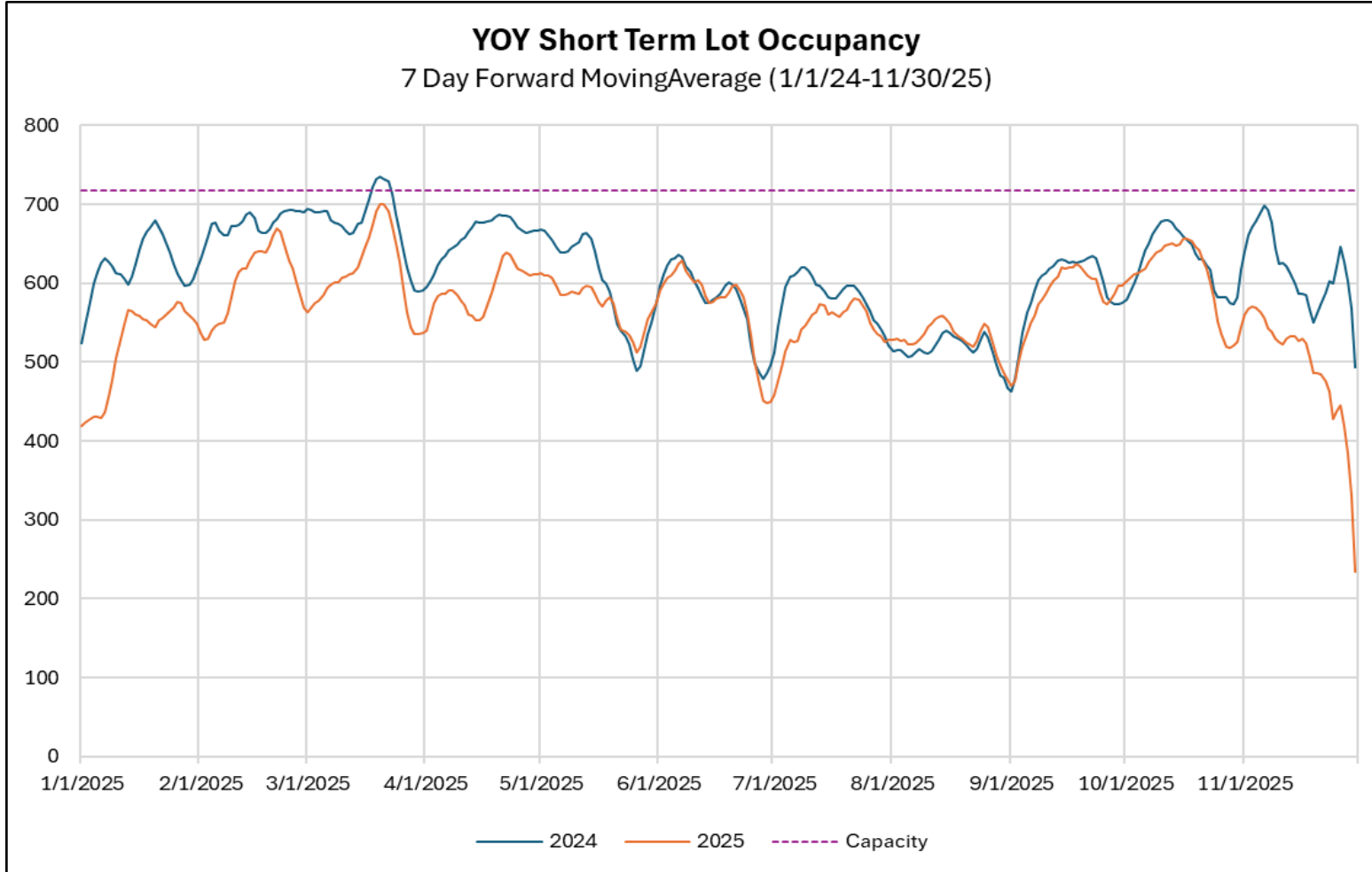
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Avg
	1,093	811	792	854	980	828	1,090	921
0	84	43	25	24	43	36	29	41
1	24	11	4	5	8	9	7	10
2	7	4	2	1	3	3	2	3
3	2	1	1	1	2	1	1	1
4	6	6	5	5	5	6	7	6
5	9	10	7	7	7	9	10	8
6	7	9	8	7	7	9	7	8
7	8	8	7	6	6	7	6	7
8	14	11	11	10	13	13	11	12
9	40	23	22	26	34	32	35	30
10	68	45	41	50	59	56	62	54
11	83	58	58	66	82	60	87	71
12	72	60	58	62	72	58	86	67
13	58	38	36	44	57	38	55	47
14	54	45	49	47	57	43	55	50
15	58	41	40	45	53	41	57	48
16	76	65	64	65	73	61	83	69
17	65	48	44	52	62	38	73	55
18	57	37	35	49	54	42	58	48
19	55	39	41	47	50	46	69	50
20	52	54	64	58	59	65	70	60
21	64	62	64	59	62	76	69	65
22	78	67	75	70	67	58	77	70
23	53	26	32	47	44	24	75	43

Data includes all entries and exits between 1/1/24 and 11/30/25. If a customer entered 12/26/23 and exited 1/2/24 then only the exit is accounted for. The average number of exits is slightly higher than entries – this mismatch is due to the lack of entry data on open tickets towards the end of the analysis period.

Occupancy



YOY Short Term Lot Occupancy



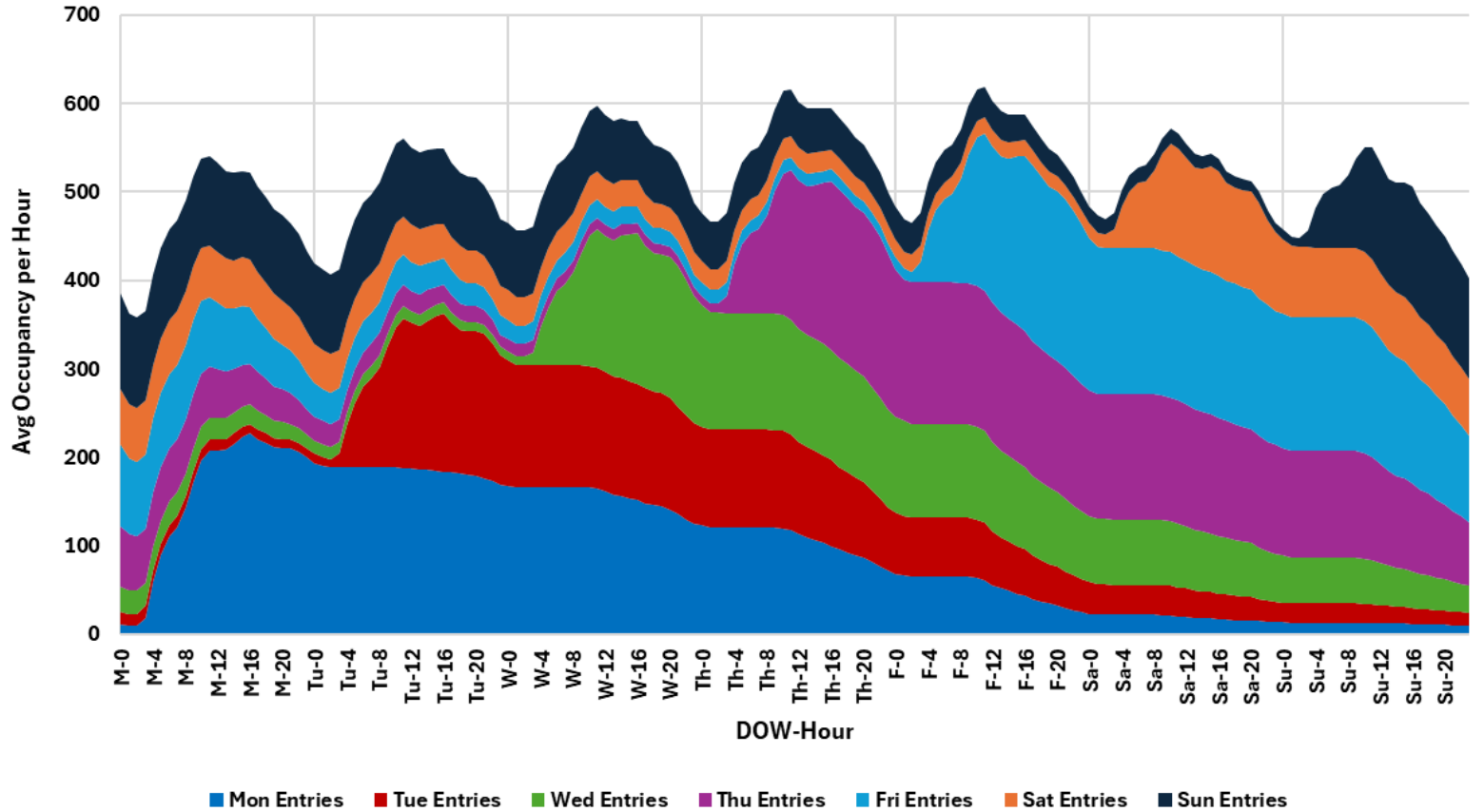
Data is DOW aligned: 1/1/25 is a Wednesday, thus it is compared with Wednesday 1/3/24

Nov 2025 data is incomplete and does not accurately represent Nov 25 occupancy

Each data point represents the highest occupancy of that day, excludes 'Grace' customers

Make Up of Avg Occupancy by DOW

Short Term - Average Occupancy by DOW & Hour
Make Up of Occupancy by Entry Day 1/1/24-11/30/25



Excludes 'Grace' customers

Much More

- Financial Reporting
 - Budget variance
 - Monthly forecasting
- Parker segmentation
- Advanced booking reports
- Online conversion reports
- Geographic heat maps
- Ground transportation trends vs parking trends
- Incorporation of flight schedules to predict variations in future demand