Propark America
An Experienced Municipal Parking Provider

Case Study

Goals
Challenge

When we assumed operation of the passenger cruise parking in June 2018, JAXPORT was using two-part hand-issued tickets, no revenue control equipment, and dial-up credit card terminals. The port was giving up 11% of their revenue for each transaction.

Focus
Corrective Action

Propark introduced JAXPORT to netPark's mobile revenue control solution, as well as their ability to launch JAXPORT's own reservation website.

Today
Achieved

Propark was able to add $90,000 in the first year to JAXPORT's bottom line. In the following years, ROI will result in $100,000 in new revenue.

JAXPORT Cruise Terminal

Jacksonville, FL

On any given cruise, the ship sails with nearly 3,000 passengers. We collect revenue and park about 525 cars in less than 3 hours.

The Jacksonville Port Authority (JAXPORT) Passenger Cruise Terminal serves the Carnival Elation with 78 sail dates per year. Each cruise day, approximately 650 transactions are handled with about 525 of them being cruise passengers.

On operation days we were able to reduce the per customer transaction time from 1 minute for credit card customers, to less than 30 seconds. With the netPark Mobile Valet System units, we are able to scan and verify customer reservations presented on paper or their mobile devices instantly.

With updated technology allowing for improved revenue control and reduced wait times, overall customer service levels increased.

Propark America
Premier Parking Management

One Union Place
Hartford, CT 06103

860.527.2378

propark.com

info@propark.com