

## Toronto Pearson Parking Reservation System

### PARKING RESERVATION SYSTEM OVERVIEW

#### Objective

Objective is to launch a Parking Reservations System (PRS) to enable customers to pre-book and reserve parking on our website for Toronto Pearson's Daily Park Garages at T1 & T3 as well as the Value Park Garage (VPG)<sup>1</sup>.

#### Background

Weekly and seasonal peak periods often result in difficulty finding space for customers. Without a parking guidance system, customers are forced to circle garage looking for availability increasing their time spent in the garage and resulting in poor customer experience. This poor customer experience is reflected in our ASQ scores. By providing customers with parking certainty through PRS, overall customer experience is improved while at the same time providing the opportunity to capture parking revenues earlier in the customer's purchasing path.

#### For Whom

- Customers who want to reserve parking online in advance of their trip to Toronto Pearson
- Travel agents and airline partners to book parking on behalf of their clients and passengers
- Corporate clients who are eligible for negotiated rates to reserve their parking

#### Methodology

1. Customer reserves parking online, prepays the regular parking rates plus a \$3 booking fee
2. Customer receives confirmation email with a barcode
3. Barcode used to gain access into the Parking Facility. Terminal 1 (segregated area on Level 4 Daily Park) Terminal 3 and Value Park Garage open to any space available (inventory managed daily)
4. Customer uses the same barcode to exit the garage
  - If they leave within the pre-paid time frame, exit gate will open
  - If they stay longer and exceed the 3 hour assigned grace period, the customer will be charged an overstay rate (posted rates to apply to overstay duration)

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<sup>1</sup> Short term objective includes running a 3-month pilot to test a segregated area within T1 Daily Park to determine viability for all garages. During this period, customers with a reservation for T3 Daily Park and Value Park Garage will be instructed to park in any available space.

Sweet Spot Creative



The advertisement features a large, stylized orange text "Find your sweet spot." where the letter "o" in "spot" is replaced by a circular icon containing a white "P". Above this text is the Toronto Pearson logo, which includes a colorful stylized "T" and "P" graphic followed by the words "Toronto Pearson". Below the main title, there is a call to action: "Reserve your airport parking online at [torontopearson.com](http://torontopearson.com)\*". To the right of this text is a small graphic of three yellow parking garages stacked vertically. The bottom half of the ad shows a blue car parked in a circular orange and white "P" space. Below the car are two icons: one for "Daily Park Garage" (a circle with a "P") and one for "Value Park Garage" (a circle with a "P" inside a triangle). A small note at the bottom states: "\*Toronto Pearson will guarantee space in our Daily Park & Value Park Garages however specific spaces cannot be reserved."