

Car Park Management Spotlight: Leisure & Tourism



At Parkingeeye we understand how important the visitor experience is, especially for leisure and tourism businesses where guests are trying to have fun and relax.

We've worked with hundreds of sites across the UK, transforming their parking into a powerful tool that makes life easier for staff and visitors while helping create the right impression and generate revenue.

Brands we work with...



"Our Customer Service has to be second to none. We are doing this for the benefit of our members so they can get a parking space, rather than providing spaces for non-members. It was important members got the best out of it they could, and I believe they have."



"Parkingeeye installed a system that provided flexibility for authorised users and a deterrent for non-authorized users. The system has been running for 6 weeks and we've already seen a substantial improvement."

"When we first re-opened it was really difficult to park. By day two or three of the new system being live, the car park was clear, and the abuse vanished. It meant it was easier for staff to park and customers could reach us. There hasn't been an occasion since where we've had a parking complaint. This has had a huge impact on our customers. Initially, we were risking losing members, that's not an issue now."



"Moving to payment machines has improved the process no end. Having cash collected by a specialist firm gives us complete peace of mind. As hoped, we've now seen a dramatic reduction in abuse in both car parks and a 20% increase in revenue."

"They really take the time to understand your site inside out and only then, design a solution to fit the way your business works perfectly. No one size fits all here"

"The Parkingeeye team always do their utmost. They are extremely easy to work with, and our TripAdvisor rating has actually improved as a result. We're such big fans that we've recommended them to other members of our local tourism association too."



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How we support visitor parking:



Attract new visitors and boost revenue through pre-booking



Develop a deeper understanding of your guests and site performance through ANPR data



Stop overstaying and congestion to improve space turnover and accessibility



Removing ageing technology and barriers to streamline and modernise your site



Protect spaces with Bay Management to improve accessibility



Build new infrastructure and enable new services through EV



“Parkingeye has made a big difference to us, significantly reducing abuse and its impact on the business. During the August bank holiday in 2017, 50% of vehicles in our car park weren't customers. On the same day in 2018, this figure dropped to just 15%. The car park was full on both days but now full of genuine customers, so this is a great result for both customers and footfall through our doors.”



Find out more about car park management

Car park management exists to make life easier for the people using a car park, our know-how and ongoing management have helped leisure and tourism sites across the UK to thrive, eliminating issues, improving visitor experience, and boosting revenue.



If you'd like to learn more and explore how car park management could benefit your site get in touch or visit our website [here](#).

