

How Propark Mobility **Grew Revenue by 10.65%** at Z Airport Parking

At a Glance

- 10.65% YOY revenue increase
- YOY increase in car counts
- Online sales conversions boosted



Z Airport Parking
📍 East Granby, CT

The Challenge

Located in East Granby, CT, Z Airport Parking serves customers traveling through Bradley International Airport. When the off-airport parking business sought to grow their online revenue, Propark Mobility stepped in to assist, employing a plan designed to enhance brand awareness, drive business, and create a repeat customer base through strategic marketing practices.

The Solution

Propark developed and implemented a comprehensive marketing plan to achieve these goals and differentiate Z Airport Parking from its competitors. We offered discount coupons online, implemented targeted SEO marketing strategies, set up a competitive pricing model, and developed a user-friendly, prepaid reservation system that simplified the parking process.

The Results

This resulted in a dramatic increase in online sales conversions, many of which were new business. In addition, revenues increased 10.65% year over year. Alongside revenue, car counts and repeat customers increased annually, as well, positioning Z Airport Parking as a leading near-airport brand for Bradley Airport.

Propark Mobility is a national, innovation-driven parking management company that provides full-service parking and mobility services for over 1,000 hospitality, healthcare, commercial, and off-airport parking locations in over 140 cities across the United States.

Interested in learning more? Contact us at inquiries@propark.com.