



Propark **Increases Capacity by 90%** at Red Beam Garage C With Targeted Marketing Campaign

At a Glance

- 90%+ increase in capacity
- Car counts boosted
- Marketing strategy success



Red Beam Garage C

 **Warwick, RI**

The Challenge

In Warwick, RI, the award-winning Red Beam Garage C is an off-airport parking location that services T.F. Green Airport. When experiencing a dip in occupancy, Red Beam sought a parking management provider who could leverage their industry experience to raise the garage's capacity, which stood at zero going into the holiday travel season.

The Solution

When Propark took over management of this conveniently located 1,500-space facility, we implemented a targeted marketing campaign designed to expand visibility of the garage and increase the capacity. This campaign included billboard advertising, radio commercials, online search marketing, digital display, social media campaigns, and newspaper ads. Propark combined this with our high-touch customer service and high-tech automated solutions to streamline operations and simplify the parking experience.

The Results

The Red Beam Garage C experienced a resurgence in popularity under Propark's operating model. Within a matter of weeks, the garage was over 90% capacity, with average car counts increasing steadily in subsequent months.

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.