AirGarage

Parking Marketing Playbook

# Your Step-by-Step Guide to Marketing to Different Driver Types

A segment-by-segment playbook for becoming the preferred parking choice for transient, monthly, and event drivers.

# Turn Visibility Into Loyalty

In our tactical improvement map, we cover how to increase your visibility in nine parking marketing channels. These improvements help you get found. But even when your facility is visible, drivers may not know why they should choose you over a competitor. Most drivers spend only a few minutes choosing where to park. They quickly compare prices and walking distance to their destination. Savvy drivers may check payment options and recent reviews.

That's why your marketing needs to make you the preferred option, not just another option. Doing this well can make the difference between securing and losing a first-time session, or earning the loyalty of a repeat driver.

In this piece, we'll go deeper into how you can become the preferred choice for three specific driver segments: monthly parkers, transient drivers, and event attendees.

These segments all choose parking differently, and reaching them requires targeted, coordinated marketing campaigns. In this guide, you'll find specific steps, key action checklists, common-sense KPIs, and a recommended channel mix to reach these target profiles and drive more sessions.

### Driver Profile

A high-level driver description outlining their attributes, preferences, and parking habits.

### Channel Recommendations

Optimal marketing channels and tactics to reach and convert that specific driver segment.

### KPIs

The most important metrics to track for showing ROI on your marketing efforts.

### Monthly Marketing Checklist

A rolling 30-day plan to help your team identify and execute on the highest priorities.

Segment 1

# Transient

Goal: appeal to a larger base of hourly drivers

**43%**
of parking revenue

Transient drivers make real-time parking decisions and make up **43% of parking revenue nationally**, the largest segment. Capturing them requires your asset to be visible the moment they're looking with pricing that matches live demand. They likely won't search ahead, so they're comparing options quickly and may not return consistently.

**$4.29 to $8.40** average hourly rate, depending on market type

Benchmark yours →

### DRIVER PROFILE

- Parks once or periodically
- Chooses on price, proximity, and payment ease
- Decides mid-route or on an aggregator

## CHANNEL

| | |
|---|---|
| ☐ **Aggregators** | Lead your listing with the nearest high-traffic destination; highlight seamless entry and cashless payment so drivers know there's no gate or ticket (if applicable) |
| ☐ **Online maps** | List your top nearby destinations in order of popularity, keep pin placement and location details completely consistent |
| ☐ **Signage** | Angle rate and payment signs to face oncoming traffic; add temporary boards during demand spikes; check after-dark legibility |
| ☐ **Pricing** | If available, use dynamic pricing to capture higher rates as demand surges while remaining competitive during slow periods |
| ☐ **Paid ads** | Turn on for events and peak windows to capture high-intent "parking near" searches |

## KPIS

| Metric | What it tells you |
|---|---|
| **Sessions per day** | Raw transient demand you're capturing |
| **Occupancy by hour** | Where the empty periods are |
| **Revenue per space** | Whether pricing matches demand |
| **Aggregator share of sessions** | Which channels are driving traffic |
| **Rating and review volume** | Overall customer sentiment |

# Transient marketing checklist

A rolling 30-day plan to capture live demand: track fluctuations, monitor aggregators, manage reputation, and drive repeat visits.

### 01 Track demand fluctuations

- Review occupancy by hour and day to find new peaks and dead windows
- Look ahead 30 days for demand drivers: events, seasonal shifts, nearby closures
- Adjust rates and add temporary signage ahead of known spikes

### 02 Monitor parking aggregator performance

- Review your aggregator ranking and adjust as needed by improving descriptions, ratings, etc.
- Compare your rate to competing facilities on the same app
- Measure your acquisition costs on paid campaigns (cost per reservation)

### 03 Respond to reviews

- Read and respond to new reviews
- Log recurring complaints and route them to a fix
- Confirm your rating is holding above 4 stars

### 04 Drive repeat visits

- Check first-visit return code redemptions
- Send an offer to past drivers ahead of a relevant event or peak

Check your approach to rate setting with our comprehensive [parking pricing guide](parking pricing guide).

Segment 2

# Monthly

Goal: Attract recurring revenue from monthly contracts

**12.8%**
of parking revenue

Monthly parkers generate recurring, predictable revenue, accounting for **12.8% of parking revenue nationally**. Each contract commits a space for the full term, so monthly inventory needs to be balanced against inventory that can drive more revenue from transient drivers during peak-demand periods.

**$252** is the average monthly rate in commuter markets

Benchmark yours →

### DRIVER PROFILE

- Uses your facility 3-5 days per week
- Evaluates price, convenience, walking distance, and reliability
- Commutes, values a guaranteed space

## CHANNEL

- [ ] **Local business outreach** — Pitch offices within a 5 minute walk. Try offers like a corporate rate for 10+ vehicles, hybrid-friendly terms, or consolidated billing and administration
- [ ] **Online maps** — Add “monthly parking available” and the starting rate to all platforms
- [ ] **Signage** — Street-facing “Monthly from $X” panel with a QR code for quick sign up
- [ ] **Business website** — Monthly section with rate, inclusions, fast and simple online sign up
- [ ] **Cross Promotion** — Send a repeat-driver offer below to frequent transients (requires a payment system that captures contact info)
- [ ] **Aggregators** — List monthly inventory on major platforms, highlight features that commuters might want: covered parking, charging capabilities, and access to office and/or residential buildings

## KPIS

| Metric | What it tells you |
|---|---|
| **Active monthly contracts** | Your recurring revenue base |
| **Monthly share of revenue** | Your mix vs. the 12.8% national benchmark |
| **Churn** | Month-to-month retention % |
| **Weekday occupancy by hour** | Whether monthly growth fills gaps or displaces transients |
| **Inquiries by source** | Which channel is producing monthly registrations |

# Monthly marketing checklist

Key activities to keep monthly contracts growing, protect retention, and stay competitive.

### 01 Review demand and driver mix

- Check weekday occupancy by hour to find gaps monthly drivers could fill
- Confirm monthly contracts aren't crowding out higher-value transient peaks
- Look ahead 30-60 days for demand shifts (RTO changes, nearby construction, new employers)

### 02 Assess retention

- Review the month's cancellations and log a reason for each
- Flag contracts that lapsed or went unpaid for follow-up
- Note which employers or buildings are producing renewals to target similar businesses

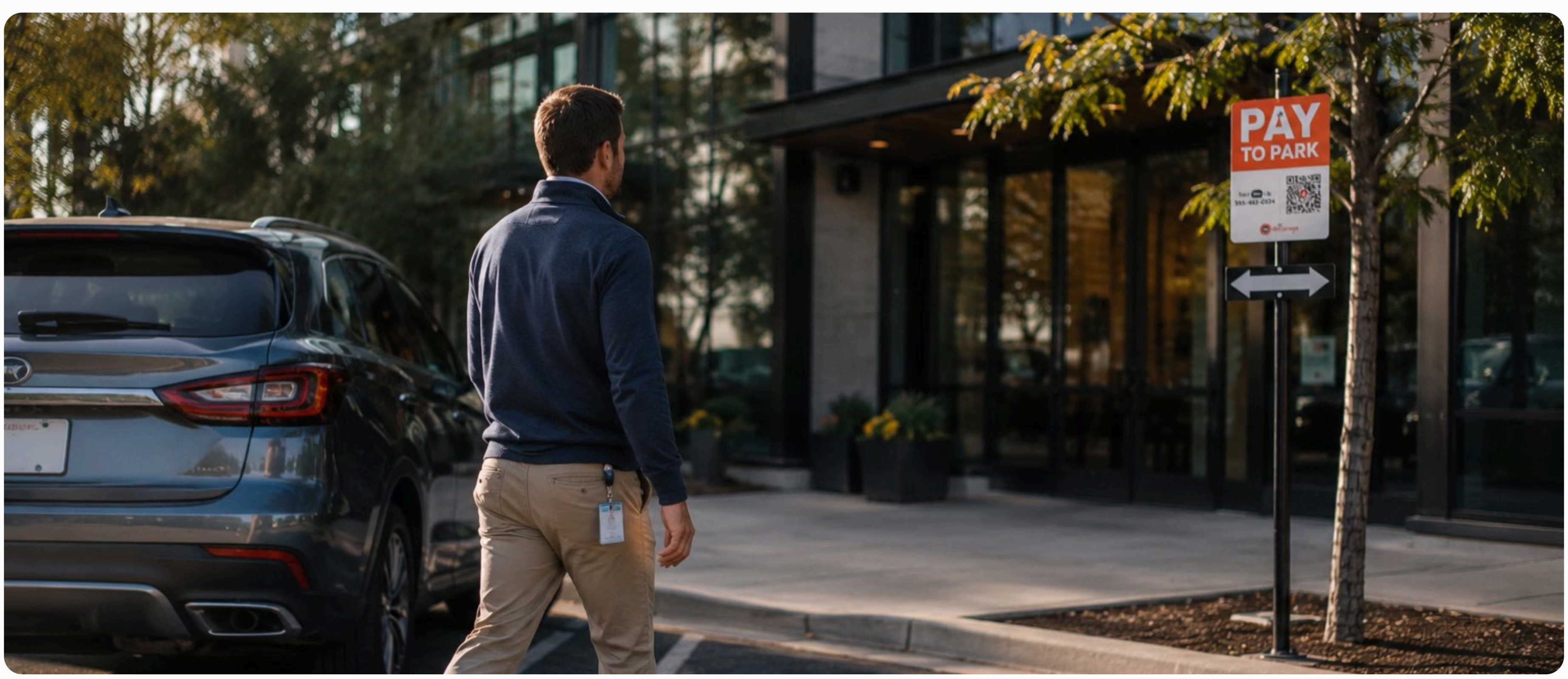
### 03 Check your competitive position

- Compare your monthly rate against nearby facilities
- Review what competitors are offering (reserved spots, in-and-out, EV)
- Check whether your rate still fits your market type benchmark

### 04 Work the list

- Follow up on outstanding outreach contacts
- Add any new offices, clinics, or gyms that opened in range
- Convert the month's frequent transients to contract offers with an email or text offer

See what **drives local parking demand**, and how to influence it.



Segment 3

# Events

Goal: Capture event-driven demand spikes

**129%**

more revenue on event days

Events produce the sharpest and often the most predictable demand spikes, arriving on a known calendar rather than by surprise. On event days, revenue can peak quickly, but the premium on the demand surge goes to whoever captures attendees early, prices correctly, and has the operational plan ready to handle increased traffic.

Event days see **129%** more revenue than non-event days

See the data →

## DRIVER PROFILE

- Reserves in advance to lock in a spot near a fixed start time
- Weighs certainty and proximity over saving a few dollars
- Prefers covered, secure, and close parking with a fast exit

## CHANNEL

- [ ] **Aggregators** — List event inventory early and call out what attendees weigh: proximity, security, easy exit/LPR
- [ ] **Business website** — Build landing pages for recurring events ("Parking for Event X") with walking time and reservation options
- [ ] **Signage** — Temporary "Event Parking $X" boards facing traffic on event day, ample wayfinding notices for new drivers
- [ ] **Pricing** — Price for the event before tickets go on sale, pull any standing discounts
- [ ] **Venue partnerships** — Get a prebooking link into the ticket page, confirmation email, and reminders

## KPIS TO

| Metric | What it tells you |
|---|---|
| **Event revenue vs. baseline** | Your uplift on specific event days |
| **Occupancy level** | Peak occupancy vs. normal demand |
| **Booking source** | Your highest performing reservation channel |
| **Booking lead time** | How early drivers reserve in advance |
| **Post event ratings** | Customer experience vs. their expectations |

# Event marketing checklist

A repeatable plan to capture event-driven demand: plan ahead, price right, get found, and run the day smoothly.

### 01 Plan the events

- Map every major event within walking distance 60 to 90 days out: concerts, sports, festivals, conventions, graduations
- Estimate expected demand and occupancy for each
- Flag which events justify special pricing or promotions

### 02 Set pricing and inventory

- Update pricing before tickets go on sale
- Review competitor pricing the week before each event
- Set reservation inventory and hold it until the expected sellout

### 03 Get found before the event

- Verify event pricing shows correctly on aggregators
- Add event-specific arrival instructions if roads or entrances change
- Confirm Google hours, pricing, and posts are current

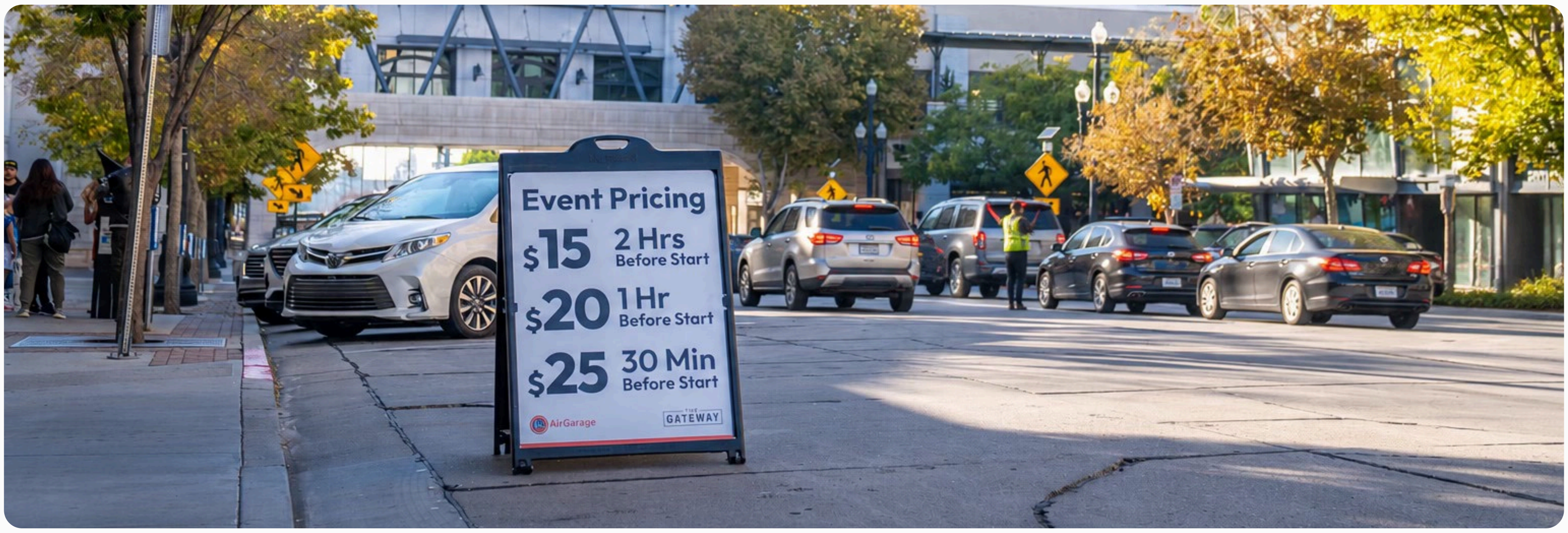
### 04 Ready the day-of experience

- Add temporary directional signage and increase peak-arrival staffing
- Test QR codes and payment before doors open
- Prepare overflow, traffic, and evening lighting plans

### 05 Review after the event

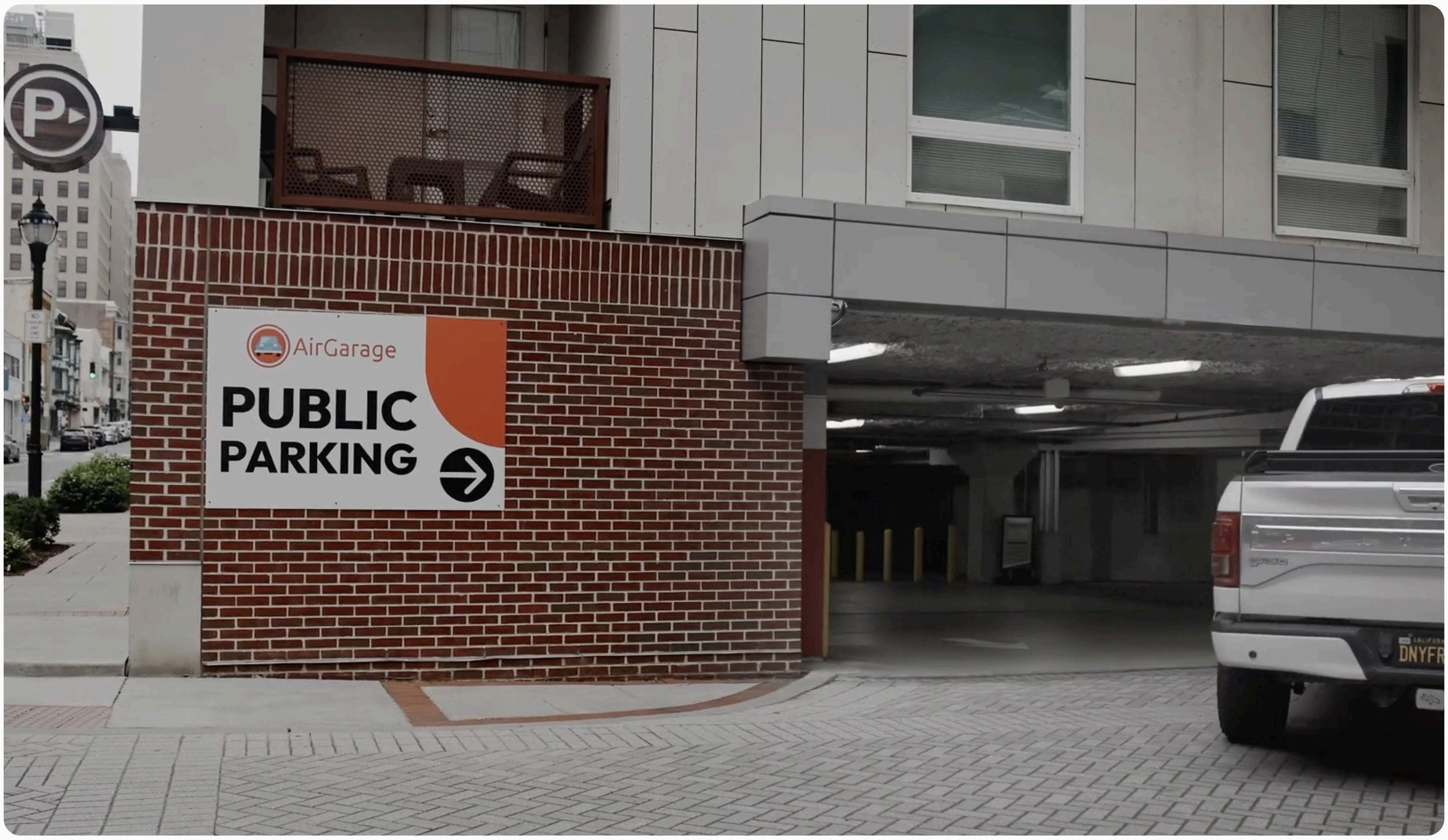
- Compare occupancy and revenue to previous occurrences
- Track reservations by channel and log recurring feedback

Learn exactly how **local events impact parking demand**.



# Start Converting Your Drivers

Transient drivers decide in the moment, monthly parkers commit for the long haul, and event attendees plan ahead and pay for certainty. Reaching them well takes more than a checklist. It takes a coordinated plan, tracked with the right KPIs, and refined every month.




## Next Step: Unlock Your Asset's Potential

Talk with our parking experts about what Asset Intelligence™ could do for your property. We'll look at how it's performing today and show you where the opportunities are.

Talk to Our Team →