CONTENTS

VALUE SHARING

Parking information
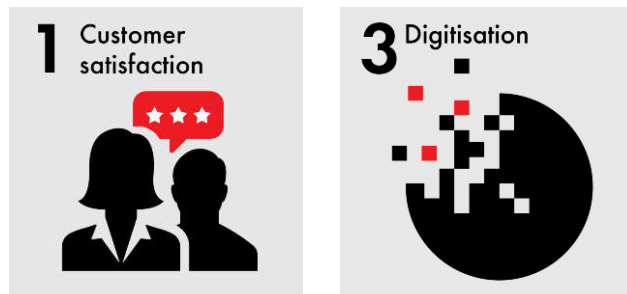
Q-Park can enhance customer satisfaction by providing information about its parking facilities, services and nearby points of interest (POIs).

We provide information to visitors onsite and to customers online who wish to be informed ahead of time and plan their trip.

Customer satisfaction and digitisation were identified as key material topics in our 2020 Materiality Analysis.

Online information
Providing online information for our customers is becoming increasingly important. People want to find out as much as they can about their destination before they start on their journey, and this includes finding a suitable place to park.

County websites
The Q-Park country websites present a range of information about parking and parking products in a clear and orderly manner.

Parking information for visitors is presented per city where visitors will also see any special parking deals available. On the city pages, website visitors can also see the main POIs at a glance. On selecting a POI, users see the nearest parking facilities including the walking time.

Customers can open Google Maps directly from the car park page to plan their journey. And, if pre-booking is available, a 'book now' button is also shown.

Figure 21: Country websites present information
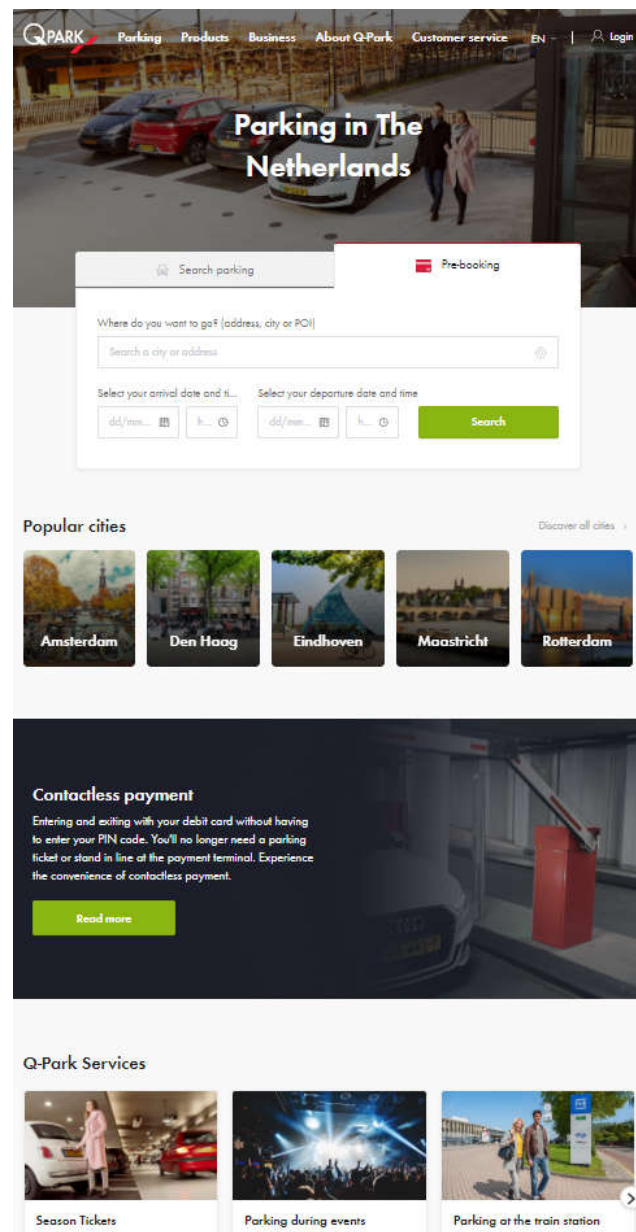
Services

Besides mentioning popular destinations nearby, the information presented includes:

- number of parking spaces, including those for people with reduced mobility (PRMs);
- drive through height;
- number of EV charging points;
- parking tariffs and options for pre-booking and season tickets;
- services such as AED, family parking, and toilets.

Results

In 2020 we now have 797 (2019: 789) parking facilities providing the most sought-after information online.

Chart 23: PFs providing online information

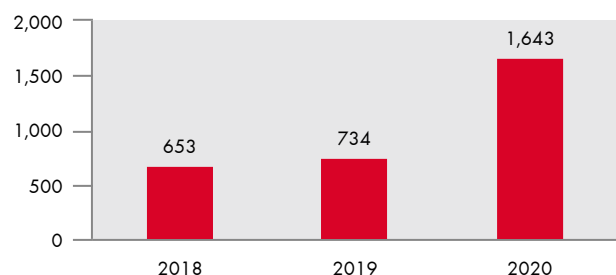| Year	Value
2018	729
2019	789
2020	797
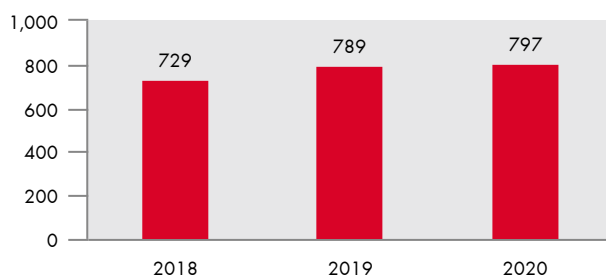
Points of interest

Identifying and listing points of interest (POIs) in the vicinity of a parking facility is not an easy task but it is something we at Q-Park do diligently.
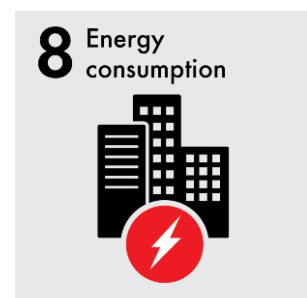
Results

In 2020 we listed 1,643 POIs which are near to our parking facilities (2019: 734 as information from France was not available at the time). We provide useful information online to help customers make an informed decision about where to park, including:

- walking distance from car park to POI;
- parking tariff;
- navigation information to the car park.

Chart 24: POIs listed online

Year	Value
2018	653
2019	734
2020	1,643

EV charging solutions

5 Electrification

8 Energy consumption

We like to share value with our customers and stakeholders which we can do by providing EV charging points in our parking facilities. This is not as easy as it may seem.

Electric vehicles (EVs) have become part of the cityscape – they are here to stay for the foreseeable future.