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QUALITY IN PARKING

Contribution to quality of life

Q-Park wants to increase its presence in cities with attractive market dynamics as the population in urban conurbations continues to grow. This growth affects the number of passenger cars and the demand for parking spaces. The drift towards urban areas coincides with the trend towards more environmentally-friendly cars and the challenges to keep cities liveable.

We work together with project developers and local governments to create parking solutions that integrate in the mobility chain, limit impact on the environment, make room for people (not cars) and thus improve the quality of life for all stakeholders.

Innovation

Information technology is a true enabler for our future development and for implementing new and innovative services for landlords, partners and customers. Our proprietary system, platform and portals enable us to facilitate the customer's journey, in both the virtual and physical sense, from the comfort of the customer's home to their final destination.

Our back-office operations run on a profound digital infrastructure which seamlessly integrates with our front office (our websites, apps and parking facilities) where partners and customers interact. For example, to find parking solutions online, order a season ticket, pre-book a parking space online, access and pay for parking based on their vehicle number plate, or open a pedestrian door with their mobile phone.

Figure 2: PaSS – Parking as a Smart Service

In 2020 we installed the **Parking as a Smart Service (PaSS)** solution in multiple parking facilities in Belgium, The Netherlands, UK and Denmark. This will enable us to launch new value propositions to public and private landlords, and to commercial partners.

Our employees

Q-Park recognises that our goals can be met only with the dedicated input of committed and well-trained employees who share our passion for quality and customer service. We continuous invest in the development of our people.

Our commercial partners

One million motorists use our parking facilities every day. With the cash flows we generate from this, we can continue to invest in future-focused parking solutions that add value for our public & private landlords, partners who offer parking as part of their own service offering, and for motorists.

Our activities

A large proportion of our revenue comes from single parking transactions, our short-term parking customers. Revenue is also generated by customers who visit us more frequently, our season ticket holders.

Our parking services mainly consist of providing parking spaces in purpose-built parking facilities or in off-street car parks. This can be pay-on-exit parking behind barriers, or parking paid by means of Pay & Display parking tickets, or via a parking service app. Via our country websites, we also offer customers the opportunity to pre-book a parking space or order a season ticket.

In addition, we offer services such as monitoring compliance to regulations applicable to parking on-street and on private property. For public & private landlords, we are happy to operate their parking facility, and because of our scale, we can do this efficiently and effectively.