

Priority Valet and Concierge Introduced At

EDMONTON INTERNATIONAL AIRPORT

Few valet parking services are being offered at Edmonton International Airport (EIA), Canada's fastest growing major airport. With growth averaging over 11% for the past three years, EIA handled a record breaking 6.4 million passengers in 2008, and already one million passengers annually over capacity, EIA is planning a further \$1 billion investment on airport expansion, focusing on enhancing key services that are offered to travelers.

The primary mode of transportation to and from the airport is by passenger vehicle. EIA currently offers 4,254 stalls in the Value Park surface parking facility, and another 2,088 parking stalls in the parkade.

While a curbside valet parking service has been available for some years, EIA recognized there was a significant opportunity to improve the valet component of the parking at the International Airport through higher service levels, new amenities, and a strong marketing plan. Looking to achieve this objective, EIA solicited proposals from potential contractors, and the concession was awarded to Impark, who commenced operations on August 1st, 2009. In addition to responding to the required focus on passenger experience, Impark proposed a concierge service and unique branding program.

Impark selected the name "Priority Valet and Concierge" for the revitalized valet parking operation; the brand reflects a clear separation from the existing airport self-parking consumer choices, resonates with the intended customers who value their time as a priority, as well as reflects the superior treatment both the customer and the vehicle will receive. A new logo and signage are under development, and the new brand will be launched in September.

A customer's first and last impression of their travel experience, whether for business or pleasure, is often based on their parking experience. The proposed new service will achieve the EIA objective of enhancing the passenger experience through both tried and trusted valet parking techniques, as well as some innovative approaches to airport valet operations.



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RUN FAST – DRIVE SLOW

With almost 2,000 separate parking facilities and a history over 47 years, Impark is no stranger to valet parking operations. Its experience at the International Airports in Vancouver, Winnipeg and Toronto has proven that a good valet parking operation at a challenging airport location still relies on offering excellent service to the customer, and a 'run fast-drive slow' approach to vehicle care.

Well-presented employees and a friendly, personalized greeting are key elements, but a thorough knowledge of the airport layout and services, and a willingness to assist with luggage are of real value to a customer in a hurry. Speed is a critical element of superior valet operations, and the Priority Valet and Concierge service will be implementing new systems designed for optimum transaction speed and minimum wait times. With the customer's flight itinerary at

hand, the service ensures the vehicle is waiting at the curb as the traveler steps off the plane.

Selected candidates have undertaken a period of training with an emphasis on creating a highly positive and memorable experience for the customer. This training has consistently proved successful in meeting the expectations of clients at high end five-diamond hotels, and the 'white glove' service experience will be replicated at the Priority Valet operation. The service delivery at Edmonton International will be supported by a 'red carpet' curbside appearance, and a pleasant valet waiting area featuring complimentary coffee and newspapers.

A PRAIRIE FOCUS

There are recognized opportunities for some unique services in Edmonton where the winter weather presents a particular challenge to travelers. In response, the Priority Valet service will store winter jackets and boots, not needed

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on a trip to Mexico in January, but most welcome upon return. In addition, any snow will be removed from vehicles and windows and lights cleaned just prior to pick-up. Having registered their flight information in advance, customers are assured of stepping into a warm vehicle; a real bonus to anyone dealing with a prairie winter.

Plans are underway to install a self-serve boarding pass kiosk in the valet office to speed customers through the airline check-in process. Arrival and departure time information screens will also be installed in the valet office. This will allow customers to check their flight status and boarding gate as they head into the airport terminal.

Understanding the business traveler's reliance on their phone or blackberry, the Priority Valet service will email customers in advance of their return, confirming their arrival time, and giving the opportunity for the customer to respond with a schedule change. As an added touch, the message will include the Edmonton local weather forecast.

CONCIERGE SERVICES

The concierge service in Edmonton offers customers the option to take advantage of extended services including; vehicle washing, fuel top up, mechanical services, detailing, courier/shipping, shoe shine, dry cleaning, personal shopping, flower delivery and whatever else the customers can dream up that the Priority team can reasonably provide. An equivalent service has been a huge success over many years in Vancouver.

Customers can expect to pay normal retail costs for concierge services. Both Impark and EIA understands the value of exceeding the customer's expectations, and the effect that positive 'word of mouth' endorsements can have on growing the valet operation and ultimately serving the airport patron.



FUTURE GROWTH

EIA and Impark are working closely to develop a plan to market the new Priority Valet services. A media campaign, advertising and promotions, and direct marketing to target user groups are planned. Priority Valet also anticipates partnering with travel companies and automobile associations to provide added value through cross-promotions, suspecting the most successful marketing tool will be customer-to-customer recommendations.

Aaron Colombina, the newly appointed Operations Manager is clearly excited to deliver upon the service model Impark has set for the Priority Valet operation. "By combining a very high level of customer experience along with the concierge service, the valet operation has huge potential to grow," commented Aaron. "We will continue to be creative and listen closely to our customers to find out what is working and what we can improve upon".

According to Brett Bain, EIA's Manager of Parking and Ground Transportation, "We are confident that we selected the right operator to achieve the service goals we intended for the valet concession, and are excited to be offering an enhanced standard of service that will be much appreciated by the regular business traveler. Our brand promise at EIA is "we'll move you" and we look forward to meeting and surpassing our customer's expectations in valet services". ■