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VALUE SHARING



Parking information

Q-Park aims to provide as much information as possible about its parking facilities to visitors at the location itself and in advance through country specific websites.

We have created a useful place for all this information in our recently renewed back-office systems which feeds the country websites. Besides mentioning popular destinations nearby, the information presented includes:

- I number of parking spaces, including those for blue badge holders
- I drive through height
- I number of e-charging stations
- I parking tariffs and options for pre-booking and season tickets
- I services provided, such as AED, family parking, and toilets

Figure 24: Information about our services online

Services

Disabled	Electric charging point
Car wash	AED
Bicycle parking	Free buggy hire
CCTV in operation	Lift
Information	Jump leads
Motorcycle parking	Shoe polisher
Toilet	Free umbrella hire

Wherever possible, we locate our inner-city parking facilities within easy walking distance of points of interest (POIs). And we indicate this distance to attractions in the information about a parking facility on our websites and in our parking apps.

Figure 25: Walking distance to attractions shown online

Attractions



ATTRACTIONS

Gendarmenmarkt

 404 m to Unter den...



ATTRACTIONS

Berlin TV tower

 1.05 km to Unter d...



ATTRACTIONS

Checkpoint Charlie

 1.11 km to Unter d...



SIGHTS

Brandenburg Gate

 1.19 km to Unter d...



ATTRACTIONS

Reichstag building



Results

1,861 parking facilities provide the most sought after information by our customers, and more, online.

Points Of Interest (POIs)

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.

Organisations responsible for a POI, local tourism or an event can help visitors by registering with partners in the travel chain such as Q-Park, who then add the POI to the information provided per parking facility.

In addition, we have integrated smart and intuitive search engine functionality in our websites and we also indicate how long the walk is to the final destination. And many POIs offer a reciprocal service by including a link to our parking facility and pre-booking services on their site.

Results

In 2018 we listed 1,333 POIs which are near to our parking facilities. The online information includes walking distance, parking tariff, navigation information et cetera, enabling motorists to make an informed decision of where to park.

Except for France, all countries have listed relevant POIs in our back-office systems. We will follow-up in 2019 and continue to add POIs easily accessible from our car parks and thus contribute to further decreasing the amount of traffic searching for place to park.

The EV not only occupies a parking space, but it may hog an e-charging point even when it's fully charged. And this poses societal dilemmas.

CSR car options

E-charging

Electric vehicles (EVs) have become part of the cityscape – they are here to stay for the foreseeable future. EVs need to park just like petrol and diesel fuelled cars do. The difference is that motorists want to recharge their car's batteries while parking.

Figure 26: POIs near our parking facilities identified

