

# Port Authority of New York and New Jersey Airport Parking Branding Initiative



March 26, 2018

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## Present Branded Identity

ABM Parking Services has been slowly evolving the existing Official Airport Parking branding efforts through the usage of several standardized elements, both graphical and verbal.

The below summary highlights those elements we believe salient to the project's stated parameters. For a sampling of existing branded messaging, see Appendix D.

### Logotype:

- Official Airport Parking
- standardized logotype (Formata typeface)
- 'P' emblem
- PANYNJ Logotype must accompany all usages.

**Brand Personality:** Benefits-Oriented, Informative

**Tag Line:** More than just the closest parking available



JOHN F. KENNEDY  
NEWARK LIBERTY  
LAGUARDIA

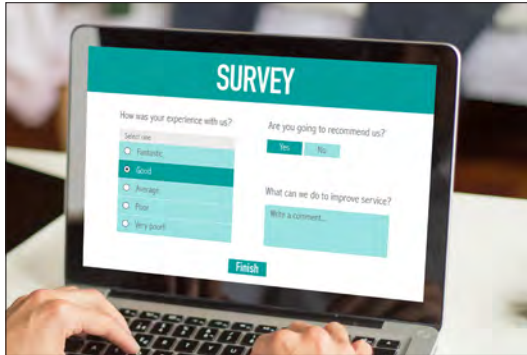
More than just the  
closest parking available.



## Market Research Parameters

Market studies conducted for this project by *Canned Fire* include an *online consumer survey*, an *audit of online searches*, an *internal staff survey* and participation in a focus group session conducted by WriteBrand with the PANYNJ.

The below summary highlights answers and/or results we believe salient to the project's stated parameters. In each case, full reports have been included as an appendix.



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### Consumer Survey:

Noteworthy Insights include:

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#### Why Drive?:

Of those customers who choose to drive themselves, 29% named 'control' as the primary reason. An almost equal number cited 'convenience' as their overriding motivator

and an additional 10% asserted that they just "like to drive." **Assumption: 68% of respondents prefer the control and convenience of driving themselves to their parking destination.**

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#### Your Ideal Parking Experience:

Most commonly used concepts were, "*easy, close, convenient, less expensive.*"

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#### Searching for Where to Park:

Of those surveyed, 49% search online for their options. 32% park at a location out of habit. **Assumption, win the online advertising battle and shift more parkers to parking on-airport habitually.**

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#### Considerations When Choosing Where to Park:

Top 5 considerations in the following order: *1) Easy in and Out, 2) Distance of Lot from Airport, 3) Loyalty Programs, (4) Price and (5) Security.*

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#### Competitive Brands:

Only 10% of respondents could actually name an off airport competitive brand. **Assumption: This implies small actual customer loyalty with competitors and signals a strong opportunity to own the market.**

(\*) Consumer research conducted online with 25% (102) existing mailing list subscribers + 75% (306) anonymous respondents recruited through Facebook advertising for air travelers in our geographically targeted zones. Of those surveyed, 76% were over the age of 45 years of age.

(For full consumer report, see Appendix A)





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## Online Searches:

Noteworthy Insights include:

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### Airport Parking:

*Over 110,000 searches per month*

Overwhelmingly, the most often searched for phrase referencing parking at the airport in the U.S. is 'airport parking'. (Over 111,000 searches per month using the phrase – with 40,000 searches for these two words exclusively.) For maximum online search results, these two words should be included in any naming choices.

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### Airport Name:

*85,000 searches for (airport name) + airport parking per month*

Monthly online searches included the name of one of our airports + "airport parking" 85,000 times. *These airport names should be appended to any name chosen for maximum search effectiveness. (ex: Official Airport Parking at JFK International)*

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### OFFICIAL:

*Only 10 searches per month for the term 'official airport parking'.*

This is an ideal placement opportunity for online mining opportunities. *With virtually no competition in any of the online advertising venues such as Google AdWords, Facebook, the field is a blank slate for future development.*

*(\*) Data originally sourced from Google Trends.*

*(For Full SEO report, see Appendix B)*

## PANYNJ Internal Exercises:



February, 2018: This online survey was posted specifically to garner the opinions of internal staff. It's findings were used as a springboard into the Branding Workshop led by WriteBrand.

Several designated staff employees were called personally for their input, resulting in only 9 employees participating in this survey.

Almost all staff surveyed listed **convenience, ease of experience, technology** and **on-airport security** as the most notable strengths they believe should be highlighted.

Additional points included:

- PANYNJ is perceived as receiving little or no respect
- Aspire to a more sophisticated reputation
- See the new PARCS Revenue Control System and new Prebooking System as testimonies to a major upgrade in technology and capabilities
- Know little or nothing about ABM's existing marketing efforts

### Competitive Observations:

- Competitors' ability to say "Licensed by PA" is problematic
- Highly visible branding on competitor shuttles is problematic
- Pricing will always be an issue to be surmounted

*(For the full PANYNJ internal survey, see Appendix C)*

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## Stated Branding Goals:



1. Define a strong brand name for PANYNJ Airport Parking
2. Develop a distinctive emblem for PANYNJ Official Airport Parking
3. Define and develop a branded presence that clearly differentiates PANYNJ airport parking from off-airport parking competitors
4. Institute uniformity across all airports for continuity and customer-centric ease of use
5. Must be adaptable for any new parking product

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## Recommended Solutions for Stated Brand Goals:



1. Embrace the concept of OFFICIAL; whatever the final name specifics.
2. Design a logotype and emblem that are adaptable to 'official' organizational personalities such as a crest, seal or shield.
3. Create a presence that projects professional competence, size and sophistication to clearly differentiate PANYNJ on-airport parking from off-airport competitors.
4. Incorporate uniformity wherever possible to reinforce customer comfort and understanding
5. Keep new premium product naming conventions informative and straightforward to best adapt to the newly established brand.



**RECOMMENDATION:**

**Embrace OFFICIAL as a Concept**

*The PANYNJ's strongest and most prominent differentiator for its airport parking facilities and services is the fact that it is the official (and only official) parking for NYC's metropolitan airports.*

**DEFINITION: OFFICIAL; Appointed or authorized to act in an office or position of duty, trust, or authority**

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**One Unified PANYNJ Parking Operation**

When combined with the fact that Official Airport Parking is one, unified parking operation for all three major airports – under the operating umbrella of the Port Authority – this makes for a powerful institutional statement across all three markets that should be embraced and projected confidently.

*PANYNJ's Airport Parking division manages three major metropolitan airports (plus Stewart) and accommodates 6.5 million parkers per year at its airports. Few organizations can boast numbers like these.*

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**OFFICIAL Market Recognition**

On-airport operations ARE official in most customers' minds, regardless of their use of the actual word. On-airport parking is typically considered by most flyers as one and the same with the airports in terms of management and control. Most don't give it a second thought.

This is even truer for the NY/NJ markets, since they are already normalized to Port Authority, AMTRAK, and LIRR controlled travel facilities or services.

***Perceived Value: The invaluable peace of mind that can only come from the ease, control, safety and familiarity garnered from an institution they already know and trust.***

- Added Values: Free benefits and premium service options.
- Price is the least to be stressed, if ever. However, PANYNJ is competitively priced in many cases and this should be leveraged when possible.

*Note: The 'Official-dom' concept is presently in use in several international airports in Europe, such as Manchester, Gatwick and London Airports.*



## Brand Personality:

Wear the mantle of 'OFFICIAL-dom' proudly, exuding professionalism, sophistication, technological solutions and heartfelt consideration for the millions of trusting customers we accommodate every year.



- institutionally sophisticated
- Institutionally uniform & consistent
- market dominators and experts
- industry trendsetters & rules makers
- customer-centric

## Taglines:

- More than just the closest parking available. Officially.
- Officially the closest parking available.
- The Science of Airport Parking. Officially.
- The Official Science of Airport Parking.
- Professional. Officially.
- Easy. Convenient. Safe. Official.

## Logo Design

- Strong & corporate typography style similar to PANYNJ (Sans-serif type, All Caps, contrast of light vs. extra bold weights)
- Color usage similar to PANYNJ (strong color, white type – often in field of color, gold as secondary)
- Graphic could be crest, seal, shield or emblem (would adapt well for employee patches or pins)
- secondary imagery: car, plane and humanistic element







## Visual Branding Elements

In addition to the emblematic logo, the following visual actors should be included in all messages where possible to reinforce the brand message:

- Humanize messaging through graphics and/or photography (contented people, parked or parking vehicles, services being performed, etc...)
- Photography should feature our customers as happy people (situational scenes best)

THE PORT AUTHORITY OF NY & NJ

**SAFE. SECURE. CLOSEST.**  
JOHN F. KENNEDY | NEWARK LIBERTY | LAGUARDIA

**Competitively Priced with  
NO HIDDEN TAXES OR FEES.**

MORE THAN JUST THE CLOSEST PARKING AVAILABLE.

**www.parkintheairport.com**

**Official Airport  
Parking**

**FREE SERVICES...**

- > No Hidden Fees or Taxes
- > 24/7 Certified Security
- > Lock-out Assistance
- > Car Location Service
- > Jump Start a Dead Battery
- > Flat Tire Assistance
- > EV Charging Stations

**OPTIONAL SERVICES...**

- > Advance Reservations
- > Valet Parking (EWR)
- > Pre-Booked Parking (LGA)

**AMERICAN EXPRESS** Warmly Welcomed





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## Sell Messages

### **1. EASE: The simplest parking solution**

- Arrival: arrange online (or not). drive to the airport. park at the closest place possible. go to terminal.
- Departure: Leave terminal. Get in car. Pay with EZPass. Go home.

### **2. CONTROL: Take control of EVERY aspect of travel plans**

- Arrival: choose options online. drive to airport and park exactly as planned.
- Departure: Leave terminal. Car is where it was left. Get in. Pay with EZPass. Get on highway.

### **3. UNIFORMITY: One, unified parking operation with:**

- New Revenue Control System PARCS
- EZPass payment at all airports
- Consistent lot signage and naming conventions
- Consistent branded web presences

### **4. SAFETY: Safest environment for people and cars**

- 24-7 security, strong police presence,
- Institutional trust, staff and awareness

### **5. PROFESSIONALISM: Most skilled professionals in the business**

- Park 6.5 million cars per year at three major metropolitan airports
- Understand the science of parking
- Professional, helpful and friendly staff



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## Advertising Concepts

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### The Simplest Airport Parking Solution. Period.

Arrival: Arrange online (or not). Drive to the airport. Park at closest place possible. Go to terminal.

Departure: Leave terminal. Get in car. Pay with EZPass. Go home.

Done.

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### Don't Park NEAR the Airport. Park AT the airport.

Why take chances? Choose wisely where you park. Use the airport's official parking locations and rest easy with the confidence that can only come from parking securely with an institution you know and trust.

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### Smart. Convenient. Cost Efficient. Secure. Official.

Take full control of your travel plans and park with the confidence that can only come from parking at the airport in PANYNJ's official parking facilities.

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### OFFICIAL: Appointed or authorized to act in an office or position of duty, trust, or authority

We take our responsibilities as the Port Authorities Official parking facilities for NYC's metropolitan airports seriously. Three airports. 6.5 million cars a year. The most demanding market in the world.

That's a lot of trust.



## Brand Name Possibilities:

Proposed names are based on conclusions drawn from research cited in earlier pages. In particular, the following criteria were included in the naming process.

- “Airport” & “Parking” must appear in both the name and the URL
- OFFICIAL concept must be workable within each
- “PANYNJ” must be workable with each
- Future product offerings must be workable

### ‘OFFICIAL’ Variations:

- **Official Airport Parking**
- **Official On-Airport Parking**
- **Official At the Airport Parking**
- **On-Airport Official Parking**
- **Official Airport Parking Command**
- **Official Airport Parking Control**
- **Official Airport Parking Agency**
- **Airport Official Parking Command**
- **Airport Official Parking Control**
- **Airport Official Parking Agency**

### Related URLs:

officialairportparking.com  
 officialairportpark.com  
 airportofficialparking.com  
 officialairportparkingpanynj.com

\* All URLs listed as are either available for purchase or already owned by OAP – unless stated otherwise.

### Official \_\_\_\_ {wild card} \_\_\_\_

*Adding Official into the mix of appropriate terms will guarantee its availability as a URL.*

- Official Airport Parking, et al

### PANYNJ \_\_\_\_ {wild card} \_\_\_\_

*Adding PANYNJ in front of almost anything will guarantee its availability as a URL.*

- PANYNJ Airport Parking, et al



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## 'OFFICIAL' Flavor:

- **Municipal Airport Parking**
- **Metropolitan Airport Parking**
- **Civic Airport Parking**
- **Regional Airport Parking**
- **Airport Parking Command**
- **Airport Parking Control**
- **Airport Parking Agency**
- **AirPORT Parking Authorities (\*)**
- **PANYNJ Airport Parking Authority (\*)**

(\*) Airport Parking Authority is an existing competitor — suggest we stay clear of this name.

All URLs listed as are either available for purchase or already owned by OAP – unless stated otherwise.

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## Official \_\_\_\_{wild card}\_\_\_\_

*Adding Official into the mix of appropriate terms will guarantee its availability as a URL.*

- Official Airport Parking, et al

---

## Related URLs:

municipalairportparking.com  
metropolitanairportparking.com  
civicairportparking.com  
regionalairportparking.com

airportparkingcommand.com  
officialairportparkingcommand.com

airportparkingcontrol.com  
officialairportparkingcontrol.com

~~airportparking.com~~ (UNAVAILABLE)  
panynjairportparking.com  
panynjofficialairportparking.com

~~parkattheairport.com~~ (UNAVAILABLE)  
parkattheairports.com

~~parkonairport.com~~ (UNAVAILABLE)  
parkonairports.com

~~onairportparking.com~~ (UNAVAILABLE)  
onairportcarparking.com  
onairportparkingsolutions.com

~~airportparkingauthority.com~~  
(UNAVAILABLE)  
officialairportparkingauthority.com  
airportparkingauthorities.com  
officialairportparkingauthorities.com

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## PANYNJ \_\_\_\_{wild card}\_\_\_\_

*Adding PANYNJ in front of almost anything will guarantee its availability as a URL.*

- PANYNJ Airport Parking, et al

### Sample: Official Institutionalism

Embrace the concept of 'Official' by embracing the word itself.

Added benefit: Maximum customer recognition carry over.

PANYNJ  
**OFFICIAL AIRPORT PARKING**

(At) Newark Liberty International Airport

(At) JFK International Airport

(At) LaGuardia Airport

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### Sample: Clever Institutionalism

Fully embrace and acknowledge the PANYNJ connection.

Added benefit: Maximum public recognition

PANYNJ  
**AIRPORT PARKING AUTHORITY**

(At) Newark Liberty International Airport

(At) JFK International Airport

(At) LaGuardia Airport

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### Sample: New Institutionalism

Embrace/acknowledge the 'official-dom' of a new PANYNJ brand entity.

PANYNJ  
**AIRPORT PARKING CONTROL**

(At) Newark Liberty International Airport

(At) JFK International Airport

(At) LaGuardia Airport



## Parking Area Names

There is a strong need to unify both the naming and signage solutions for parking at the three airports. Primary goals are to streamline the system in as user-friendly a manner as possible. And, to make those customers who often use more than one of our airports to feel comfortable and 'at home.' Since each airport influences its own signage, this can be a challenging process.

However, a unified terminology will begin the effort.

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## Long Stay Parking Area Names:

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### Long Term Parking

- Traditional, well known.
- Begs the question, "How long is long?"

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### Long Stay Parking

- Used by many airports as an alternative to 'Long Term'. The phrase projects a friendlier connotation.
- Begs the question, "How long is long?"

---

### Daily Parking

- confusion over park by the day vs. park here daily

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### Over 24hr Parking

- communicates timeframes accurately
- clunky off the tongue?

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### By the Day Parking

- communicates timeframe accurately

---

### Economy Parking

- communicates financial aspect  
(and, manages expectations.)
- can be misleading to short term parkers who don't understand fully

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### Budget Parking

- communicates financial aspect  
(and, manages expectations.)
- can be misleading to short term parkers who don't understand fully

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## Short Stay Parking Area Names

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### Short Term Parking

- Traditional, well known.
  - Begs the question, “How short is short?”
- 

### Short Stay Parking

- Used by many airports as an alternative to ‘Long Term’. The phrase projects a friendlier connotation.
  - Begs the question, “How short is short?”
- 

### Hourly Parking

- communicates timeframe accurately
- 

### Under 24hr Parking

- communicates timeframe accurately
  - clunky off the tongue?
- 

### By the Hour Parking

- communicates timeframe accurately
- 

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## Specialty Parking Area Names

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### - Liberty Parking

---

### - Empire Parking

---

### - Apple Parking

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## Consumer Online Survey



## Port Authority of New York and New Jersey Airport Parking Branding Initiative

### Appendix A



148 N. Main Street  
Florida, NY 10921  
845.651.1650  
[www.cannedfire.com](http://www.cannedfire.com)

## Consumer Online Survey:

(\*) Consumer research conducted online with 25% (102) existing mailing list subscribers + 75% (306) anonymous respondents recruited through Facebook advertising for air travelers in our geographically targeted zones.

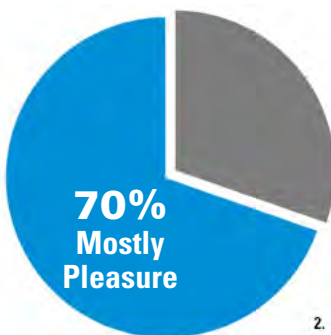
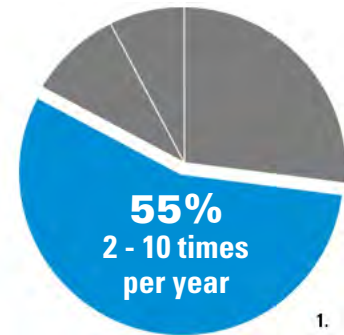
Of those surveyed, 77% were over the age of 45 years of age.

All percentages are rounded off to the nearest whole number.

### 1. How often do you travel by air?

**Over 55% of airport travelers fly 2 to 10 times per year.**

|     |                        |
|-----|------------------------|
| 55% | 2 to 10 times per year |
| 27% | At least once per year |
| 10% | 11-20 times per year   |
| 8%  | 20+ times per year     |



### 2. When you fly, do you mostly travel for business or pleasure?

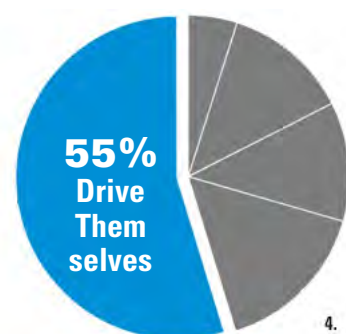
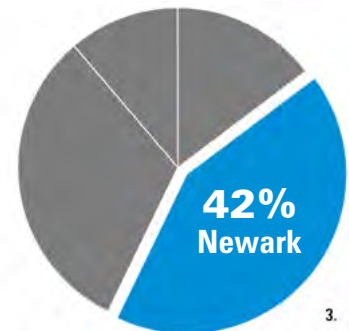
**Almost 70% of those surveyed fly for pleasure.**

|     |                 |
|-----|-----------------|
| 70% | Mostly Pleasure |
| 30% | Mostly Business |

### 3. Which airport do you typically use most?

**42% typically fly out of Newark Liberty International.**

|     |                          |
|-----|--------------------------|
| 42% | Newark Liberty National  |
| 32% | JFK International        |
| 15% | LaGuardia                |
| 11% | Other (varied responses) |



### 4. When you travel by air, how do you typically get to the airport?

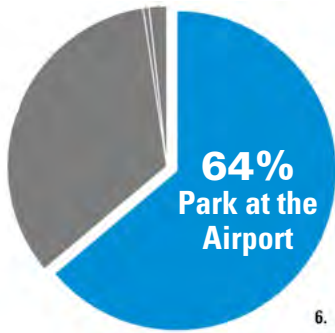
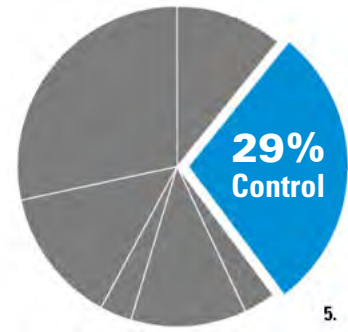
**55% drive themselves to the airport**

|     |                                |
|-----|--------------------------------|
| 55% | drive themselves               |
| 16% | Friend or relative drop me off |
| 12% | Taxi / Limo                    |
| 11% | Uber/Lyft                      |
| 5%  | Public Transportation          |

## 5. Why do you drive to the airport?

### 68% For comfort, control and driving

- 29% More control over my trip
- 28% More convenient
- 14% Less expensive to drive and park
- 11% Like to drive
- 3% It's a deductible expense
- 3% Public transportation is unreliable



## 6. Where do you normally park when you drive to the airport?

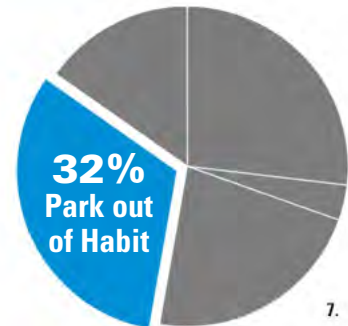
### 64% Always park at their airport

- 64% Always park at the airport
- 33% Off Airport parking lot or garage
- 2% At a Hotel Garage
- 1% At a friend or relative's

## 7. How do you choose where to park?

### 32% Park at a location out of habit

- 32% Park at a location out of habit
- 27% Search Online
- 22% Whichever place offers coupons or discounts
- 15% Other (\*)
- 4% Referral from friends or family
- (\*) See end of report for complete answers to open-ended questions.



## 8. When it comes to choosing where to park, rank what is most important to you?

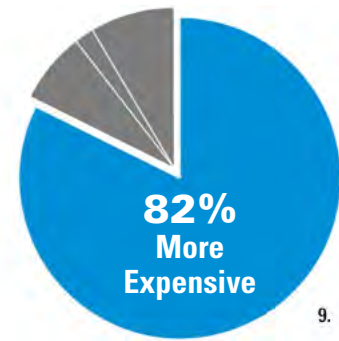
### Top ranking: Easy In and Out

- Easy In and Out
- Proximity
- Loyalty Programs
- Price
- Security
- Added Time
- Covered/Uncovered Parking
- Friendly, trustworthy and helpful staff

## 9. How do you think the price of on-airport parking compares to off site parking?

### 82% Believe on-airport parking is more expensive than other options

|     |                |
|-----|----------------|
| 82% | More expensive |
| 9%  | Don't know     |
| 7%  | About the same |
| 2%  | Less expensive |



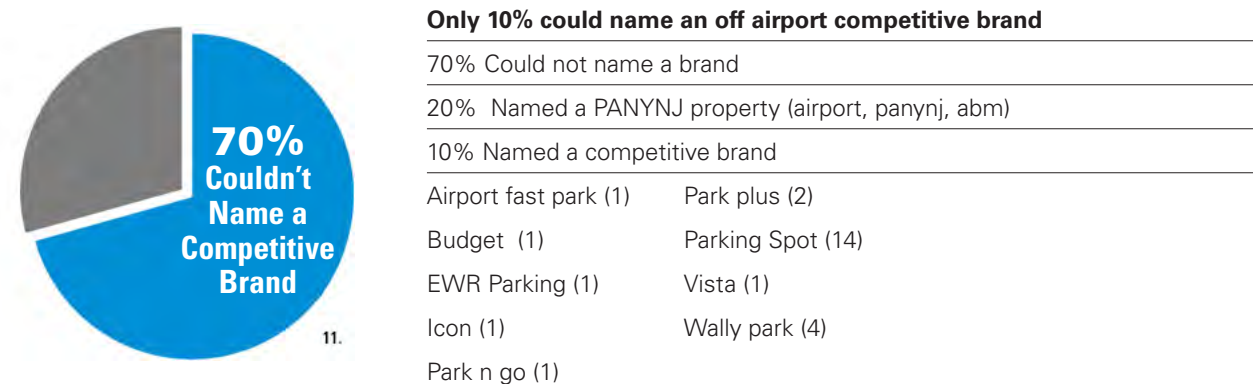
9.

## 10. How would you define an ideal airport parking experience?

Most commonly used concepts were, "easy, close, convenient, less expensive."

(\*) See end of report for complete answers to open-ended questions.

## 11. When it comes to airport parking, which companies/brands do you trust?

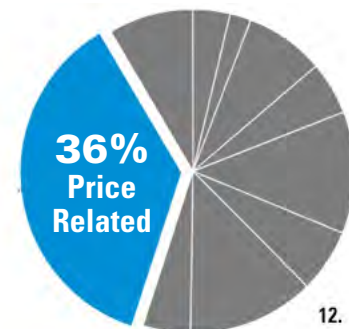


11.

## 12. Why do you have someone drive you instead of driving yourself?

### 36% have someone drive them to the airport due to the cost

|     |  |
|-----|--|
| 36% | Too expensive to park                          |
| 13% | Don't like leaving their car in public parking |
| 12% | Hate driving in congestion                     |
| 8%  | Don't have a car                               |
| 8%  | Spouse/friend/relative always available        |
| 6%  | It's not far from home                         |
| 5%  | Too expensive to pay highway tolls             |
| 5%  | Take public transportation                     |
| 4%  | Get work done on the way                       |
| 2%  | Company pays for the ride                      |



12.



### 13. What would motivate you to drive yourself and park at the airport?

**Top concepts included valet parking, easy in and out, easy car location, proximity, loyalty programs.**

|   |
|---|
| Valet Parking                           |
| Easy In and out                         |
| Easy way to find car                    |
| lot close to airport                    |
| Loyalty Program                         |
| Price of Parking / Coupons              |
| Vehicle Security                        |
| Time                                    |
| Covered Parking                         |
| Car washed and detailed                 |
| sSnow removed from my car               |
| Friendly, trustworthy and helpful staff |
| On-premises Security                    |

### 14. Which three words would you use to describe driving to and parking at the airport?

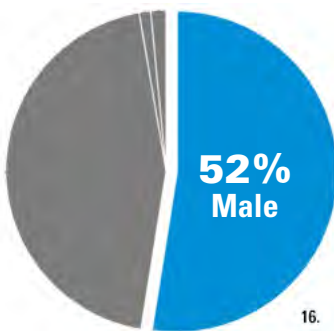
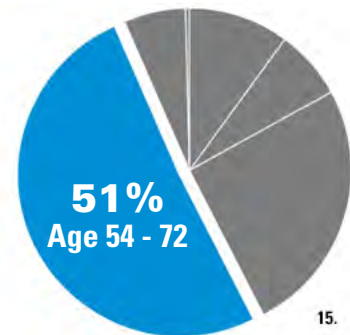
**Most commonly used concepts were, “easy, close, convenient, less expensive.”**

(\*) See end of report for complete answers to open-ended questions.

### 15. What is your age group?

**76% of respondents were over 44 years of age**

|                                    |
|------------------------------------|
| 51% Age 54 - 72                    |
| 25% Age 44 - 53                    |
| 10% Age 18 - 38                    |
| 7% Age 39 - 42                     |
| 6% Age 73+                         |
| 4% Referral from friends or family |



### 16. What is your gender?

**Very slightly skewed male**

|                               |
|-------------------------------|
| 52% Male                      |
| 45% Female                    |
| 3% No Answer / Non-conforming |

**End of Survey Questions**

## 7. How do you choose where to park?

(OTHER)

Accessibility to my departure / arrival gate

I have walking disability, so I park in garage a C terminal if I'm traveling United Air.

Air Port parking garage

I like parking on the airport grounds which is also closest and quickest to terminals.

Airport garages

I park in airport parking

Airport parking is too expensive

I travel with a disabled person, and I park as close to the terminal as possible.

Airport parking website

I use the parking lots at the airport through the online system for reserved parking

Always use short term, because of convenience

I will return to WallyPark if I got good service and a reasonable price.

Base on the terminal

Leave an relatives

Based on the terminal

Long term parking at jfk

Budget parking

Park at the same place each time we travel

Convenience to airport

Price

Familiarity, convenience, good online service/transportation/reliability/customer service reviews, competitive price

Reserved parking works well

Figure it out when pulling up

Reviews/convenience/price

Friends

Short term parking at airport for convenience

I always park at the airport due to convenience.

Terminal I am flying out of

I always park in premium parking

Use airport parking

--END--

## 10. How would you define an ideal airport parking experience?

1) Fast in and out 2) Safe / Secure 3) Hassle free 4) Good quality, Good service, Fair price

5 minute walk to terminal - reasonable pricing

A reasonable price that doesn't cost more than my airline ticket

A reserved space, near the entrance to the terminal, where I don't get plowed in during the winter.

Able to park closer to terminal

Affordable, and close to my terminal.

Airport parking should be less awful

Cheap

Cheap & Secure, Reliable shuttle with numerous runs and courteous staff

Cheap and convenient.

Cheap and easy!

Cheap easy in and out

Cheap long term parking with frequent free shuttles to terminal

Cheaper.

Close to airport and fast pickup time on arrival

Close to airport and reasonable pricing

Close to terminal and reasonably priced.

close to terminal reserved spot discounts

close to terminal, covered and inexpensive

Close to terminal, out of weather, reasonably priced.

Close to terminal, reasonable priced

Close to terminal, secure and covered,.

Close to terminal. Reasonable price.

Close to terminals, ample parking, and fair price.

close to the air tram well lit and monitored.

Close to the terminal and low priced.

Close to the terminal or mono rail. Reasonably priced. Reserved spaces to save time. Add some discounts for parking longer durations.

close, convenient, reasonably priced

Close, covered and secure.

Convenience

Convenience and price

Convenient

Convenient location, accessible, reliable and frequent shuttle bus to/from terminal, secure, well lit, clean and comfortable shuttle bus, friendly staff, no damage to my car, fair price

convenient to Terminal

Conveniently find parking space and walk to the terminal.

cost-effective and convenient.

Anything I don't have take that decrepit monorail too. I usually park in short-term C for 2-day or fewer trips. Anything over 2-days I park in P4 or P3 and walk to the terminal.

Coupons and loyalty program

covered parking that enables you to walk to the terminal

Covered parking, not having to take Air Train, and E-ZPass entry, exit and Premium Reserved Parking.

Covered, reservable space, proximate to terminals, at a reasonable price

Direct Airport access - no need to take a tram or bus to the actual terminal.

Drive to an easy to find and convenient parking lot, not off the beaten path too much (I'm not good about driving in city's), Park,, get on a shuttle or train to my terminal with little to no wait

Drive up, unload bags and go park

easy access to terminal reserved space competitive pricing

Easy access to the airport, either close by or regularly scheduled shuttle buses.

easy access to the terminal and quick in and out to park; like the reserved parking opportunity for small fee

Easy pick up and delivery to my car. No prolonged waiting time. Cost.

Easy In and Easy Out

Easy in and out

Easy in and out

easy in and out

easy in and out and access to terminal

Easy in and out, fair price and shuttle availability's

Easy in and out, quick shuttle to my terminal

easy in, parking spaces available & easy out

Easy In/Out; quick exit

easy quick and accessible

Easy to find and get in. Car should be checked-in as quickly as possible, and there shouldn't be more than a 5-10 minute wait for the van to the terminal. If it's self-parking, it would be helpful to have signs that show the best areas to find available spaces quickly.

Easy to find, close to airport, ease of getting myself/family to terminal and inexpensive.

Easy to get to and no waiting, and inexpensive.

Easy to get to lot from highway. Drop off to shuttle < 10min. At gates within 15min. Pick up from airport via shuttle < 15min wait. At car within 15min from getting picked up. Car waiting for me when arrive at lot.

Easy to get to with quick check in and out and reliable transportation to and from the airport

Easy to get to, help with luggage, drop off at airport check-in

Easy to get to, not too long to wait and inexpensive.

Easy to park, easy to get myself and baggage to my terminal, a safe experience for me and my car, and a reasonable price

Easy to reach, close to airport, reasonably priced

Fast and cheap

Fast, easy access, helpful staff and luxury, covered parking.

Fast, easy, close, clean and cheap

Fly mostly Delta - so it is usually fine

get to my car or flight with no problems

Good price, close to terminal and safe

Great price and ease of use.

Help me to move quickly and seamlessly to the airport and back. I am willing to pay a little more for that. Whether I take a car service or not often depends on the length of my trip.

I park. My car is there when I get back.

I use the reserve spaces in Lot 4

I'm not sure

If it is more affordable.

In and of garage is easy. Secure and out of bad weather

Inexpensive and convenient. Pretty simple to explain.

Inexpensive, close and fast.

Inexpensive, plenty of spots, walking distance to airport or frequent shuttle service.

Inexpensive, with a clear, easy to understand, and frequent shuttle to the terminal. Ideally parking would be one less point of worry and stress on a day filled with security screenings and other hassles.

Knowing a spot will be available without having to drive around and stress

Less expensive

Lot P4 at EWR.

Lots of availability, competitively priced, easy to get into terminal from the lot.

lots of available spots close to terminal and not overpriced. Of course credit card machines that actually work when you go to pay vs the crap that is there that never works.

Maybe shuttle buses especially during holiday season where the airport is really busy that could take you to the air train terminals.

Minimal distance to terminal, safe, convenient.

Minimal wait for a shuttle (where appropriate), quick in and out at a competitive price. On-site parking is very costly for more than a day or two,

Near by, well lit with fast shuttle service.

Not expensive, close to the airport, easy to get to and from airport and loyalty pgms.

not having to take a shuttle to get to the terminal. I fly out of Newburgh and it is ideal.

One which doesn't charge \$59/day. That's called price gauging, thus why I fly out of LGA 50 weeks a year, I drive, yet never park onsite (even though I could expense it). \$39 was absurd; \$59 is laughable.

one with no charge

P4 lot

Parking at a reserved spot at the airport that doesn't cost \$38. If the rate was comparable to the offsite parking, I would always park at the airport.

parking close to the terminal in reserved parking preferably covered

Parking steps from the terminal (AirTrain).

Pre Parking paperwork done online, pull up to valet, and shuttles to the departure gate

Price and convenient

Proximity to terminal, secure and reasonably priced. Reduced rate if parking is longer than say 2-3 days.

quick and easy but inexpensive (less than a limo, taxi, uber)

Quick and easy parking.

Quick to the airport and from the airport and not a lot of searching for parking spot.

quick, convenient, regular shuttles

Quick, reliable check in..no wait for shuttle to drop me at my airline, around \$10 per day (off airport) that is only about 5 min from the airport & when I return no long wait to be picked up after I call to say I have my luggage & my car is waiting for me where the shuttle returns me. I have pre-paid so there are no extra charges.

reasonable price with loyalty program (discounts, free day), helpful staff, close to airport to get me there on time, less than 30 minutes wait time for shuttle at either end.

Reasonable pricing and convenience

Reasonable pricing for overnight stay. Discount for multiple nights

reliable shuttles, easy in and out, friendly staff

reserved parking in short term, but better pricing than currently

reserved parking, close to terminal, easy access in and out, secure. I really don't care about price convenience is more important to me

Reserved space Reliable shuttle Close to airport Competitive price

Reserved space, VIP service, expedited entry through security

Safe and easy.

Safe, convenient, inexpensive.

Secure parking. Fair pricing. Easy access to the airport

See previous answers

short walk to tram connected to terminals, with competitive cost

Should have an app (iPhone, android) and scan coupon at exit. Right now the agent needs a paper coupon and has to get another agent to validate which is archaic practice, IMO.

Shuttles that run frequently. No qait when you drop off. Very little wait time when you arrive home.

smooth

Spaces available and easy to pay prior to getting your car.

The monorail lots are very good except the price is ridiculous. Just make the monorail lots the same price as the off-site parking and I will come back to the airport parking, but right now, it is at least double the price, and with a coupon, sometimes triple.

there isn't one

They're at the terminal and pick up my car when I get there. It's already paid for. When I arrive, my car's in front waiting for me.

Valet parking

Valet parking

Valet Parking bus waiting for you at lot bus waiting for you on arrival at terminal prepay so you get in your car and leave

Vallet Parking

Very Convenient,safe, and affordable

When I fly out of Stewart Airport, it is ideal. Easy in and out, close to terminal, not too expensive.

-- END --

#### 14. Which three words would you use to describe driving to and parking at the airport?

a necessary effort

access, cost, availability

accessibility, quick, security

Ambivalent costly delays

Anxious about time and delay

Anxious Concerned Nervous

anxious rushed distracted

Anxious, concerned, rushed

bad experience at EWR.

Bored, tired, wasting my time

Busy, hectic and expensive

Chaos Non-convenient Timely

comfortable secure inexpensive

comfortable, usual, functional

Complicated Uncertain Hard

Complicated, time-consuming, expensive

Concerned Cost Time

Control Stressful Convenient

Controlled. Simple heavy

Convenience price and safety

Convenience security and transportation

Convenience, economy, ease

convenience, price, service

Convenience, safety and price

Convenience, security, and price

Convenience, Security, Safety.

Convenient budget speedy

Convenient Close Pricey

convenient dependable timely

Convenient Efficient Timely

Convenient No wait time Security

Convenient Reliable Affordable

convenient reliable secure

Convenient Safe Control

convenient safe reasonable

Convenient, apprehensive, a bit pricey

Convenient, control, time

Convenient, expensive, inconsistent

Convenient, expensive, necessary

Convenient, fast & efficient.

Convenient, Fast, safe

Convenient, Reliable, Quick

Convenient, safe, easy

Convenient, control, easy

Convenient. Efficient. Worthwhile.

Convenient. Fast. Economical

Cost, Control and convenience

Cost, Security, Easy access.

Costly, costly, costly.

coupon coupon coupon

difficult inconvenient pain

disruptive, annoying, costly

don't have a car

don't like it

Drop off w luggage is annoying

easily accommodate my schedule

easy and convenient

Easy and convenient

Easy fast convenient

easy in and out, with garage no snow to deal with.

easy in and out, with garage no snow to deal with.

easy perfect convenient

easy quick secure

easy, convenient, short walk

easy, fun dependable

Efficient. Controlled. Relaxing.

exhausting, upsetting and worked up!

expansive time convenience

Expense not needed

Expensive

Expensive

Expensive , safe , flexible

expensive and hassle

Expensive Confusing Stressful

Expensive Convenient Congested

Expensive crowds traffic

Expensive Difficult Stressful

expensive easy covered

Expensive expensive time consuming

Expensive hassle annoyance

Expensive Inconvenient Unaffordable

Expensive Takes time Worry about car

Expensive traffic nightmare.

Expensive, congested, and a pain,.

Expensive, costly, overpriced.

expensive, expensive and expensive

expensive, expensive, expensive

Expensive, inconvenient and at their mercy.

expensive, inconvenient, time

Expensive, Safety concerns, Access

Expensive, standard, covered

Expensive, time consuming, expensive

Expensive, unsafe, inconvenience

Expensive. Inconvenient. Time consuming.

Extra cost, convenient



|  |  |  |
|--|--|--|
| extra time, hassle   | But overall it is way too expensive.   | pain   |
| Far from check-in  | Surprised my company has not yet said I must park off airport.                       | part of process  |
| Fast convenient  | I'm in control   | plan early Schedule Confident  |
| Fast convenient and reasonable   | if its reasonable price, close to air poet   | Price, convenient, and distance.   |
| Fast easy easy   | and free pickup and dropoff at the airport.  | Pricey, convenient, safe   |
| Fast, reliable, convenient   | im okay with   | quick easy   |
| Flexibility, proximity, security.  | In my control  | Quick, convenient, easy.   |
| flexible, control, timely  | Inconvenient expensive difficult   | Relaxed, driving, stressed Parking   |
| Flying high dude.  | it is cheaper for me to take a taxi than to park for more than 3 days                | reliable, cheaper, timely  |
| For me it would be a waste of money. I live 15-20 minutes away and I can always count with someone dropping me off and picking up. Worse case scenario I can take Uber.                            | It is usually pretty good but I must say La Guardia is the worst with JFK to follow. | Reliable, reasonable price   |
| Freakin' awesome, man.   | it makes sense   | right now it is very difficult: prices are hinh and how do you get from the parking lot to the terminal? You may loose your flight   |
| Freedom, Price , location  | It us much easier for me.  | Robbery - \$34 a day is obscene  |
| friendly   | It's not happen  | Control Preference   |
| frustrated, stressed, late   | Least horrible option  | safe quick parking   |
| Frustrating Aggravating Expensive  | Less expensive please  | Safe, convenient, reasonably priced.   |
| Frustrating, annoying and chore  | less money   | Safe, Secure, Close  |
| Frustrating, concerning, Traffic   | less stress time ease  | Scared, dirty, lost  |
| Frustrating, extra work  | Less stressful   | Secure, stressless, convenient   |
| Generally adds a lot of time to the trip, and when you factor in the cost it is sometimes cheaper even if you have to take an Uber, and then you don't have to deal with leaving home extra early. | like reserved parking at terminal C  | SELF I. Safety   |
| Going to Newark, I won't park at the airport. Out of Newburgh, it's perfect  | Long, expensive tiring   | Slow crowd parking   |
| Happy  | long, expensive, annoying  | Sometimes stressful Where to park and take out your luggage Security reason  |
| happy gold yes   | Long, expensive, necessary   | stress, annoying, control  |
| Hassle Expensive Necessary   | lots of hassles  | Stress, stressed stressful   |
| Hassle, cumbersome, expensive  | Money easy secure  | Stressed, anxious, lost.   |
| hate congested areas   | more time needed   | Stressed, as well as screwed and most go the staff couldn't care less  |
| help , better way  | most reliable, longer, less expensive  | stressful anxious rushed   |
| help terrible crap   | My tine Security Price   | stressful easy time  |
| Hope - Traffic - Spots   | Necessary evil   | Stressful if stuck in traffic, confident my car is going to be safe when I return, Unsure where to catch shuttle and how long it will take to drop me off.   |
| I do not   | Necessary, annoying, hassle  | stressful knowing how much parking will cost and how unpredictable the traffic will be.  |
| I don't like leaving my car outside, but it's often faster and cheaper. I'm comfortable with a premium reservation space.  | Necessary. Expensive.  | Stressful, aggravating, annoying   |
| I don't mind it at all providea parking is reasonable.   | need it to be uncomplicated and affordable   | Stressful, exhausting, inconvenient  |
| I find it easier and less of a hassle then to ask someone  | Nervous Annoying Worried   | stressful, inconvenient, expensive   |
| I hate driving   | Never did it   | Stressful, nerve wracking , & anxiety provoking  |
| I hate it  | Never do it.   | This was actually the first time we have parked in the this airport. We live in CT so it is pretty far away so having someone drive us there wasn't an option. It's complicated just finding the Long term parking if your not familiar with the airport. Also the parking |
| I like it and I am excited about it.   | no problems other than in the Winter not   |  |
| I make a reservation so I have a close spot. I don't mind driving to the airport.  | Not bad expensive  |  |
|  | Not convenient, expensive, far not enough information                                |  |
|  | not too bad  |  |
|  | Ok   |  |
|  | On site too expensive  |  |
|  | Overpriced Price gauging   |  |

itself was a hassle because it was so packed we ended up parking really far. It was freezing & we had to walk a lot to get to the air Train terminal. We were a family of 8 with a lot of luggage's so a shuttle bus would've been great.

time consuming frustrating distracting

time delay distance

Time help cost

Time-consuming, cumbersome and possibly pricey.

time-consuming, exposed(weather), frenzy(have to make sure where car is to pick up etc...)

Time-consuming, inconvenient, expensive

time, money, color

Tired frustrated angry

Tiring

too much hassle

Too much money

Traffic Cumbersome Expensive

traffic expensive dangerous

Traffic isn't worth the stress.

Traffic open spaces

Traffic, baggage hassle

Traffic, stress, expensive

Traffic,traffic,traffic

Traffic. Price. Inconvenience.

Traffic. Waiting. Shuttle

Ugh, necessary evil

Unavoidable added torture

Unnecessary additional expense

unnecessary hassle ridiculous

unpredictable

very expensive, convenient

Very safe place

will I get a spot? how far will I have to walk? how expensive is it going to be?

Willing, afraid, unsure

Willing, concerned, interested

worry about time

would rather not

-- END -

## Airport Parking Competitive Review



### Port Authority of New York and New Jersey Airport Parking Branding Initiative












#### Appendix B



148 N. Main Street  
Florida, NY 10921  
845.651.1650  
[www.cannedfire.com](http://www.cannedfire.com)

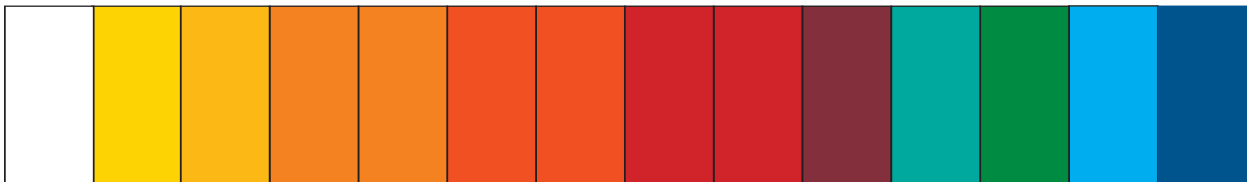
## Summary of Competitive Data

Noteworthy details garnered from the online competitive review conducted February, 2018. For a complete overview of the twelve web presences, see following pages.

|   |  |   |
|---|--|---|
|    |  |    |
|    |  |    |
|    | <b>Competitive Logo Characteristics:</b> |    |
|    | Often cartoony                           |    |
|   | varying bright color palettes            |   |
|  | very graphic<br>(The Parking Spot)       |  |
|   | (7) airplane imagery                     |   |
|   | (2) car imagery                          |   |
|   | (0) people imagery                       |   |

## Competitive Color Usage:

### Active Color Choices



### Background and Strong Contrast Color Choices



## Summary of Competitive Data

Noteworthy details garnered from the online competitive review conducted February, 2018. For a complete overview, see following pages.

### Competitive Taglines:

#### MARKETING-ORIENTED:

- The All-Stars of Parking
- The Intelligent Choice
- Airport Parking Made Easy
- Secure Airport Parking
- Where Great Trips Begin & End
- We Simplify Your Travel
- From Your Garage to Ours

#### DECLARATIVE:

- Airport Parking Systems
- Secure Airport Parking

#### PRICE-BASED:

- Lowest Price! Best Price!
- Best Airport Parking Daily Rates
- Save up to 70% on Airport Parking
- Discount Airport Parking

### Competitive Sales Messages:

#### Benefits-Oriented:

- Secure, Quick, Competitively Priced
- Faster than Airport Parking
- Fantastic Benefits
- Forget about airport parking and focus on what really matters
- Hassle-Free

#### Features-Oriented:

- Discount Rates
- Largest Indoor Parking Garage
- Closest to the Airport (?)
- Valet Service
- Secure Indoor Garage
- Free Shuttles

#### Declarative:

- Licensed by the Port authority of New York and New Jersey

### Noteworthy Competitor Statements:

( ) = Number of sites that mention a concept or claim

- (7) Quick / Free shuttles to airport
- (6) Price-Related / Discount / Cheap
- (5) Easy / No Hassle / Stress Free
- (4) Proximity
- (3) Secure / Safe
- (3) Warn against pirates / illegal operators
- (2) Licensed/Certified/Authorized by PANYNJ
- (2) Feature people imagery
- (1) Own the Journey concept



## Online Competitive Review:

This airport parking competitive view was conducted online and based on Google searches for competitive web presences in our geographic parameters. Since “airport parking” is the largest applicable search, results were gathered for “airport parking” + “each airport’s name.”

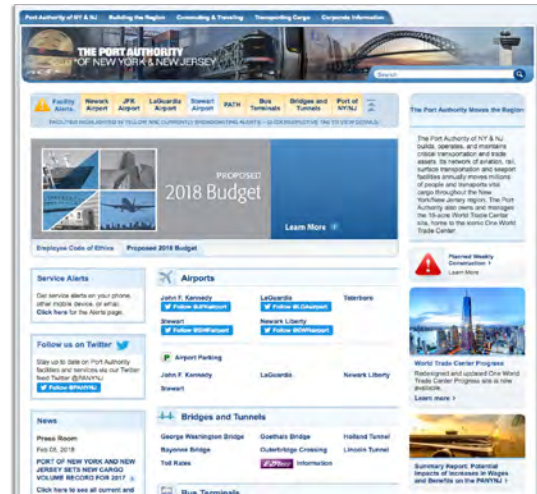
Included in this report are the top 10 competitive web presences in alphabetical order; they’re logos, taglines, main sell messages and significant observations.

For the establishment of a baseline to compare against, below is PANYNJ’s present web precense for parking at the airports.

## PANYNJ Website

**Over 55% of airport travelers fly 2 to 10 times per year.**

“The Port Authority of NY&NJ builds, operates, and maintains critical transportation and trade assets. Its network of aviation, rail, surface transportation and seaport facilities annually moves millions of people and transports vital cargo throughout the New York/New Jersey region.

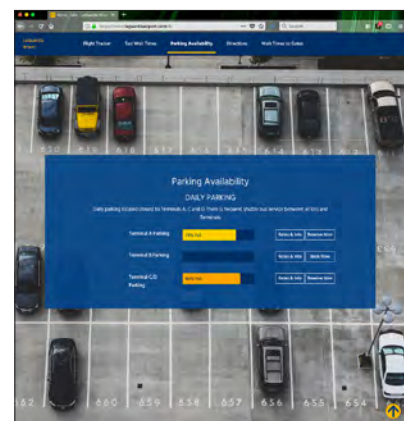
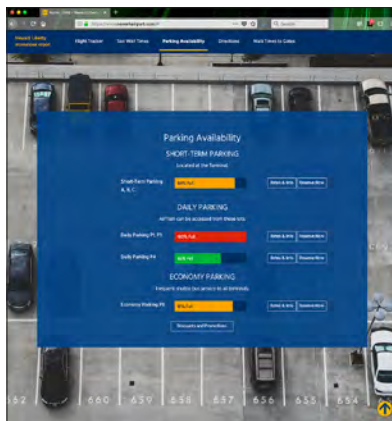


## Airport-Specific Parking Page(s)

**No organizational branding**

Unified Look and Feel across all airports.

No Official Airport Parking branding



## Competitive Web Sites

Competitors are listed in alphabetical order.

### Airpark

#### Airport Parking Systems

"Licensed by the Port authority of New York and New Jersey

Brand Personality: **Old-fashioned Corporate**

Dominant Colors: **Blue, White**

Overall Impression: **Busy, Slightly Amateurish**



### Bolt Parking

#### Discount Airport Parking at LGA & JFK.

"Discounted rates less expensive than airport... Valet Service to Terminal...Faster than airport parking...

Brand Personality: **Clean, Generic**

Dominant Colors: **Orange, Blue**

Overall Impression: **Competent Discount Operation**



### EZ Way Parking

#### Best Newark Airport Parking Daily rates.

"Hassle-free...

Brand Personality: **Generic**

Dominant Colors: **Black, Green**

Overall Impression: **Generically Low-end**



## JFK Long Term Parking

### Long Term Parking Adjacent to JFK

“Licensed & Certified by the Port authority of New York and New Jersey

Brand Personality: **Old-fashioned Professional**

Dominant Colors: **Torquoise, Black**

Overall Impression: **Busy, Slightly Amateurish**



## Jiffy Airport Parking

### Lowest Price! Best Price!

“Fast, free shuttles always running... Closest to the Airport...”

Brand Personality: **Hectic, Family-style fun**

Dominant Colors: **Orange, Grey**

Overall Impression: **Chaotic, Fun, Tech not as competent**

## Newark Long Term Parking

### The All-Stars of EWR Airport Parking.

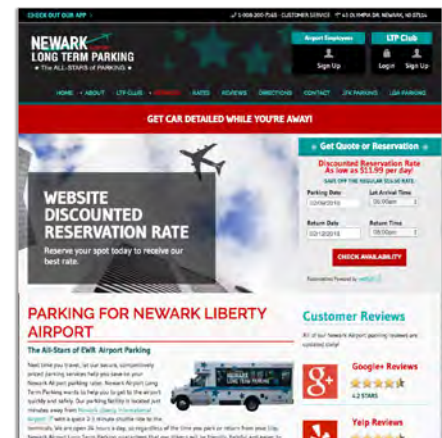
“Let our secure, competitively priced parking services help you save on your Newark Airport Parking rates.”

Quick and safe... just minutes away from EWR... quick shuttle ride...

Brand Personality: **Loud and aggressive,**

Dominant Colors: **Red, Black, turquoise**

Overall Impression: **Informative, one-click to start the reservation process, seem reasonably tech-savvy**





## Park Plus Airport Parking

Save up to 70% on Airport Parking.

“Free shuttle service to and from the airport...”

Brand Personality: **Typicall Competent**

Dominant Colors: **Black, Gold**

Overall Impression: **Competently Generic**



## Smart Park

The Intelligent Choice.

“Convenient Parking for New York’s JFK and LaGuardia Airports... 7th Day is Free!...”

Brand Personality: **Corporate, Professional**

Dominant Colors: **Salmon, Black**

Overall Impression: **Professional, informative, Easy, Visually interesting**

## SNAP Parking

Secure Newark Airport Parking... From Your Garage to Ours.

“Largest Indoor Parking Garage Near Newark”

Immediate Valet Service... Free Shuttles...Secure Indoor Garage... Fantastic Benefits...

Brand Personality: **Competent, Graphically strong, busy, slightly amateurish**

Dominant Colors: **Maroon, Black, Peach**

Overall Impression: **informative, one-click to start the reservation process, seem reasonably tech-savvy**



## The Parking Spot

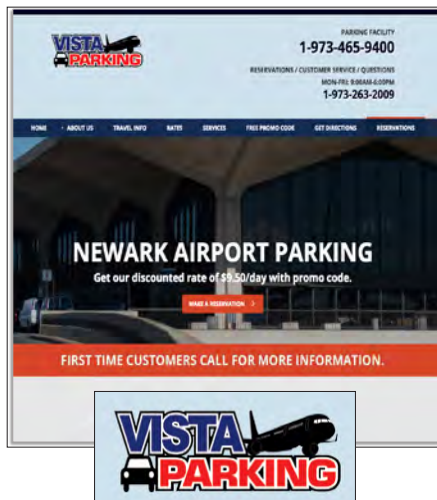
### Airport Parking Made Easy.

"Affordable long-term airport parking... Fast, stress-free check-in & check-out... Full service near-airport parking... All-day shuttle service..."

Brand Personality: **Competent, Professional, Handsome**

Dominant Colors: **Black, Yellow**

Overall Impression: **informative, People-centric**



## Vista Parking

### Newark Airport Parking.

"Get our discounted rate of \$9.50/day with promo code."

First Time Customers call for more information.

Brand Personality: **Competent, Typical**

Dominant Colors: **Navy Blue, Salmon**

Overall Impression: **informative, Clean, Generic**

## Wally Park

### We Simplify Your Travel.

"So you can forget about airport parking and focus on what really matters..."

Brand Personality: **Professional, Well Organized, Fun**

Dominant Colors: **Black, Red**

Overall Impression: **Professional, Own the Journey**



— End of Competitive Review



**PANYNJ Staff Online Survey**



**Port Authority of New York and New Jersey  
Airport Parking Branding Initiative**

**Appendix C**



148 N. Main Street  
Florida, NY 10921  
845.651.1650  
[www.cannedfire.com](http://www.cannedfire.com)

## PANYNJ Online Staff Survey:

February, 2018: This online survey was posted specifically to garner the opinions of internal staff. It's findings were used as a springboard into the Branding Workshop led by WriteBrand. Due to the fact that several designated staff employees were called personally for their input, only 9 employees participated in the survey.

### 1. In your opinion, why do people drive themselves to the airport?

|          |  |
|----------|--|
| 17709803 | convenience  |
| 17709695 | easier, convince   |
| 17708989 | People drive themselves to the airport because they think it is easier for them.   |
| 17685315 | Convenience  |
| 17680107 | I believe some people want to be solely in control of their travel experience, and driving to the airport on your own makes it possible. |
| 17659850 | For the convenience of not having to wait for someone to pick them up or have them waiting due to a late flight.                         |
| 17631482 | When they drive they are on their own timetable, they don't need to wait for mass transit.   |
| 17628708 | it is close to their home or business can sometimes can be quicker than other modes.   |
| 17605041 | Habit and convenience, plus the certainty of knowing there's a ride waiting for them when they return from their journey.                |

### 2. Why do you think drivers park in Official Airport Parking rather than off-site locations?

|          |   |
|----------|---|
| 17709803 | convience   |
| 17709695 | closer to the terminal  |
| 17708989 | They may feel their car will be better protected in the airport rather than on a off-site location. Also, to be closer to the terminal. |
| 17685315 | Safety, security and closest to the terminals.  |
| 17680107 | Some people want to be closer to their airline terminal and trust official parking to be a safer option.                                |
| 17659850 | The convenience of parking right at the terminals.  |
| 17631482 | On-site is close to the airport and feels safer and more legitimate.  |
| 17628708 | its closer to their terminal  |
| 17605041 | The feeling of security (knowing that your car is safe) as well as the proximity of the on-airport lots.                                |

### 3. What do you think would motivate off-airport parkers to park on-airport?

|          |   |
|----------|---|
| 17709803 | more marketing  |
| 17709695 | cheaper, price  |
| 17708989 | Cheaper rates at the airport lots.  |
| 17685315 | Lower prices.   |
| 17680107 | If on-airport pricing was lesser or equal to airport parking, then off-airport parkers would certainly flock to on-airport parking. |
| 17659850 | I believe cheaper rates would motivate them.  |
| 17631482 | Comparable prices to off-site locations   |
| 17628708 | better understand of the rates and the safety and security of the lots  |
| 17605041 | True competition on price, coupled with better service.   |

**4. How would you compare on-airport prices with off-site competitors?**

|          |   |
|----------|---|
| 17709803 | no comparison - depends how the product is marketed....need to do better marketing through radio, tv  |
| 17709695 | safer, easier   |
| 17708989 | On-airport prices are much higher than off-site lot prices.   |
| 17685315 | On airport is typically slightly higher. The airport includes taxes in its rates and off-airport advertise rates without taxes and fees.  |
| 17680107 | On-airport prices lack competitive pricing with off-airport parking lots, with the slight exception of economy parking. Yet, on-airport pricing can be high since you're closer to the terminal and guaranteed a higher level of safety and accountability from the airport operator. |
| 17659850 | Off site competitors are cheaper and they offer Groupon discounts.  |
| 17631482 | On-airport is more expensive, sometime considerably more.   |
| 17628708 | the off-site competitors market their prices but do not include all fees and taxes in their marketing   |
| 17605041 | On-airport is higher.   |

**5. How do you think parkers perceive on-airport prices vs. off-site competitors?**

|          |  |
|----------|--|
| 17709803 | I don't think price is an issue - each product has its value ...I think it's important to market the product based on value                          |
| 17709695 | on airport is more expressive vs off airport   |
| 17708989 | As much higher.  |
| 17685315 | They are miss lead be off-site competitors showing the lowest rate, before parking taxes and access fees they charge.                                |
| 17680107 | I believe parkers are turned off by the high on-airport prices.  |
| 17659850 | I think they feel that on-airport prices are too high, but they like being able to park their car and walk directly into the terminal.               |
| 17631482 | The perceive the prices as higher  |
| 17628708 | they think on-airport is much higher   |
| 17605041 | There is a perception that off-airport is a "bargain" (even though there are often hidden costs, and the discount may be negligible or nonexistent). |

**6. What do you think are the reasons parkers use off-site parking instead of Official Airport Parking?**

|          |  |
|----------|--|
| 17709803 | there are different types of parkers - parkers who park at off-airport price is the key....those are a small percentage that you cannot bring to the airport, however, there is a larger percentage that would park on airport grounds, but again it is about how you sell the product |
| 17709695 | price, sometimes closer,   |
| 17708989 | They use off-site parking because it is cheaper and because they can use promo codes, etc  |
| 17685315 | Price, price and price.  |
| 17680107 | I think parkers get a better rate for long-term parking off-airport, drop-off & pick-up from terminals, coffee and a newspaper.  |
| 17659850 | I believe because they offer rates as low as \$5.99 a day with free shuttle service.   |
| 17631482 | Off-site is cheaper and has relatively the same level of inconvenience (getting on a shuttle to parking).  |
| 17628708 | perception of cost   |
| 17605041 | Price.   |

## 7. What do you think are the reasons parkers use other modes of transportation to the airport instead of driving/parking?

|          |   |
|----------|---|
| 17709695 | lower cost, easier, quicker   |
| 17709803 | convenience   |
| 17708989 | To avoid being stuck in traffic and miss their flight or to avoid having to pay for parking.  |
| 17685315 | Do not own a vehicle; running short of time; lot's of advertising by other modes of transportation.   |
| 17680107 | For those who have the option to drive and decline to do so, find it cheaper and/or less of a hassle by resorting to other modes of transportation.   |
| 17659850 | Its easier and cheaper to have a friend/family member drop you off and pick you up.   |
| 17631482 | Mass transit is cheaper and can be easier than navigating NYC traffic. For Riders, it's the ease of front age pick-up/drop off.   |
| 17628708 | easier, quicker and cheaper   |
| 17605041 | They may be urban dwellers who do not own a car, or if they are car owners, they often "do the math" when traveling for an extended period of time. If the cost of a car service or Uber round-trip is less than parking, that will tip them away from parking. |

## 8. What do you think are the perceived reasons flyers don't drive themselves?

|          |  |
|----------|--|
| 17709695 | quicker, easier, cheaper   |
| 17709803 | convenience  |
| 17708989 | Faster Cheaper   |
| 17685315 | Too costly and the time it takes to get from the parking lot to the terminals.                 |
| 17680107 | I believe it would be to save money.   |
| 17659850 | It's an inconvenience. Parking, transporting your luggage and walking to the terminal.         |
| 17631482 | It is easier or faster to have someone else drive or take mass transit to the airport.         |
| 17628708 | traffic and cost of parking  |
| 17605041 | Flying is stressful enough so you can reduce the stress by having someone else do the driving. |

## 9. How do you think parkers find/decide where to park?

|          |   |
|----------|---|
| 17709695 | Search the internet in advance  |
| 17709803 | it depends who the customer is....this area need more research  |
| 17708989 | They search the net for the best option.  |
| 17685315 | Price; convenience; and is it a business expense.?  |
| 17680107 | I think parkers vary, as some are location or price sensitive. I believe some would use our website to find parking and Google search off-airport parking.  |
| 17659850 | They look for the signs that have the cheapest rates, when they can't find them they park where it's closet to the terminal.  |
| 17631482 | On-airport, they show up and look for their desired parking (economy, valet etc) for off-site word of mouth or internet searching. Sometimes, travel booking sites will make parking recommendations. |
| 17628708 | web search  |
| 17605041 | Web searches and word of mouth  |

**10. What do you think are specific barriers to on-airport parking?**

|          |  |
|----------|--|
| 17709695 | availability, cost, traffic  |
| 17709803 | marketing, branding, need to be more attractive in appearance, assurance of security   |
| 17708989 | Pricing and traffic within the airport.  |
| 17685315 | price and misconceptions.  |
| 17680107 | The higher cost of airport parking.  |
| 17659850 | Not having specific signs telling where to park according to the rate.   |
| 17631482 | The price of parking, needing to take an airport bus to get to/from, finding your car in the lot and time the process takes. |
| 17628708 | cost   |
| 17605041 | Price.   |

**11. What could we do to make parking on-airport easier?**

|          |   |
|----------|---|
| 17709695 | provide better transportation from the long-term lot, let me know which spaces are open so I don't have to hunt for a spot.                                       |
| 17709803 | marketing, branding, need to be more attractive in appearance, assurance of security  |
| 17708989 | Bring the prices down and also build the lots closer to the terminals where customers can just walk from lot to terminal instead of having to take shuttle buses. |
| 17685315 | better signage  |
| 17680107 | Price adjustment,   |
| 17659850 | Place better signs directing them to Long Term Economy Parking.   |
| 17631482 | I find parking relatively easy, but I think presenting parking options at each airport entrance and improving roadway signage would help the average traveler.    |
| 17628708 | market it better to put the rates in perspective  |
| 17605041 | Have everything taken care of and paid for before the customer even leaves for the airport. Pre-paid, guaranteed spaces.  |

**12. How would you define an “ideal” parking experience?**

|          |   |
|----------|---|
| 17709695 | to drive in front of the terminal and park my car easily.   |
| 17709803 | easy to find a parking space  |
| 17708989 | It should be easy when entering and exiting.  |
| 17685315 | Avail spaces  |
| 17680107 | Using technology would be helpful. As parkers enter an-airport lot, red and green lights over stalls to indicate availability would be great. |
| 17659850 | Parking my car, returning from my flight, retrieving my luggage and exiting without any problems.   |
| 17631482 | A plethora of parking near bus stops that are clean (free of trash) and buses every few minutes with friendly bus drivers.                    |
| 17628708 | availability, quick trip to the terminal, fast exit   |
| 17605041 | It should be completely frictionless. No delays or confusion.   |



**13. Of our off-site competitors, who do you feel is delivering a better parking experience, and what are they doing to achieve that experience?**

|          |  |
|----------|--|
| 17709695 | They park the car and have a shuttle waiting.  |
| 17709803 | I don't think it who delivering better parking experience....it is who and how to market and sell the product - quality of the product...which includes branding and appearance  |
| 17708989 | They are all offering coupons and promos, that is what people look for.  |
| 17685315 | Not applicable.  |
| 17680107 | I have no specifics.   |
| 17659850 | I'm not sure, but whoever it is I believe it's because of the Groupon discounts that they offer.   |
| 17631482 | I am not sure of the company, but at EWR there is a company which picks you up at the terminal on-demand and delivers you to their lot where the car is running for you all cleaned off of snow and warm. Based on what I was told, you call when you land and they essentially valet your car. This is all at approximately the same price or less than on-airport. They also had a loyalty program which offered discounts after a certain number of days. |
| 17628708 | I don't think the experience is better I think it is the cost  |
| 17605041 | The Parking Spot does a good job, but their roots are in the hotel and hospitality business and it shows. You don't encounter a human with us until you leave but they have more a personal touch.   |

**14. What should our parking customers know that might change their perception of Official Airport Parking?**

|          |  |
|----------|--|
| 17709695 | safe, security, good rates, easy access  |
| 17709803 | a list of services and convenience   |
| 17708989 | They should know that we provide excellent service to ensure that their vehicle is safe and try our best to avoid them from paying such high rates.  |
| 17685315 | Taxes are included in the posted parking rates.  |
| 17680107 | We should better market the services offered.  |
| 17659850 | That Official Airport Parking is convenient. It offers parking at various lots and also offers valet parking. It is safe and offers 24 hour service. We pride ourselves on Great Customer Service.                 |
| 17631482 | I think if they knew exactly where to go and how quickly they can get from terminal to car, they might see it as a more valuable option. It might also help to highlight how safe their car is versus off-airport. |
| 17628708 | we are safe, costs are all inclusive, and shuttle to terminal is quick and easy  |
| 17605041 | Cheaper and safer; there are no hidden costs; it is consistently the least travel time to the terminals.   |

**15. What do you think the Official Airport Parking brand stands for?**

|          |  |
|----------|--|
| 17709695 | on airport parking   |
| 17709803 | not sure....   |
| 17708989 | Security and convenience.  |
| 17685315 | on-site airport parking  |
| 17680107 | To me, it's the airport parking backed by the airport authority. |
| 17659850 | Safety, security, convenience, and customer loyalty.             |
| 17631482 | Secure, legitimate parking                                       |
| 17628708 | you park at the airport and it is not a fly by night company     |
| 17605041 | Quality. Friendly service.                                       |

**16. If our brand was a person, what would he/she be like? (You can describe personality traits or pick a character or celebrity that you think seems most like the brand.)**

|          |  |
|----------|--|
| 17709695 | stupid question.   |
| 17709803 | need a picture to describe - visual  |
| 17708989 | Like Kramer from Seinfeld.   |
| 17685315 | Not applicable.  |
| 17680107 | The Geico gecko!   |
| 17659850 | Frank Sinatra.   |
| 17631482 | I think it would be someone official, in a suit, professional, not necessarily friendly, energetic or fun. |
| 17628708 | no idea  |
| 17605041 | Current brand – Tom Hanks. Respected, high-quality, but plays it safe.                                     |

**17. Is there anything in particular you would change about our current branding, and why?**

|          |  |
|----------|--|
| 17709695 | Yeah, dump the cheese coupons that look like they came from a penny saver.   |
| 17709803 | need to be more visual   |
| 17708989 | I'll change the rates to something more affordable and I'll make sure we put up more signage to make it easier for the customer to get around the lots and airport.  |
| 17685315 | No.  |
| 17680107 | We need be more visible on search engines.   |
| 17659850 | Yes, make the parking signs easier for the patrons to locate the various lots. That would eliminate the problem of the parking rates.  |
| 17631482 | I think it could be more fun more exciting branding, but keep the professionalism. We could work with partner agencies to highlight tourism with vibrant images (like Terminal 5 JFK or SWF) in waiting places. Incorporate technology into all aspects of the passenger experience. |
| 17628708 | include more info on costs, etc. I haven't really seen the current brand   |
| 17605041 | It should be edgier and not afraid to be bold.   |

**18. Is there a typical "type" of person that is more likely to park on-airport? How would you describe them?**

|          |  |
|----------|--|
| 17709695 | business executive who doesn't care about cost.  |
| 17709803 | anyone will be willing to park if marketed well - except small percentage that is price conscious  |
| 17708989 | I think the type of people who park in the airport are: Business travelers Older individuals Families  |
| 17685315 | Business traveler with corporate credit card.  |
| 17680107 | Someone who's looking for proximity and safety minded.   |
| 17659850 | Yes, a business traveler who wants to park, return and leave without any hassles.  |
| 17631482 | I think the typical parker is someone with a lot of baggage, young children, long trips and/or special assistance needs. All of these things make other forms of transportation much more difficult. |
| 17628708 | probably a family  |
| 17605041 | People who want to minimize the risk of parking off-airport. Risk-averse. Traditional.   |

**19. Is there an ideal customer that we want to attract? Who are they? What's important to them?**

|          |   |
|----------|---|
| 17709695 | Frequent travelers. Business passengers. Quick, easy parking  |
| 17709803 | all customers   |
| 17708989 | Attract all types of customers. Affordable and convenient parking is what is important to them.   |
| 17685315 | All customers are ideal.  |
| 17680107 | The price sensitive, I think, are the ones going off-airport.   |
| 17659850 | Yes, returning customers. To be satisfied with the service that was provided to them.   |
| 17631482 | The best group to target is the leisure traveler who is younger-middle aged. They want an easy, fun experience that isn't time consuming. Also important that everything is clean (or appears clean). |
| 17628708 | no one group specifically   |
| 17605041 | We want to attract the customer who's looking for a bargain, but also wants an easy travel experience.  |

— END —

## Online Searches

**Airport Parking + NY + NJ**



**Port Authority of New York and New Jersey  
Airport Parking Branding Initiative**

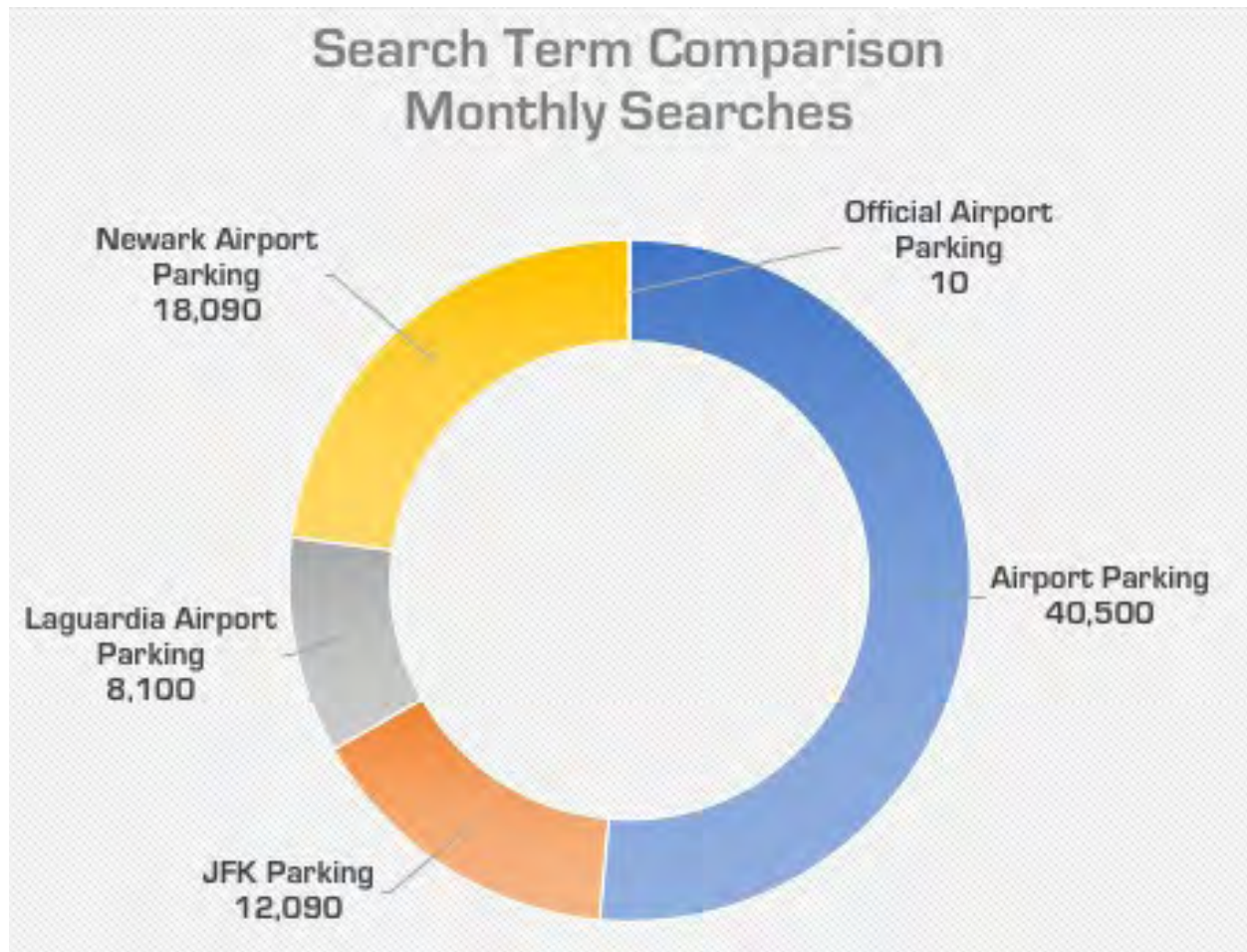
## Appendix D



148 N. Main Street  
Florida, NY 10921  
845.651.1650  
[www.cannedfire.com](http://www.cannedfire.com)

## Popular Online Search Terms

Searches conducted on Google in the month of February, 2018 relating to parking at any PANYNJ airports. All data originally sourced from Google Trends.



## Top 50 Google search terms containing “airport” or “parking”

|                                |       |                                       |      |
|--------------------------------|-------|---------------------------------------|------|
| airport parking.....           | 40500 | cheap air port parking .....          | 5400 |
| air port parking.....          | 27090 | cheaper airport parking .....         | 5400 |
| airport parkink.....           | 27090 | long term parking jfk.....            | 5400 |
| airportparking.....            | 27090 | longterm parking jfk.....             | 5400 |
| newark airport parking .....   | 18090 | newark airport long term parking..... | 4380 |
| jfk long term parking.....     | 12090 | newark airport longterm parking.....  | 4380 |
| jfk longterm parking.....      | 12090 | ewr parking.....                      | 3600 |
| jfk parking .....              | 12090 | newark liberty parking .....          | 3600 |
| laguardia airport parking..... | 8100  | parking at jfk .....                  | 3600 |
| laguardia parking.....         | 8100  | parking at newark airport .....       | 3600 |
| lga parking .....              | 8100  | airport ewr .....                     | 2880 |
| jfk airport parking .....      | 6600  | cheap parking.....                    | 2880 |
|                                |       | cheapest parking.....                 | 2880 |
|                                |       | jfk parking rates .....               | 2880 |



|                                       |      |
|---------------------------------------|------|
| the parking spot jfk .....            | 2880 |
| newark long term parking .....        | 2400 |
| newark longterm parking .....         | 2400 |
| parking newark airport .....          | 2400 |
| logan airport parking rates .....     | 1890 |
| long term parking lga .....           | 1890 |
| longterm parking laguardia .....      | 1890 |
| longterm parking lga .....            | 1890 |
| parking jfk .....                     | 1890 |
| airpark lga .....                     | 1590 |
| long term parking newark airport..... | 1590 |
| newark airport parking rates .....    | 1590 |

|                                     |      |
|-------------------------------------|------|
| newark parking .....                | 1590 |
| parking at lga .....                | 1590 |
| buses to newark airport .....       | 1290 |
| global airport parking coupons..... | 1290 |
| jfk airport shuttles .....          | 1290 |
| jfk long term parking rate.....     | 1290 |
| laguardia long term parking .....   | 1290 |
| long term parking newark.....       | 1290 |
| rsw parking .....                   | 1290 |
| airpark jfk .....                   | 990  |
| airport parking jfk .....           | 990  |

### Top parking related Google search terms containing “jfk international” or “jfk”

|                            |       |
|----------------------------|-------|
| jfk parking .....          | 12090 |
| jfk airport parking .....  | 6600  |
| long term parking jfk..... | 5400  |
| longterm parking jfk.....  | 5400  |
| parking at jfk .....       | 3600  |
| jfk parking rates .....    | 2880  |
| the parking spot jfk ..... | 2880  |
| parking jfk .....          | 1890  |
| jfk airport shuttles ..... | 1290  |

|                                     |      |
|-------------------------------------|------|
| jfk long term parking rate.....     | 1290 |
| airpark jfk .....                   | 990  |
| airport parking jfk .....           | 990  |
| jfk airport long term parking.....  | 990  |
| lga long term parking .....         | 990  |
| long term parking at jfk.....       | 990  |
| jfk airport parking rate.....       | 870  |
| jfk long term parking coupon .....  | 870  |
| jfk long term parking coupons ..... | 870  |

### Top parking related Google search terms containing “laguardia” or “lga”

|                                   |      |
|-----------------------------------|------|
| laguardia airport parking.....    | 8100 |
| laguardia parking.....            | 8100 |
| lga parking .....                 | 8100 |
| longterm parking laguardia .....  | 1890 |
| longterm parking lga .....        | 1890 |
| airpark lga .....                 | 1590 |
| parking at lga .....              | 1590 |
| laguardia long term parking ..... | 1290 |
| lga long term parking .....       | 990  |
| parking at la guardia.....        | 990  |

|   |     |
|---|-----|
| parking at laguardia .....                | 990 |
| parking at laguardia airport.....         | 990 |
| lga airport parking .....                 | 870 |
| parking la guardia.....                   | 870 |
| parking lga .....                         | 870 |
| laguardia airport long term parking ..... | 720 |
| long term parking laguardia .....         | 570 |
| airport parking lga .....                 | 480 |
| laguardia parking coupons .....           | 390 |
| lga parking coupons.....                  | 390 |

### Top parking related Google search terms containing “newark” or “ewr”

|                                       |       |
|---------------------------------------|-------|
| newark airport parking .....          | 18090 |
| newark airport long term parking..... | 4380  |
| newark airport longterm parking.....  | 4380  |
| newark liberty parking .....          | 3600  |
| parking at newark airport .....       | 3600  |
| airport ewr .....                     | 2880  |
| newark long term parking .....        | 2400  |
| newark longterm parking .....         | 2400  |
| parking newark airport .....          | 2400  |
| long term parking newark airport..... | 1590  |

|  |      |
|--|------|
| newark airport parking rates .....       | 1590 |
| newark parking .....                     | 1590 |
| long term parking newark.....            | 1290 |
| ewr long term parking .....              | 990  |
| newark new jersey airport .....          | 990  |
| airport parking newark .....             | 870  |
| long term parking at newark airport..... | 870  |
| discounted airport parking .....         | 720  |
| discounts airport parking .....          | 720  |
| ewr airport parking.....                 | 720  |

---

## Top 10 'airport + parking' Specific Terms

|                               |       |  |      |
|-------------------------------|-------|--|------|
| airport parking.....          | 40500 | cheap parking.....                     | 2880 |
| air port parking.....         | 27090 | cheapest parking.....                  | 2880 |
| airport parkink.....          | 27090 | airport parking rate.....              | 480  |
| airportparking.....           | 27090 | cheap airport parking promo code ..... | 480  |
| cheap air port parking .....  | 5400  |  |      |
| cheaper airport parking ..... | 5400  | (*) official airport parking.....      | 10   |