

## Press Release

*Source: AirportParkingReservations.com*

### **Off-Airport Parking Rebounds to Surpass Pre 9/11 Levels**

Suffield, CT – June 10, 2004 -- Tom Lombardi, president of AirportParkingReservations.com, the leading airport parking website, reports the off-airport parking industry has recovered from 9/11. At many major airports, parking revenues are exceeding 2001 sales.

“We are finally out of the woods and enjoying the growth increases we saw in the late 90’s and pre 9/11” says Peter Carrea Jr., owner of Winner Airport Parking in Philadelphia.

“After 20 years in the off-airport parking business, I opened a new lot during the downturn of 2002, and now my business is bursting at the seams” states Al Pasley, owner of Sky Harbor Airport Parking in Phoenix.

AirportParkingReservations.com, the first online airport parking website, debuted in January of 2001 and enjoyed instant success by listing most major airports in the US. However, after 9/11 off-airport parking suffered the same severe and rapid declines as most sectors of the travel industry.

While business travel is still a bit sluggish, the void is being filled by leisure travelers discovering too many on-line travel bargains to stay home. The leisure traveler continues to migrate to off-airport parking because in many cases it’s less expensive than the on-airport parking lots and garages and offers more amenities including valet parking, car care service and luggage assistance.

“We’ve grown from offering 45 parking lots in 2001 to over 140 lots today, including Canada and the UK” comments Tom Lombardi. “We’re a significant source of new business for the off-airport parking industry and it’s no secret that many customers are switching from the on-airport parking lots, many of which raised their rates to compensate for a decrease in parking revenue following 9/11. And now that travel is rebounding, holidays and long weekends cause a strain on available parking spaces making a guaranteed airport parking reservation advisable, and at some airports, mandatory.”

Guy Piccolo, owner of Executive Valet Parking at Bradley International Airport in Hartford, Connecticut and a founding partner in AirportParkingReservations.com, has moved 80% of his advertising dollars to the Internet. “When we first launched AirportParkingReservations.com my expectations of attracting new customers to my lot were modest. Today, 33% of my business is generated online and 80% of my new customers find us through the Internet. The rates we offer online are so popular it forced

the airport to drop their economy lot rates. We're successful because travelers want the certainty of a guaranteed parking space at a discounted rate.”

Many travel publications predict a strong summer for leisure air travel and AirportParkingReservations.com is ramping up to handle the deluge of summer travelers. “A few parking lots in major airport markets have already implemented blackouts for peak summer travel weekends, but we continue to rapidly add new lots to meet the demand” reports Robert Bielecki, AirportParkingReservations.com’s Vice President of Operations.

Once an afterthought, airport parking reservations have become an important part of the pre-trip planning process. Travelers have more choices than ever before – self-park, valet parking, covered parking, etc – at a wide range of price points. Reserving in advance reduces travel related stress.

#### **About AirportParkingReservations.com**

At AirportParkingReservations.com, travelers provide their itinerary and airport of departure before choosing from over 140 parking operators providing a range of parking options (including self, valet, indoor/covered). The parking lots are secure, many offer discounted rates, and all provide free shuttle service with complimentary luggage assistance to and from the airport terminals. Reservations can be made online or toll-free at 888-960-PARK (7275).

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