PARKING ANALYTICS: An Industry Snapshot

INTERNATIONAL PARKING INSTITUTE
Analytics Powered by PathFinder

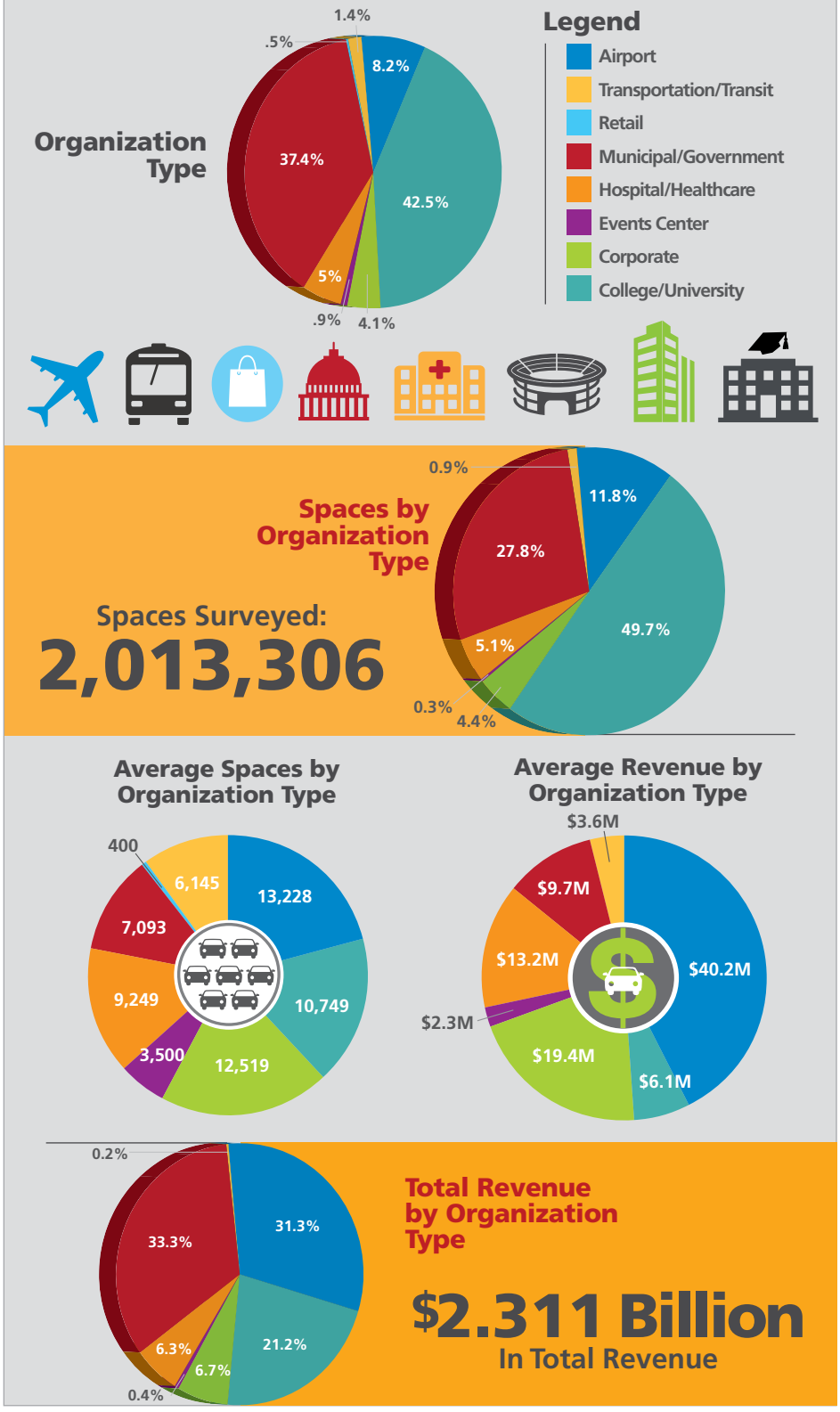
The International Parking Institute (IPI) recently launched a new initiative focused on parking analytics and benchmarking. Designed to advance the parking profession by collecting, aggregating, and publishing data, this series offers Key Performance Indicators (KPIs) for the industry. This is the second publication in the series, which will continue to evolve and capture KPIs.

Parking and transportation organizations are collecting and studying KPIs as a tool to more effectively manage limited resources. IPI is taking the next step to publish industry benchmarks and KPIs that can be used to evaluate and compare individual parking organizations with others in the industry. As the largest and leading parking organization in the world, IPI is uniquely positioned to lead this research. This survey captured data from more than 2 million spaces, representing $2.31 billion in revenue.

This survey is a vital first step to collecting specific data on our members and our industry. Organization types surveyed included airport, college, corporate, event center, hospital, municipal, and transportation organizations. IPI will expand the survey in 2017 to include commercial operators, suppliers, and consultants. IPI will take the research gained in this initiative and grow this series in successive surveys.

Read on to dig deeper into some industry data, and participate today!

SURVEY RESPONSES*



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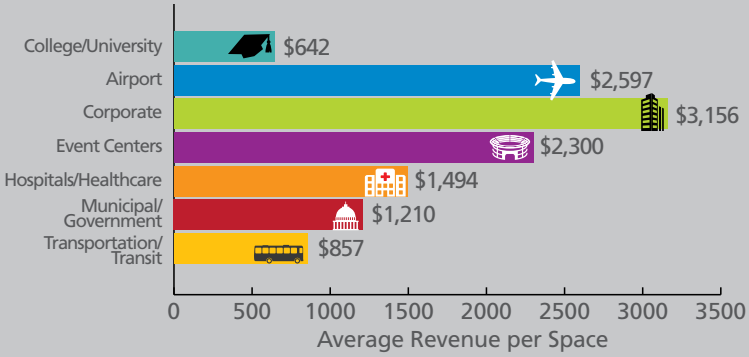
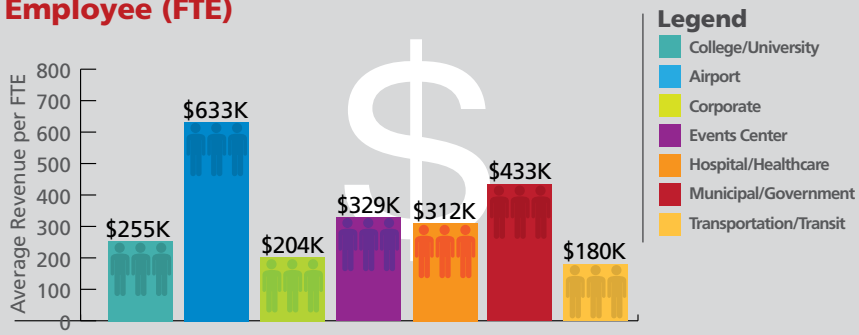
SURVEY RESPONSES*

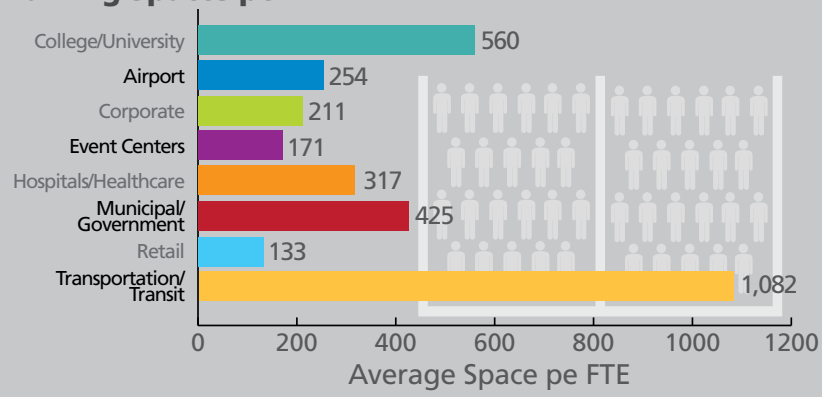
Revenue Per Space



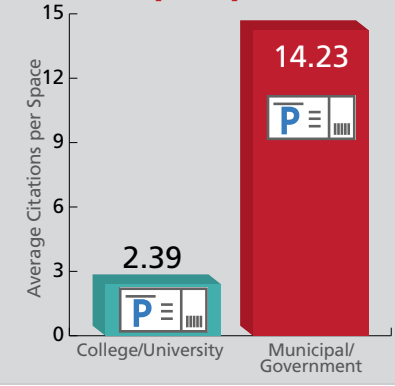
2015 Revenue per Full-Time Employee (FTE)



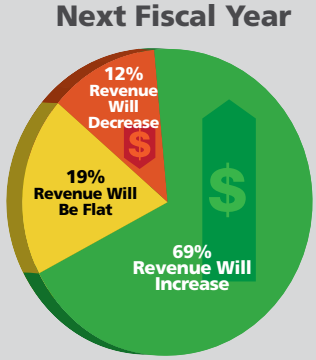
Parking Spaces per FTE



Citations per Space



Economic Outlook for Next Fiscal Year



Survey respondents answered a series of questions designed to capture industry KPIs:

- Select the type of organization that most closely matches your parking operation.
- Approximately how many full-time employees work in your parking operation?
- Approximately how many total parking spaces do you own, operate, or directly manage?
- What was your annual gross parking revenue for parking operations in 2015?
- What is your anticipated annual gross parking revenue for parking operations in 2016?
- Approximately how many total parking citations were issued in your parking operation in 2015?

Park Your Data Here

Our members are the most vibrant and successful parking organizations across the globe. Add your data to the mix! To participate in our industry survey, visit parking.org/KPIs for a link to the survey, and look for the next publication in the series in spring 2017. ■

For more information, search **"Parking Research"** in IPI's online Resource Center at **parking.org**.

Retail was omitted in some of the graphs due to insufficient data.