

INTEGRATION PARTNER

Park Loyalty

Drive loyalty, increase revenue, and reward every parking interaction.



3 Key Benefits

○ TURN PARKING INTO A LOYALTY ENGINE

Transform everyday parking into an opportunity to engage and retain customers. Reward repeat visits, incentivize behavior, and build lasting relationships that increase frequency, spend, and long-term customer value.

○ SEAMLESS DIGITAL REWARDS EXPERIENCE

Deliver a frictionless, mobile-first loyalty experience with no tickets, cards, or extra steps. Customers earn and redeem rewards automatically, creating a simple, intuitive journey that enhances satisfaction and brand affinity.

○ ACTIONABLE INSIGHTS & REVENUE GROWTH

Gain visibility into customer behavior, visit patterns, and engagement trends. Use data-driven insights to optimize promotions, improve retention, and unlock new revenue opportunities across your parking assets.



3 Ideal Use Cases/Environments

○ MIXED-USE & RETAIL DESTINATIONS

Encourage repeat visits and longer stays across shopping, dining, and entertainment environments. Loyalty programs help drive foot traffic, increase spend, and create stronger connections between parking and on-site experiences.

○ HOSPITALITY & HOTEL PARKING

Enhance the guest experience with integrated loyalty rewards tied to parking usage. Deliver added value for guests while strengthening brand loyalty and encouraging repeat stays.

○ MUNICIPALITIES & URBAN PARKING SYSTEMS

Improve engagement and compliance by rewarding parking behavior in city environments. Create positive incentives for parkers while increasing satisfaction and supporting broader smart city initiatives.



3 Integration Highlights

○ PARCS & DIGITAL PLATFORM INTEGRATION

Seamlessly integrates with parking management systems to track visits, trigger rewards, and manage loyalty programs without disrupting existing operations or customer flows.

○ MOBILE-FIRST USER EXPERIENCE

Connects with mobile payment platforms and digital channels to deliver a fully integrated, app-based or app-less loyalty experience, making participation simple and accessible for all users.

○ DATA & MARKETING SYSTEM CONNECTIVITY

Integrates with CRM and marketing platforms to enable targeted campaigns, personalized offers, and performance tracking, helping operators turn data into meaningful customer engagement.



Turn every parking moment into a reason to come back.