



# Protecting your Brand's Reputation: Leveraging Digital Excellence in Off-Airport Parking



# Executive Summary



In the highly competitive off-airport parking and hotel park-and-fly sector, the parking experience is immediately converted into an online reputation that directly affects bookings and revenue. Since **95% of people read online reviews before making a purchase**, and parking is the first and last critical touchpoint of the travel journey, managing this experience is essential. Poor parking management is a serious factor contributing to reputational damage, and a negative online reputation causes **94% of consumers to avoid a brand**.

This white paper integrates authoritative data from the broader hospitality and parking industries, demonstrating that technology is the most effective **reputation defense**. By eliminating operational friction with a digital platform like KodaCars, operators can protect their brand integrity, foster customer loyalty, and drive new bookings.

# 1

## The Financial and Competitive Imperative of Online Reviews

Reputation management is a **critical strategic priority** with a measurable financial impact. For the parking sector, which the National Parking Association (NPA) views as a vital part of transportation infrastructure, operational quality is key to maintaining customer trust.



## **Direct Revenue Correlation:**

Studies show that a single one-point increase in a hotel's Global Review Index (GRI) can lead to a **1.42% increase in Revenue Per Available Room (RevPAR)**. This principle holds for parking, where the experience is tied directly to the hotel's brand and reinforces its reputation.

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## **Trust and Conversion:**

**86% of consumers feel that online reviews are as trustworthy as personal recommendations.** Parking problems significantly impact property reputation, often leading to negative online reviews that can lower ratings and deter potential customers.

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## **The Power of Engagement:**

**90% of consumers are more likely to frequent a business if the business responds to all reviews.** A thoughtful response to negative feedback can effectively **neutralize the negative impact** for other readers.

# 2

## Leveraging Digital Self-Check-in to Eliminate Review Triggers

The KodaCars platform is a reputation tool because it eliminates the **operational friction** that generates the most damaging negative reviews, thereby solving the problem before it reaches the review sites.



## Top Negative Review Source

**Long waits/  
Queues**

## KodaCars Digital Solution

**Pre-Arrival Mobile Check-In:** Customers verify identity and sign waivers remotely before arrival.

## Staff Inconsistency/ Errors

**Vehicle Damage/  
Theft Risk**

**Security/  
Incident  
Resolution**

## Reputation Benefit

**Guaranteed Speed:** Eliminates "20-minute check-in" complaints, ensuring travelers proceed directly to the shuttle.

**Customer-Input Data Accuracy:** Customers self-attest to vehicle details and reservation terms, significantly reducing clerical errors and price disputes.

**Digital Liability Waivers:** Explicit, digitally signed waivers establish "Parking as a License" (Waiver of Bailment) before parking begins.

**Time-Stamped Digital Records:** Provides irrefutable records for auditing and incident resolution (e.g., proof of vehicle entry condition or time of departure).

**Accuracy and Fairness:** Verifiable data removes confusion over pricing and booking, directly addressing a primary source of review complaints.

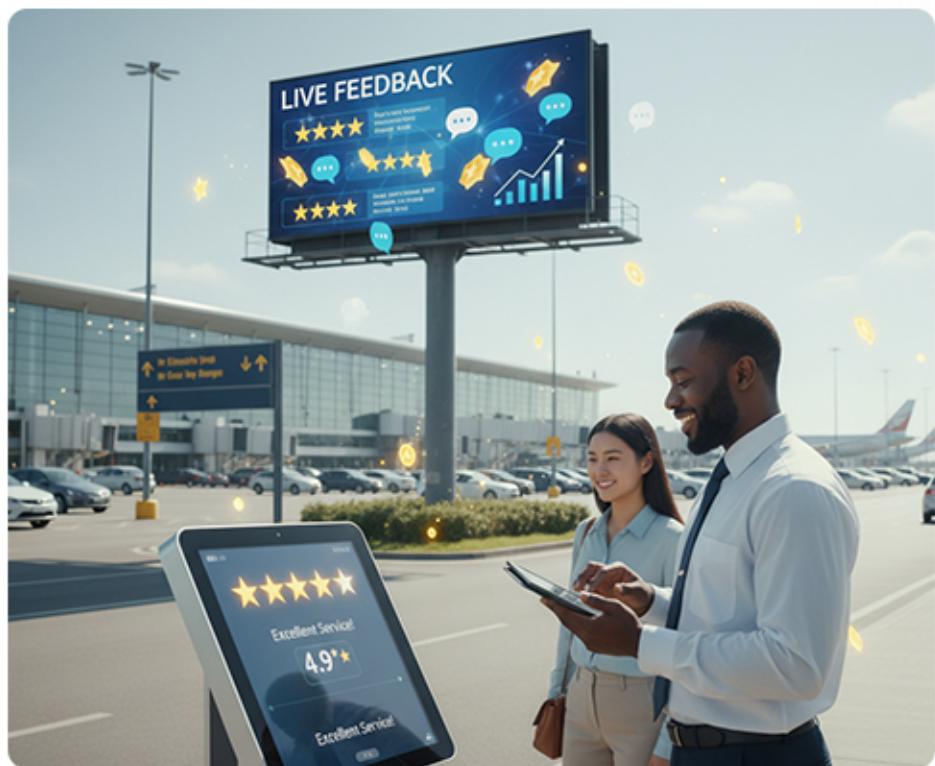
**Brand Defense:** Mitigates the legal and reputational fallout of non-negligent incidents by setting clear, legally documented expectations up front.

**Transparency:** Enables prompt, fact-based responses to disputes, preserving credibility with future customers.

# 3

## Best Practices for Converting Feedback into Loyalty

Successful reputation management requires a direct, ongoing commitment to engagement. Operators must commit to these public-facing review strategies:



## Systematic Monitoring and Prompt Response:

Establish a process to track reviews across all major platforms. The majority of consumers expect a response to a review within 24 hours. Timeliness demonstrates attentiveness and commitment to service.

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## Respond to All Feedback:

Reply to every review—positive and negative. Taking time to respond to all reviews signals to all readers that guest feedback matters.

### Negative Reviews:



Be professional and empathetic. **Apologize** where appropriate and **outline the steps taken to prevent recurrence**, which improves the brand's impression. Offer to take the conversation **offline** to personalize the resolution and prevent public escalation.



### **Positive Reviews:**

Thank the customer, use their compliment to subtly reinforce a key service point, and invite them back.

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## **Encourage Feedback at the Peak Moment:**

Use automated post-stay messaging (via the KodaCars system) to solicit reviews **when the service recovery or smooth experience is still fresh** in the customer's mind. **65% of people leave reviews if asked** by a business.

# Conclusion

The off-airport parking industry is at a critical juncture where operational efficiency and online reputation have converged as primary revenue drivers. The investment in a high-efficiency digital system like KodaCars is not simply an expense reduction; it is a fundamental pillar of a modern reputation management strategy. By eliminating the friction that generates negative reviews and simultaneously providing the verifiable data needed to resolve claims, operators protect their brand integrity and unlock the customer loyalty that fuels sustained business growth.

**For more information, please contact**

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