



# Beyond the Booth:

## Transforming Hotel Off-Airport Parking Elevating Guest Experience Scores and Minimizing Liability



# Executive Summary



The off-airport parking industry for hotel park-and-fly services, struggles with friction during check-in and check-out. Relying on manual processes, paper vouchers, and inconsistent physical infrastructure leads to congestion, staffing overhead, and a poor customer experience in a time-sensitive environment. A platform like KodaCars offers a seamless, secure, and data-driven solution that transforms the parking process from a logistical burden into a key competitive differentiator and revenue driver.

# 1

## The Critical Role of the First and Last Impression

For travelers, the parking facility is the first and last interaction of their journey. A stressful start, caused by long waits, confusion over reservations, or shuttle delays due to administrative bottlenecks, significantly diminishes overall customer satisfaction.



## Key Pain Points in Traditional Check-In:



**Time Loss:** Staff interaction is required to verify IDs, find reservations, issue slips, and handle payment, where even a 60-second delay per customer causes severe congestion during peak hours.



**Operational Inconsistency:** Hotel operations with limited resources and specific training, leading to errors in pricing and tracking.



**Security & Liability Gaps:** Manual processes fail to capture accurate vehicle entry conditions or plate information, complicating incident resolution and increasing liability exposure.



**Lack of Flexibility:** Travelers arriving during late-night hours rely on unpredictable service.

The solution is clear: the process must be digitized, automated, and placed directly in the customer's hands.

# 2

## The Imperative for an Elevated Self-Check Experience

Digital self-checking is a fundamental requirement for modern high-volume travel services. An elevated self-checking model delivers benefits across three core areas:





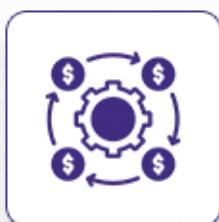
### **Customer-Centric Speed and Autonomy:**

Customers complete check-in from their mobile device, giving them control over their time. This reduces dependency on staff, allowing travelers to go directly to their spot and shuttle, saving valuable time.



### **Operational Efficiency and Cost Reduction:**

The self-service model reduces labor for administrative tasks. Digital check-in also facilitates 24/7 operation with reduced resources, essential for short and long-term parking.



### **Enhanced Data Integrity and Revenue Optimization:**

Digital systems ensure vehicle confirmation, reservation terms, and payment status are accurately recorded and integrated with inventory management in real-time.

Furthermore, having customers input their own vehicle and reservation details during the digital check-in dramatically reduces clerical errors that often occur with staff-to-system data entry. This improved accuracy eliminates no-show revenue losses and prevents unauthorized or over-stayed parking.

# 3

## Leveraging KodaCars for Seamless Digital Integration

KodaCars transforms the arrival experience using the technology travelers already possess: their mobile device. The process uses a reservation-triggered, link-based workflow:





**Pre-Arrival Digital Check-In:** The customer forwards their reservation email to the KodaCars system (e.g., via @KodaCars.com).



**Instant Activation Link:** KodaCars sends a unique, secure link to the customer's mobile device, serving as a digital access pass.



**Mobile Verification:** The customer uses the link to confirm vehicle details, verify identity, and digitally sign any necessary waivers before arriving at the facility.



**Parking Access:** The user receives a reservation confirmation and a QR code for parking and vehicle retrieval.

The system's Digital Data Capture provides accurate, time-stamped records for liability protection and auditing, eliminating disputes over arrival/departure times.

# 4

## Liability Mitigation and Risk Management Through Digital Terms

The KodaCars digital verification step provides a critical, legally defensible point-of-sale to secure explicit customer agreement to terms that significantly mitigate the operator's financial risk, which, in turn, helps reduce insurance costs, claims, and adjudication.



# Terms to Reduce Claims and Insurance Exposure

Embedding the following clauses directly into the mobile check-in process establishes clear expectations and reduces litigation by securing a digital signature:



## **Waiver of Bailment (Parking as a License):**

The customer is granted a license to park, not a contract for storage. The operator is not responsible for theft, fire, or damage to the vehicle or its contents, except in cases of gross negligence or willful misconduct. This clarity mitigates operator liability for risks outside their control.



## **Inspect and Report Before Departure Clause:**

The customer is required to inspect their vehicle for damage or loss and report the claim before exiting the facility. Failure to report before departure constitutes an irrevocable waiver of that claim. This uses the system's accurate, time-stamped digital record as the foundation for claims adjudication.



## **Mandatory Digital Data Acknowledgment:**

The customer agrees that the self-attested vehicle data and the KodaCars system's verifiable digital records of entry time, reservation terms, and vehicle confirmation are the definitive source for auditing and incident resolution.

# Legal Process for Abandoned Vehicles

To address the high costs incurred by vehicles abandoned in parking lots without ownership claims, the terms must clearly define abandonment and establish the operator's right to act in compliance with local law:



**Definition of Abandonment:** A vehicle is contractually defined as "abandoned" if it remains on the property for a specified period (e.g., 48 hours) beyond the reserved check-out time without notification or payment.



**Digital Authority to Act:** The customer explicitly grants the operator the authority to initiate the legal process—including notification to authorities, towing, storage, and disposal—for an abandoned vehicle in accordance with state and local statutes, without further notice. This contractual pre-authorization expedites the complex administrative and lien procedures.



**Customer Financial Responsibility:** The customer agrees to be solely responsible for all costs associated with the removal and disposal of their abandoned vehicle, including towing, storage, and administrative penalties. The operator retains the right to pursue the registered vehicle owner for cost recovery.

# Conclusion

The competitive pressures on off-airport parking demand a shift from outdated, manual processes. The investment in an elevated digital self-checking experience yields immediate returns by reducing labor costs, increasing throughput, and improving the customer journey.

A solution like KodaCars transforms the parking lot from a chaotic holding pen into an efficient, seamless extension of the travel experience. By embracing this technology, operators secure their property's competitive position and unlock the full, high-profit potential of their parking assets. The future of off-airport parking is autonomous, instantaneous, and digital—and the time to adapt is now.

**For more information on how to elevate your guest experience scores, please contact**

**KodaCars @ +1 (609) 212-4110.**