



## CASE STUDY

### Fraser Crossing, Founders Pointe Winter Park, CO, Condominium Vacation Rental



## BACKGROUND

Located just 150 yards from the base of Winter Park Resort, Fraser Crossing is home to 210 deluxe, fully- equipped condominiums and vacation rentals. The Village restaurants, shops, and activities are just steps away.

CHALLENGES	PARKING BASE SOLUTION
<b>Traffic congestion</b> caused by single entry/exit lanes serving residents, staff, and guests when guests did not have proper entry permit.	<b>Guest Parking Website</b> allows visitors book in advance and get arrival reminders, solving entry issues and reducing congestion.
Limited parking spaces to accommodate guests, residents, staff made worse by <b>unauthorized parking</b> .	<b>Customized Credentials and Rates with Permit Manager</b> enables a daily rate to deter unauthorized parking; vacation rental guests receive discount coupon code. Residents and staff provided RFID or QR access codes.
<b>Disorganized vacation guest parking</b> created space shortages, <b>frustration</b> , and congestion with no offsetting revenue.	<b>Destination Manager</b> enabled guests to prebook parking; <b>Permit Manager</b> helped organize and monetize guest parking.

## RESULTS

- Improved parking experience for guests, residents, and staff.
- Y1 revenue exceeded historical levels.
- Y2 revenue on track to exceed Y1 by 10%.
- Better visibility into future reservations and parking capacity
- New visibility into permit holder usage
- Better utilization and control over parking assets.

*"Parking Base really took the time to understand our unique challenges and provide us with a highly-customized solution. Not only are we better utilizing our parking inventory, but we have not had a single traffic jam at the gate since launching our Parking Base technology!" -- Julie Pierce, Alderwood Prop. Mgmt.*

