



Wilson Parking

Insights Summary



A changed world

2020 and 2021 has seen the landscape for commercial parking evolve significantly.

As Australia's leading provider of off-street parking solutions, Wilson Parking is committed to adding value by highlighting our research findings and market insights.

We're doing this not only to bring clarity to this fast-changing environment, but also to build a deeper understanding of the services and solutions that are needed to meet the evolving priorities of all our stakeholders.

Some of the changes we've seen in the sector have been direct responses to pandemic control measures.

Other shifts were already happening, and have accelerated as COVID-19 continued to impact.

This Insights Summary pinpoints the trends that have emerged since March 2020, and takes a look at where we see the parking market's focus needs to be in this changed world.

Flexible working is here to stay



While extended lockdowns have inevitably altered how people work, shop, and have fun — particularly in Melbourne and Sydney — other Australian cities have seen significant changes, even where periods of stay-at-home measures have been much shorter.

Flexible working — whether in the office, from home, or at another location — has shifted from an “occasional exception” to being an accepted part of corporate life. And, this is a national story, not just in pandemic hotspots.

Nationally, CBD office occupancy is lower since the pandemic began — even in cities like Perth and Adelaide, which have been comparatively less exposed to lockdowns.

CBD office occupancy October 2021



New working patterns and their effect on parking



Parking statistics have mirrored workplace occupancy data on a state-by-state basis — during, and beyond periods of lockdown. A number of key trends have emerged as new working patterns become consolidated into corporate life.

Three day Tue-Wed-Thu office weeks, greater demand for online booking, an ongoing aversion to public transport and higher levels of casual commuter parking are key components of the parking evolution sparked by the pandemic.

There has been a surge in online booking as drivers plan ahead for their CBD trips. Made easier by mobile apps and integration with in-car software such as Apple CarPlay, online booking typically enables them to access the best parking rates and benefit from reward perks.

When our customers were asked about the impact COVID-19 has had on their commute, **75% said they were more likely to book online in advance.**

In the periods when our major cities have been out of lockdown, we have experienced...

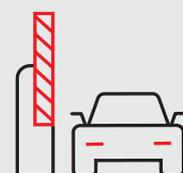


262% Growth

total online booking

156% Growth

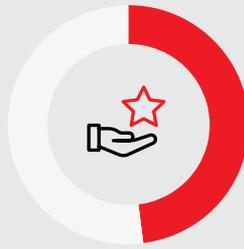
in commuter bookings online



Our **1.5 million digital customers** are using online channels due to...



53%
convenience and the desire to plan ahead



48%
promotions available

+
Ability to earn Rewards and technology integration such as Apple CarPlay

More CBD employees are choosing **Tuesday, Wednesday and Thursday** to come into the office

While parking is concentrated mid-week, the demand for parking has significantly dropped Mondays and Fridays. Businesses are seeking new ways to maximise staff parking allocation.



Maximise staff parking allocation



Permanent parking is down 28% based on pre-COVID-19 levels



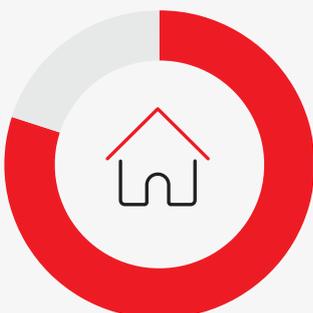
Flexible subscriptions for regular parkers

Using technology to enable more collaborative working



With IT enabling employees to continue to work flexibly, corporate employers are less concerned that working from home damages productivity. While the office is still key to driving enterprise culture, innovation and client relationships, technology is part of the bigger flexibility picture.

Online meetings and remote working collaborative tools are making it easier to work outside of the office.



80%
of employers think working from home is here to stay*

*Beck & Hensher, University of Sydney Business School 2021



MS Teams
up ↑ 70.4%
year on year

Zoom
up ↑ 369%
year on year



COVID 19 — the catalyst for change

There is clear evidence that the pandemic has been the catalyst for significant change — not just in working practices, but in the way in which people will commute and enjoy leisure time in their cities.

Wilson Parking is committed to working with real estate owners and corporate employers to reshape the sector to make life easier for Australian drivers.



Flexibility first

It's not about the weekday 9 to 5 and five days a week. Parkers and companies need flexible parking options to suit new working practices.



Rewarding loyalty

Providing platforms that deliver rewards and incentives, because we know that these are all key to maximising long-term driver loyalty.



Prioritising reassurance

Flexibility shouldn't mean uncertainty. People want to plan, book and pay easily online or in App, close to where they want to go and at the best price too.



Continuing to innovate

We are engaging with commercial property owners and corporate employers to create new, best-in-class solutions that will transform the parking experience — for them, their customers and staff.

parking.com.au