

# Parking Revenue now guaranteed at London City Airport



As the Number One source of additional revenue for the Airport, parking at London City is critical to their success – even more so with growth of 25% a year over the past three years and equally ambitious plans for the future. London City Airport has pioneered a revolutionary new parking arrangement – one which guarantees their income, regardless of machine reliability.

*“I’m more than satisfied it was the right decision to make, working with Zeag” said Jon Carter, Terminal Manager. “Our new contract has ensured that downtime is totally minimal – that’s important when our minimum charge is £5 and many customers are paying £40 or more.”*

London City Airport has worked closely with Zeag to develop an innovative scheme whereby Zeag guarantees the Airport’s Parking Revenues. Should there be any loss of revenue due to Zeag equipment failure, Zeag is contracted to make good the Parking Revenue losses.

*“The income from parking charges at a busy, premium priced site like London City Airport is such that parking equipment breakdowns have a catastrophic effect on profits” explains David Jones, MD for Zeag UK. “We thus looked at a system which goes way beyond maximum response times to guarantee the level of revenue to the Airport. This is only possible due to the exceptional reliability of Zeag equipment and it dramatically demonstrates the faith we have in our machinery and support teams”.*

Zeag has been working with London City Airport for 6 years, during which time revenues have increased dramatically. The company installed Zeag Orion Payment stations and Entry and Exit machines in 2004 and these are now working to capacity with some queues at peak times – something there are ambitious plans to eliminate with a forthcoming expansion.

*“We are investigating several options from a large 2-400 car pontoon in the dock to a Park and Ride scheme using the DLR” explained Jon; “We also plan to move the Payment Stations out into a purpose built area and to encourage much more prepayment online – 80% of transactions are by credit card and our Zeag equipment makes this easy to implement.”*

**London City Airport** has become established as the business airport for London with short routes to most European cities daily and connections for many long distance flights. 70% of the company’s customers are travelling on business and a key advantage is short check-in times and easy parking. The organisation is seeing strong growth of 20-25% per annum and aims to quadruple business by 2020.

**Zeag** is the world’s leading specialist in Parking Control and Revenue Systems, with over 3,500 installations across 5 continents and over forty years of experience in producing robust, flexible and easily maintained parking solutions. Zeag leads the way in parking innovation across the Government, Retail, Leisure, Health, Commercial and Transport sectors, supplying barriers, access control, CCTV and revenue control solutions.

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NEWS RELEASE

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**For more information please contact Peter Johnston**

T: 020 8545 8931 | E: peter.johnston@zeaguk.com | M: 07989 53 63 86

Zeag UK Ltd  
17 Deer Park Road  
London  
SW19 3XJ

T: 020 8543 3281  
F: 020 8543 5344  
E: sales@zeaguk.com  
W: www.zeaguk.com