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TECHNOLOGY BY SP+

CASE STUDY:

Reno-Tahoe International Airport

Creating an Overflow Lot to Generate Revenue Without Parking & Access Control Infrastructure

$300K
Projected Annual Revenue

7500+
Annual Transactions

Minimal to Zero Upfront Cost

Situation

In 2021, due to the surge in leisure travel, Reno/Tahoe International Airport (RNO) consistently experienced full on-site parking facilities, and the airport needed to quickly create an overflow lot to increase parking capacity and meet consumer demand. The Airport was prepared to incur material shuttle service expenses and not collect any revenue until presented with the Sphere Commerce™ On-Demand gateless solution, technology by SP+.

Solution

At no cost to RNO, SP+ was able to implement its Sphere Commerce™ On-Demand gateless pay-with-phone solution to convert an uncontrolled and gateless surface lot to a revenue-generating asset. The lot had entry and exit lane signage added with QR code/ pay-with-phone technology, allowing the airport to collect credit card payment while providing a touchless, ticketless parking experience for their passengers - therefore offsetting costs of the shuttle service from the lot to the airport terminal.

Results

RNO Airport is projected to collect more than $300,000 in annual overflow lot parking revenue via 7,500+ customers transactions in 2022.