International Airport Review Awards 2017
Category: Revenue Generation

Brisbane Airport AIRPARK
Created from a 13 hectare, green-field site, AIRPARK is a new 2,550 space public remote car park that offers customers even more choice at Brisbane Airport (BNE).

Open 24 hours a day, 365 days a year, AIRPARK is an easy five minute shuttle bus ride to both terminals and offers the cheapest long term parking on the airport.

This innovative new approach to airport parking has been well received by customers. The initial Stage 1 of the project opened in June 2015 and in its first year of operation attracted 22,000 users generating $1.17 million in revenue.

The second and final stage of AIRPARK opened in June 2016, with the facility on track to record a 30 percent increase in users and a 12 per cent growth in revenue on its FY16 performance.

By March 2017, AIRPARK has been used by more than 53,000 drivers, generating more than $2.6 million in revenue and providing an impressive return on assets.

Coming up with the successful AIRPARK concept required vision and purpose.

The vision was a modern, well provisioned, high-tech, remote car park providing customers with more choice at the airport and a cheaper alternative to parking at the terminals; the purpose was to keep pace with demand and the ever increasing passenger numbers at BNE which are forecast to more than double in the next 20 years to 50 million a year.

Recognising the need to build for the future while providing for the present, Brisbane Airport Corporation (BAC) identified 13 hectares of unused marshland laying between Moreton and Airport Drives, conveniently located close to both terminals via a short bus ride.

A two-year, $32 million package of complex works saw that land first reclaimed and surcharged with nearly half a million cubic metres of fill as well as 500 metres of major overland drainage works.

From a marshy, green-field site, BAC created:

- 2550 car park spaces
- Comfortable air conditioned bus stops
- Hail protection shades for 200 vehicles
- Two covered car park entry and exits
- More than 1km of road works
- 24/7 CCTV, Security lighting, duress and alarm points

With customers flocking to use the new facility, BAC hasn’t stood still, adding and improving to the facility. ‘AIRPARK Undercover’ opened in July 2016, providing budget conscious travellers with an alternative option to protect their car from the damaging weather conditions that can sometimes be experienced in the Queensland storm season.

The corporation has also pioneered the introduction of Digital boards on entry and exit, powered by a cloud based content management program to deliver relevant messages to customers to assist with their parking experience.

BAC has created a modern, customer friendly product that offers consumers even more choice on airport, while at the same time ensuring consistent revenue generation and a return on asset for the business.

Watch an AIRPARK video here
Watch how we built AIRPARK here
From top L-R: Ground reclamation, aerial, bus shelter, completed car park, entry point, hail shelters.