BookFlowGo Group | ParkIt

PRODUCT BROCHURE

PARKIT BY BOOKFLOWGO.

The valet management platform for airports that turns peak-time pressure into a forecastable action plan.

Increase capacity.
Operate efficiently.

Capacity, revenue and passenger experience are all connected. Most airport ops teams are managing them as if they're not.

The compounding problem

Valet parking operations face pressures that build on each other. Every flight creates a demand spike in parking. Construction takes physical capacity offline without reducing bookings. Manual systems compound both: they have no visibility of where spare space sits and no way to manage the vehicle movements that block parking requires. The consequences also stack up:

- **Physical capacity** is constrained by peak times and roadworks, and block parking, the most effective way to close that gap, requires management infrastructure that most ops teams don't have.
- **Revenue** leaks every time demand spikes go unpriced or space is allocated without visibility of what's booked ahead and what's happening on the ground.
- **Staff** work from disconnected tools with no shared operational view, creating errors and slowing every handover.
- Passengers arrive expecting a **fast check-in** and find a queue. That frustration follows them through the terminal.

What good looks like with ParkIt

ParkIt is the layer between your data and your ops team. It brings every part of the operation into one connected system, where block parking intelligence unlocks capacity that was always there and flight and booking data feed the system continuously.

- **Block parking management** stores 40% more vehicles in the same footprint and maintains customer experience when construction or maintenance takes space offline.
- Native to Parkspace and also integrates with third-party reservation providers, barriers and payment systems.
- One **real-time dashboard** shared across the whole ops team, updated live.
- **Online check-in** cuts passenger wait times from minutes to under 15 seconds.
- **Automated** vehicle and lane **allocation** at peak periods.
- Connects to existing **pre-book, barriers, ANPR and payment systems** without rip-and-replace.

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Complete control, In real time.

ParkIt is built to give airports full operational control and passengers a valet experience worth coming back for.

ParkIt by BookFlowGo is a complete valet management suite built around five purpose-built components.

- **ParkIt Command** is the core system your team works from every day, where flight intelligence and booking data converge into one shared operational view.
- **ParkIt Allocation** handles space allocation and key tracking across every car park.
- **ParkIt Navigator** puts live tracking in front of drivers and passengers from the moment a vehicle leaves your hands.
- **ParkIt Passenger** runs the customer-facing journey from online check-in through to collection.
- **ParkIt Hardware** provides the bespoke physical infrastructure that creates an excellent customer experience from start to finish.

All five connect to the same data model, designed to work together from day one and scale as your operation grows.

01 ParkIt Command

ParkIt Command is the system where every operational decision begins.

- **FlightHub** feeds live departure and arrival data directly into the system so the car park responds to real flight patterns rather than assumptions, keeping allocation tight when it needs to be and relaxed when it doesn't.
- At the barrier, **the Vehicle Licence Database** cross-references each arriving vehicle against its booking in real time, catching mismatches before they create downstream problems.
- The **Ops Dashboard** gives every member of the team the same live view of capacity, booking status and activity, with configurable alerts that surface pressure points before they escalate.
- For staff working across the estate, the **Mobile App** puts everything in their hands, so they can capture and update information in real time. Staff check bookings in or out, record vehicle and key movements, and complete lane audits directly from their phones.

02 ParkIt Allocation

A car park that looks full rarely is. ParkIt Allocation treats every available space as a variable in a live calculation, using booking data, flight schedules and real entry patterns to determine exactly where each vehicle should be placed to maximise space without compromising retrieval.

- **KMOS** is the manual allocation arm. It gives operators complete control over lane allocation, allowing them to assign vehicles to the right storage lanes while maintaining a live view of capacity, availability and vehicle locations. Every allocation is tracked in real time, reducing errors and ensuring vehicles can be retrieved quickly.
- **Auto-KMOS** removes the manual work by automatically allocating vehicles to the next appropriate lane. Staff spend less time planning and more time moving vehicles, while every allocation remains visible and fully traceable.
- The **Dynamic Allocation Service (DAS)** is the intelligence behind a fully optimised car park. Rather than simply assigning the next available lane, DAS continuously calculates the most efficient placement for every vehicle, pairing journeys, reducing unnecessary movements and making smarter use of space without expanding your car park.

03 ParkIt Navigator

Once a vehicle leaves the forecourt, visibility doesn't have to stop.

- **Telematics** captures vehicle movements in real time, flagging unsafe driving and showing how staff time splits between walking and relocating vehicles. It gives operational oversight and supports compliance.
- **Where's My Bus** gives passengers live tracking of their assigned transfer, so they always know exactly where it is. The platform tracks any passenger transport movement, not just airport buses, so the Navigator capability scales with your landside operation.

04 ParkIt Passenger

ParkIt Passenger is the customer-facing side of ParkIt. It gives the airport's parking customers a single place to check in, track their vehicle and manage their booking, all under the airport's own brand. The operator keeps control of the experience. The customer gets transparency and self-service. Both sides spend less time on phones and queues.

- **Online check-in** lets customers enter their registration and flight details and complete the handover from home, arriving with a confirmation code and quicker access to key drop rather than joining a queue.
- **Digital receipts** give customers an instant, itemised record of their booking and any extras.
- **Vehicle tracking through the passenger interface** lets customers follow their car from handover to collection and see how many times it has been moved, building the kind of transparency that turns a good service into one they recommend.
- **Damage capture images** show the vehicle's condition at the point of handover, giving the customer a timestamped visual record that protects both the operator and the passenger if questions arise later.
- **Self-service booking changes** let customers update their return date and other details themselves, so plans that shift in the air or on holiday are handled without a call to the team.
- **Integrated upsell prompts** surface relevant add-ons such as EV charging and car cleaning at the right moment in the journey, generating incremental revenue from the kiosk and the app without interrupting the flow.

05 ParkIt Hardware

The hardware layer is what lets customers move through check-in and key handover without friction.

- **HALO** photographs every vehicle in free flow through a 360-degree camera array at the point of entry, capturing damage and creating a definitive pre-handover record that removes any ambiguity in a damage dispute.
- **Key collection lockers** enable passengers to retrieve their keys independently on return, without waiting for a member of staff, keeping collection smooth at every hour of the day.
- **Tagless** check-in uses robotics to collect and sort keys, removing the need for physical key tagging and the delays that come with it.
- **Check-in kiosks** handle arrivals at speed, reducing queue pressure and freeing staff for the situations that actually need their attention.

ISO 27001
Certified

Zero unplanned downtime
at launch

30+ years
industry expertise

5–8 year
hardware lifecycle

BookFlowGo Group | ParkIt

Real airports, real results.

The numbers tell part of the story. Our clients tell the rest.

+40%
capacity with block parking

9k
vehicles checked in through ParkIt every day

10M+
key movements processed annually

<15secs
average check-in time

Brisbane Airport – a smarter valet operation

Large International Hub | 7,000 spaces.

Brisbane Airport's valet operation had outgrown the system behind it. With demand increasing, it needed a digital valet platform that could simplify today's operation and scale for tomorrow.

Before ParkIt

- **Manual processes** - Handwritten tickets and manual key handling were creating delays, increasing the risk of errors and making it harder to manage growing passenger volumes efficiently.
- **Limited visibility** - Keys and vehicles were difficult to track accurately in real time, adding complexity to day-to-day operations.
- **Limited scalability** - The existing in-house platform lacked the ongoing development and dedicated support needed to keep pace with increasing demand.

The transition

- ParkIt launched first at Brisbane Airport's international **ParkValet** facility, followed shortly afterwards by the domestic **Park&Fly** operation.
- **Tailored process adaptations, comprehensive on-site training** and **dedicated support** helped teams transition smoothly to the new platform.

"The ParkIt team was outstanding, responsive, knowledgeable and flexible. The transition was exceptionally smooth and straightforward."

Dmitri Duwakin, Transport Operations Manager, Brisbane Airport

After ParkIt

- **Faster, more accurate processing** - Digital QR-coded ticketing replaced handwritten processes, streamlining customer processing and reducing avoidable errors.
- **Greater operational control** - Automated key scanning and real-time vehicle tracking give teams clearer oversight of keys and vehicles throughout the valet journey.
- **Simpler damage capture** - Inspection images are captured digitally and linked directly to each booking, making them easier to manage and retrieve.
- **Ready for future growth** - A stable, scalable platform now supports both Brisbane Airport valet operations, backed by dedicated support and ongoing development.

"Key scanning has significantly improved our daily operations. Managing inspection images is effortless and system stability is excellent."

Chris Locke, Valet Manager, Secure Parking, Brisbane Airport

Awards

IPMI International Parking & Mobility Institute
Innovation in a Mobility, Transportation, or Parking Program

british parking awards WINNER
Parking Technology

airport parking network event
Parking Partnerships

INTERTRAFFIC USER EXPERIENCE AWARD

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One vehicle. One key.
One operational history.

Ops teams get the visibility to stay ahead of peak. Commercial teams get the data to make the most of it.

Here are three ways to take the next step:

01

See ParkIt working in a live airport environment

Book a demo to see ParkIt in action and talk to a specialist about how we can support your journey.

02

Discuss where the platform can deliver value to you

Book a consultation and we'll map the platform to your specific context.

03

See how other airports have improved their parking operations

Read case studies covering revenue, operations and passenger experience.

Visit
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