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| Logo  Description automatically generated |  | Concessions products  Concessions & Parking Activity #5 |

# A picture containing LEGO, indoor, toy Description automatically generatedDEVELOPING AN event parking management PLAN (PART ONE)

The importance of an effective parking management strategy for an event can easily be underestimated. In this activity, you will recognize the importance of developing a strategy that provides the best possible experience for your event attendees.

**Why is parking management important to an event?**

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**What is the fan/spectator experience and why is it important to the success of your event?**

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**How will your parking management strategy and food/beverage (concessions) offerings impact the fan/spectator experience at your event?**

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**What do you think are the advantages and disadvantages to allowing fans to tailgate at an event?**

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**Which parking areas at your event might offer the most value to your customers (event attendees)?**

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**How might the flow of traffic in and out of parking areas impact the overall fan/spectator experience? What can you do to create the best possible experience and minimize traffic and parking inconveniences?**

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**How can you add additional value to your parking areas? Designated spaces for event VIP patrons? Valet parking options? Reserved tailgating areas? Offer parking passes? Sell “premium” passes that allow those spectators a private lane in and out of parking areas? Offsite parking with a shuttle to and from the event? Think of as many possibilities as you can and list them in the space below.**

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