

LaPlace Travel Center

LaPlace Travel Center is a family-owned and operated business in LaPlace, Louisiana. It features a convenience store, seven diesel fuel lanes, laundry, WiFi, daily / monthly parking, and numerous other amenities for truck drivers. LaPlace faced challenges charging for and managing the process of paid parking. They needed a new solution to make paid parking a manageable and profitable business.

Before Relay

- ✘ No way to effectively manage parking inventory / payments
- ✘ Drivers parked in the lot for free because LaPlace lacked a parking management system, a lost opportunity for revenue for the travel center
- ✘ Potential security issues because LaPlace management did not know who was parking in their lot
- ✘ Drivers who would have been willing to pay for parking didn't think of LaPlace because the travel center didn't have a means to communicate parking availability to over-the-road drivers
- ✘ No signage letting drivers know LaPlace offered safe and secure parking
- ✘ LaPlace management didn't know where to begin in taking on the time- and labor-intensive job of managing a parking business in light of their other responsibilities. Parking lot management can involve tedious spreadsheets, reservations, and contracts as well as the need to chase down drivers for payment

With Relay

- ✔ Relay provided a simple, fully digital system for the LaPlace team to manage. Setting up a new customer takes only two minutes, and managing the system takes less than an hour per month
- ✔ Parking revenue increased from \$0 to \$5,000 in the first two weeks of use
- ✔ LaPlace staff knows exactly who should be parking in the lot at any time, addressing the previous liability concerns
- ✔ Drivers are pleased to pay for safe and secure parking at LaPlace Travel Center
- ✔ Beautiful branded signage designed by Relay attracts paid parking customers stopping at LaPlace
- ✔ Increased parking space utilization results from Relay's network of 250,000+ drivers who can now book parking at LaPlace directly from the Relay app

Like so many truck stops, LaPlace frequently encounters drivers who need safe and secure parking. Lack of parking is one of most frequently mentioned problems for truck drivers today. LaPlace's management wanted to accommodate truckers' needs by improving the condition of available overnight parking at the travel center. They turned to Relay to help manage parking as a business and to highlight LaPlace as a parking option in Relay's app to their 250,000 drivers who are looking for parking.

" Trying to manage the reserved parkers has been one of my biggest headaches, that I basically ignored."

Mike Sibley

Owner, LaPlace Travel Center

The Results / ROI

LaPlace has added **\$5,000** in new monthly revenue and is forecasting a yearly increase in revenue of about **\$90,000** from using Relay.



" I feel relieved that this perpetual headache is gone. And we have far greater revenue coming in from parking. Relay helped us put a solid system in place for our managers to follow."

Mike Sibley

Owner, LaPlace Travel Center

" My old policy was to allow free parking to trucks that purchased at least 1,000 gallons of fuel per month. This was an administrative burden on my staff and hard to enforce. The new policy, which Relay suggested, is to charge a flat rate to anyone wanting to reserve a spot. I was surprised how many have signed up."

Mike Sibley

Owner, LaPlace Travel Center