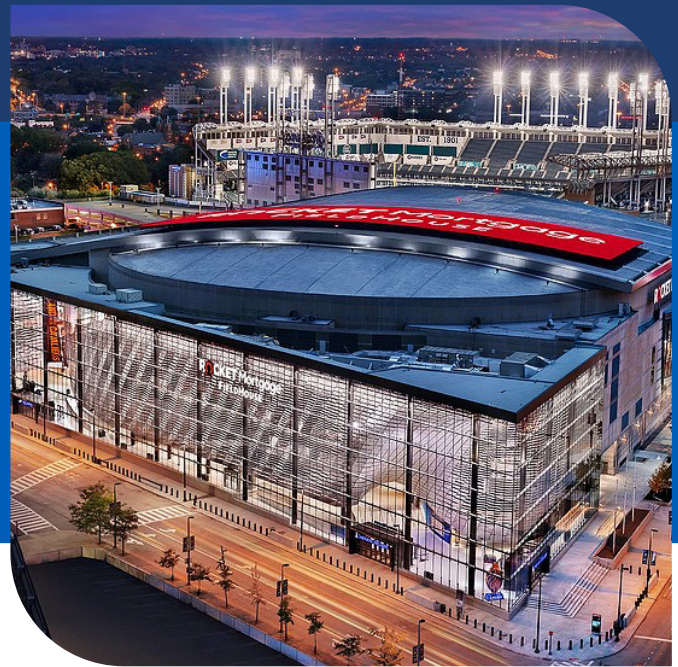


ROCKET ARENA

Turning event-day parking headaches into a smooth arrival experience for guests.



LONG WAITS, NO SPACES

Event-day parking at Rocket Arena was often slow and frustrating - lots filled quickly, and heavy traffic left guests inching toward entrances only to be turned away. To solve this, LAZ partnered with the Arena to offer Reserve Ahead parking at eight nearby lots. A simple website widget lets guests secure spots in advance, ensuring a smoother parking experience.

RESERVE AHEAD, ARRIVE ON TIME



PRE-PAID ONLINE RESERVATIONS

Guests can book parking in advance via Rocket Arena's website for a smooth event-day experience.



MULTIPLE OPTIONS, ONE PLATFORM

Eight nearby LAZ-managed lots offer flexible parking choices by price and location through the event widget.



EXCLUSIVE RATES

Guests can access special rates directly through the widget, with or without a promo code.



ACTIONABLE INSIGHTS

All transactions link back to Rocket Arena's site, providing instant visibility on sales, peak times, and key metrics.

THE RESULTS

+152%

Digital Event Revenue

+131%

Digital Event Transactions

By providing Rocket Arena guests with the ability to purchase parking directly on the Rocket Arena website, the properties with offered inventory have seen a substantial increase in total online event transactions and revenue.