

Palacio de Hierro

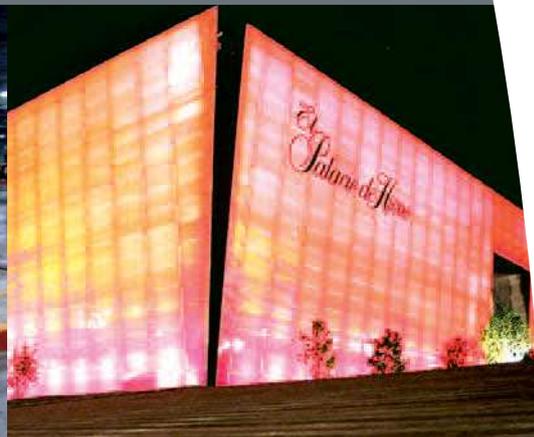
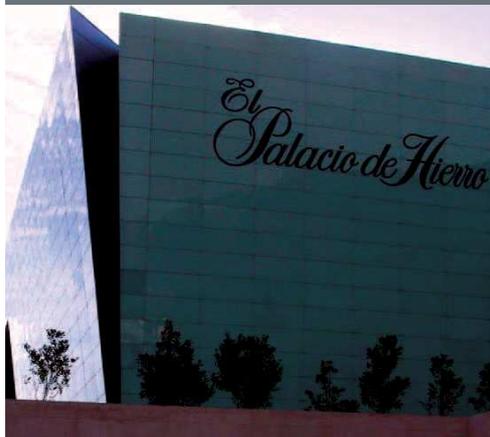
Paseo San Pedro (Mexico)

The Paseo San Pedro grounds, which house the huge Palacio de Hierro shopping complex, are among the most exclusive trade and shopping centres in Mexico. Prestigious luxury brands from the international world of fashion draw demanding customers from Monterrey and all over the world to this 25,000 sqm shopper's paradise.

Design and elegance are the most visible features of the perfectly staged architectural marvel that is Palacio de Hierro. The building complex captures the fascination of countless shoppers of all ages with its play of light that produces a dazzling array of changing colours. For shoppers at Palacio de Hierro, the shopping experience begins already in the extensive car park, which has been designed to offer ultimate customer friendliness and modernity.

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Project Details

Installation date	November 2005
Operated by	Paseo San Pedro
Automatic Payment Machines	11
Entrance Columns	9
Exit Columns	12
Parking spaces (total)	3.000
System Application	APT 450
Data Carriers	Barcode, Keycards

Overall, the all-indoor parking facilities at Palacio de Hierro provide space for up to 3,000 vehicles. Owing to its great popularity and high visitor numbers, the car parks, which are situated next to the shops, are used by an average 2,500 guests every day.

Design, Operation and Openness event organiser SKIDATA. To ensure a maximum of convenience for shoppers, the operator selected the SKIDATA Service Parking (Valet Parking) option, which was integrated into the overall parking access and revenue control solution via flexible SKIDATA interfaces.

Special Feature

- Staff, VIP customers and residents receive their parking permits in the form of RFID data carriers for contactless entry and exit.
- Customer loyalty bonus: Shoppers can have their parking validated at the shops, which can grant reduced rates or free parking.
- Maximum customer convenience: The Valet solution by ZipPark allows the operator to offer additional services to users of the parking facilities, including high-security parking, vehicle dropoff at the entry, etc.).