

# Mercedes-Benz Stadium

Improving the fan experience  
with gameday parking

## Background

In 2017, ParkMobile partnered with the new Mercedes-Benz Stadium in Atlanta, GA to launch a first-of-its-kind parking reservations program. Through the [parking.mercedesbenzstadium.com](http://parking.mercedesbenzstadium.com) website, people can find and reserve parking for sporting events and concerts. The site gives options for single game reservations, season parking passes, as well as lot access for facility employees.

## Program features

- Custom-built website that provides detailed information about all the parking options around the stadium
- 20,000 parking spaces available from seven different operators
- Visual map that shows exactly where the lots are located and the walking /time distance to the venue
- Filtering capability to sort the lots by price, distance to the stadium and easy exit
- Special codes for suite holders and employees that provides access to specific lots
- Mobile pass available for certain locations
- Waze directions with real-time routing to the parking facility entrance
- Gameday email reminders with parking information

## Results

- Over 70% of people attending a Falcons or Atlanta United game reserve parking before driving to the stadium
- Sold over 310,000 parking reservations through the website since the stadium opened in 2017
- Mercedes Benz Stadium rated #2 in fan arrival experience and #1 in NFL and MLS "Voice of the Fan" surveys
- Won the SportsTechie award for most innovative venue

