Steady growth at the Fort Lauderdale-Hollywood International Airport (FLL) in Fort Lauderdale, Florida, prompted the Broward County Aviation Department and USA Parking, Inc. to hire Integrity Parking to study the airport’s current parking situation and make recommendations to meet future demands and competition.

The study covered three inter-related areas:

- What will be the future parking space requirements for the next five to ten years?
- What is the feasibility and the facility requirements for developing more parking areas?
- What are the projected revenue sources necessary to meet the development costs?

Integrity researched the issues by compiling and comparing information from other airports within the tri-county area and off-airport parking competitors, conducted in-depth research of the airport’s facilities and operations, inventoried current parking lots, and studied sites for possible parking expansion.

The resulting report, complete with maps, charts, and photos for easy analysis, made specific recommendations covering such areas as parking capacity and revenue requirements, parking demand projections through the next decade, parking rate adjustments, expansion of a consolidated transportation center, implementation of a new type of parking service and a high tech parking system, and a financial feasibility study.