

# ANNUAL REPORT 2016



## Regional

### Region Mid

Throughout the year, Region Mid performed well. For the first year since the crisis, season ticket sales have picked up in the Netherlands and Germany and the overall downward trend has been halted, thanks to marketing efforts and the new online platform.



Pre-booking is now available at many of our facilities and has yielded much new business among tourists boarding cruise ships in Kiel. Mobility is increasing again and this has a positive effect on our utilisation percentages and revenues.

The acquisition of new locations has generated new business, with a focus on multifunctional parking facilities serving hotels, offices, shopping centres as well as leisure attractions. An additional impulse to business has come from new amenities being opened in the immediate vicinity of our car parks.

The reopening of the zoo in Emmen and the opening of a new Primark at Westerhaven Groningen are good examples of the importance of developments in the vicinity of our parking facilities.

The operation of the Boston & Seattle project in the Kop van Zuid commenced, which further enhanced our position in Rotterdam.

### Region West

After a slow start to 2016, Region West closed the financial year with good results, mainly due to the Irish economy running at full speed again after a prolonged recession. Region West was the first region to make use of the new Contact-to-Contract system and has therefore had longer to benefit from the intensified use of shared services, mainly regarding finance, marketing, and Control Room activities. This also boosted sales of season tickets.

In the UK, the uncertainties arising from the Brexit vote have caused fluctuations in exchange rates which have affected the group as a whole.



Ireland demonstrated good results throughout the year including securing a new location in Dublin (Dawson Street) and strengthening its position at hospital locations.