

NPA Parking

PULSE Report

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Parking Industry Optimistic

The Parking Pulse Report is the result of a nationwide poll that measures industry optimism, confidence, and sentiment. The results of the study provide a broad perspective on the opportunities for growth in the parking industry in 2027. Indicators remain strong, with industry leaders reporting greater optimism and reduced economic uncertainty than one year ago. Automation and technology clearly emerged as leading drivers of future success.



2027 Parking Industry Sentiment

89%

OPTIMISTIC

About Future Parking
Performance

62

CONFIDENCE SCORE

Economic Optimism
Thru 2027

64%

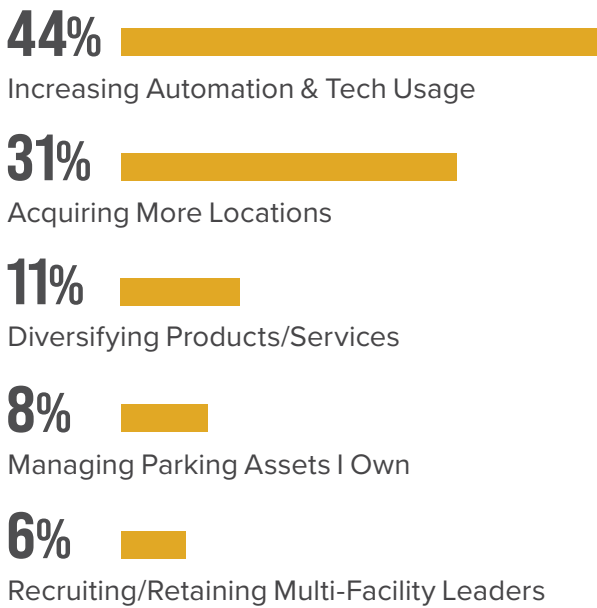
EXPECT 10%+
Revenue Growth 2027

57%

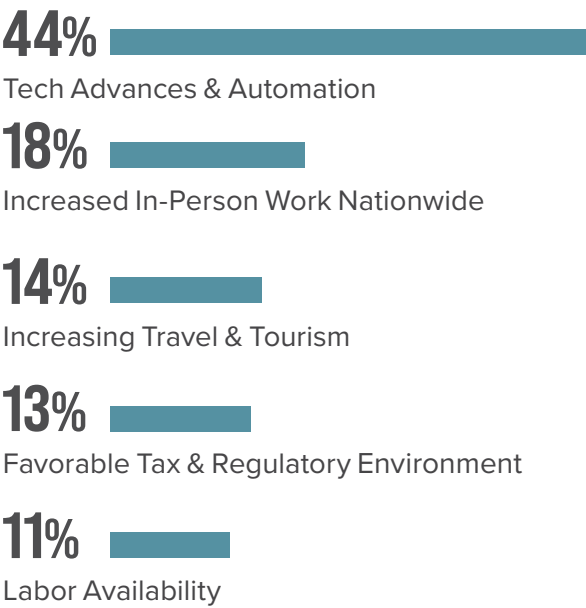
EXPECT 10%+
More Locations 2027

Automation a Key Success Factor in 2027

NEAR-TERM SUCCESS DRIVERS

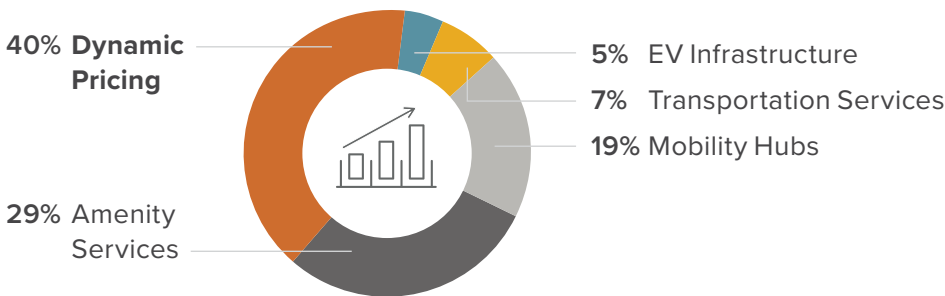


LONG-TERM SUCCESS DRIVERS

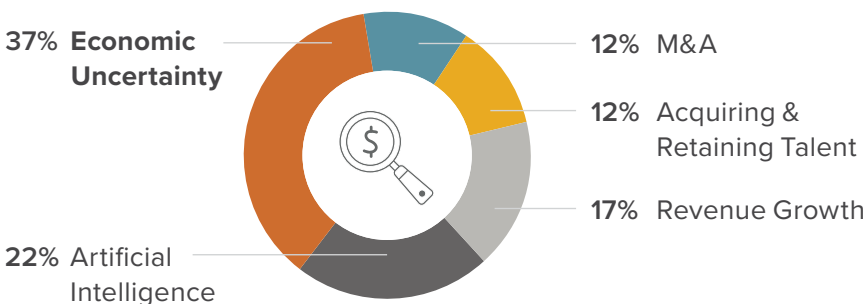


Opportunities & Concerns for Growth

How Leaders Seize Opportunities for Growth



Industry Watch Points of Leader Concern



TOP 5 GROWTH FACTORS for the Parking Industry

