

Arrive✦

Discover the Open Market for parking



A smarter way to pay for and manage parking

The way people move through cities is changing. And so are their expectations.

Drivers want greater flexibility, better parking experiences, and more connected mobility services. The Open Market makes this

possible. It unleashes competition between parking apps, creating better value for parking operators and more choice for drivers.

Here's how it works, and why it matters.

Why an Open Market?

Limited choice. Lack of innovation. High barriers to entry. The current parking experience is held back by outdated systems and inconsistent rules that restrict competition and hinder progress.

Drivers are often required to use a single parking app, chosen by a municipality or private operator, regardless of personal preference.

Parking operators face costly procurement and complex legal processes. And the widely used tender model often results in long-term contracts, making it harder to keep pace with new technologies or changing user expectations.

The Open Market is a simpler way to manage and pay for parking.

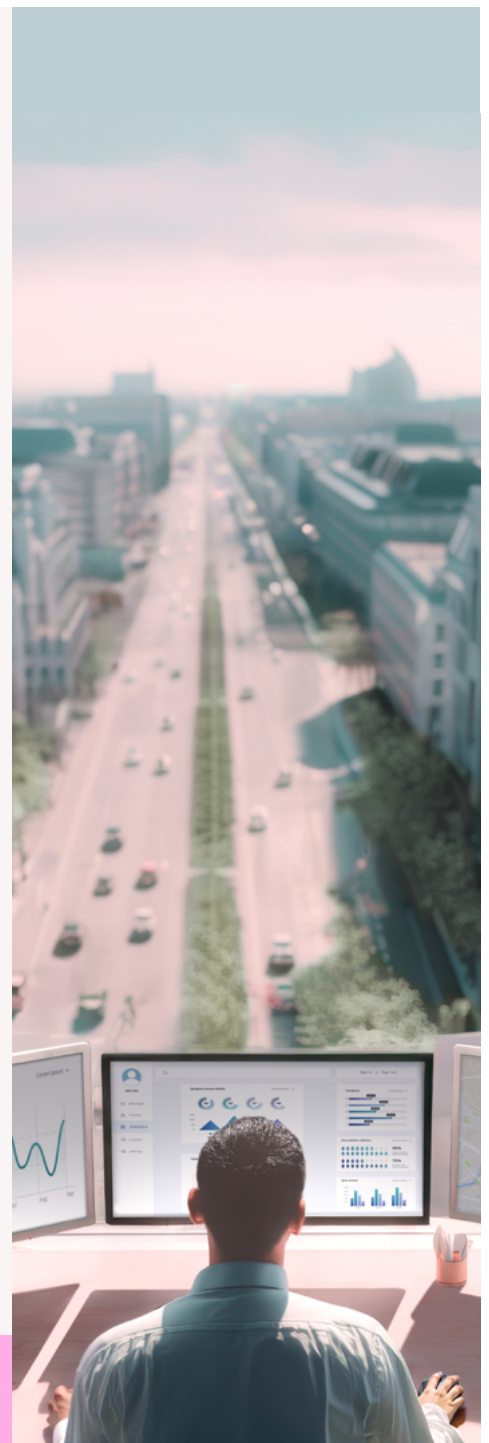
The Open Market impact

The Open Market model allows multiple qualified parking apps to operate within a city, setting their own pricing and competing directly for customers. It puts drivers in control, letting them choose the app that best suits their needs based on service quality, features, and user experience.

Parking operators are freed from the cost and complexity of repeated procurement cycles. The Open Market uses a legal and procurement framework already established in industries like food delivery, achieving the same outcomes without relying on a tender process.

This is parking that's smarter, more flexible, and easier for everyone.

Note on terminology: "Parking apps" includes both dedicated parking apps and broader digital services that offer parking payments as an additional feature.



How the Open Market works

The Open Market model can be supported by a smart parking hub or other solution. Where a hub is used, it ideally brings together data from multiple providers, including parking apps, permit providers, and enforcement systems. At a minimum, parking transactions should be available in one place for enforcement. In some cities, there is no hub, and enforcement checks license plates across each provider's system.

Drivers can then choose their preferred app, increasing digital uptake and giving cities and parking operators a more comprehensive, data-driven view of parking.

The Open Market is a proven model for digital payments that is easy to implement:

- 1 Parking apps must meet minimum service quality and regulatory standards and deliver secure, reliable payment services.
- 2 Cities and parking operators set the same minimum standards for all parking apps.
- 3 Cities typically do not pay commission. Parking apps set their own pricing and communicate it transparently, so drivers can make informed choices.
- 4 Payments are collected by parking apps, taking the responsibility, time, and associated risks – including credit loss – away from cities.
- 5 Cities can alter the rules and conditions for parking apps whenever necessary.



Benefits of the Open Market

City efficiency

- Make cost savings from improved efficiencies
- Remove costly procurement and complex legal processes
- Enhance data analytics to support informed decisions
- Enable parking services to be funded by the drivers who use them, not a tax-funded budget
- Reduce or eliminate commissions and operational costs by allowing parking apps to earn from end-user fees
- Increase resilience by having multiple providers to rely on
- Provide more choice for drivers, leading to happier motorists and fewer complaints
- Free up staff time by removing the need to manage tenders

Driver convenience

- Use their preferred parking app in participating locations
- Avoid downloading multiple apps
- Access additional services
- Choose from a wider range of pricing options
- Save time through faster transactions and simpler registration
- Enjoy an improved experience as new services become available

App innovation

- Build better products and services driven by competition
- Operate with simpler, more stable business models
- Invest in smarter ways to pay
- Expand into new cities more easily

The Open Market for parking in action

Across Europe, different Open Market models are being used, but the outcome is the same: more choice for drivers, less complexity for parking operators, and a stronger foundation for smarter urban mobility.

Amsterdam

A national hub connects more than 120 municipalities and 17 parking providers. In Amsterdam, centralized parking data supports evidence-based decisions that improve traffic management and accessibility.

Copenhagen

Any provider that meets a defined set of operational, technical, and service-level standards can offer parking services in the city. The Open Market is supported by a “Copenhagen Hub,” which keeps enforcement fast and efficient.

Hamburg

The Smartparking platform allows multiple parking apps to operate through a shared framework, giving cities like Hamburg one central point of contact while improving driver choice.

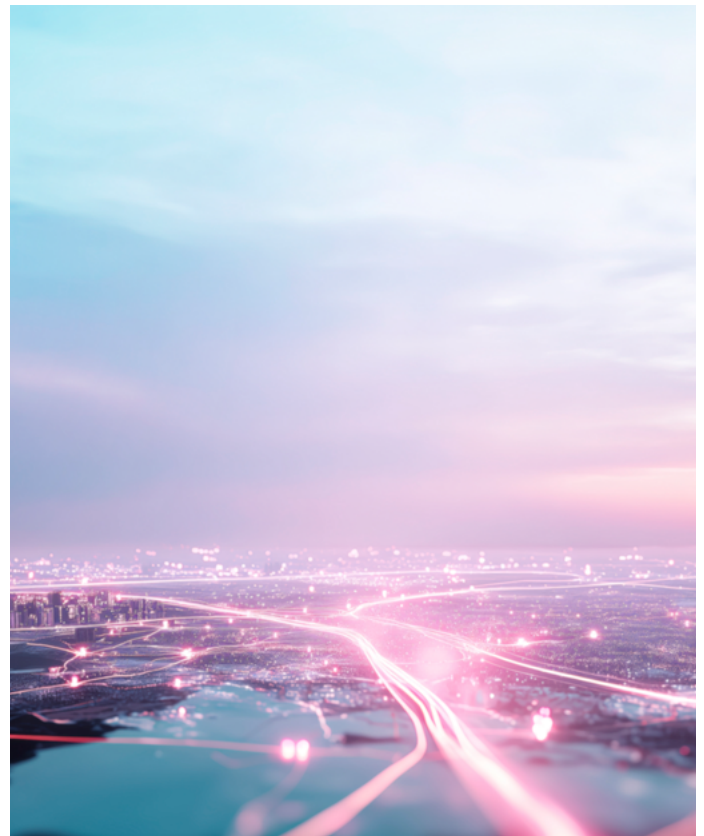
Liverpool

Liverpool was an early adopter of the UK’s National Parking Platform, a nationwide infrastructure that simplifies the exchange of data and digital parking payments across the UK.

Milan

Through its Open Market model, the city allows parking apps to charge end-user fees. This encourages innovation and investment in new digital services without imposing additional costs on the community.

The Open Market is transforming parking across Europe and can help cities worldwide create more flexible, future-ready parking ecosystems.



“We are delighted to be one of the first local authorities to offer the residents and visitors of Liverpool increased choice via the NPP.”

Ken Prior
Head of Parking – Liverpool City Council



Industries thriving in an Open Market

Food delivery, ride-hailing, and travel booking all show how an Open Market works. When multiple providers offer access to similar services, they compete on price, features, and experience.

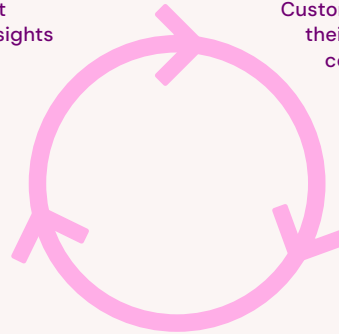
The result is greater choice and convenience for customers, while encouraging apps to differentiate and innovate.

The Open Market in food delivery

Service providers benefit from better customer insights and cost savings



Customers choose their favorite apps at competitive prices



Apps compete through innovating and improving the customer experience

Arrive in numbers

90+

Countries

20 000

Cities

150M+

Active users

70+

Years' experience

Arrive is helping shape the future of parking worldwide

Arrive is a leading global mobility platform with the mission to ease movement in cities.

Through our brands, including EasyPark, Flowbird, RingGo, ParkMobile, and Parkopedia, we are present in more than 20,000 cities across 90 countries, helping people and decision-makers make smarter choices about urban travel.

Our experience across different Open Market models gives us a unique perspective on how cities globally can benefit from this joined-up, scalable approach.

Find out more

Discover what Open Market parking can do for your city

visit www.arrive.com

Arrive ✨

ParkMobile | EasyPark
RingGo | Parkopedia