



ATOUT PORTS MARINAS



CHALLENGE

Atout Ports, a national and international marina operator, faced several complex challenges in its quest for efficient and optimized management of port areas in France.

The main challenge was to offer boaters a comprehensive and integrated solution, covering not only the booking of calls at different ports via the **Pass-Ports Escale application**, but also the management of slipway locations for launching, vehicle parking during the voyage period, as well as the provision of additional services such as electricity.

At the same time, Atout Ports was looking to rationalize the use of port areas and parking spaces, while guaranteeing a **high level of comfort** for yachtsmen and meeting the needs of local municipalities, which are often very touristy.

Proper management of parking spaces involves **considering seasonal trends**, i.e. the under-utilization of spaces during low-season periods, and user groups: port customers and regular and one-off boaters.

BACKGROUND

Sytuacja niedostatecznego wykorzystania miejsc parkingowych. The situation of under-utilization called for new thinking, especially in attractive, tourist port cities where optimizing every parking space is crucial. The challenges of **data ownership and management between entities**, coordination between different players, and raising municipal awareness of the importance of this project for living together were additional challenges. The first ports interested in the **new digital management with HUB** are:

Port de Granville, Manche - known for its yachting, fishing port, and passage to the Channel Islands.

Port de la Grande Motte, Hérault - Halfway between Corsica and the Balearics, accessible by train, the port is located in the heart of the city.

Port de Pornic, Loire-Atlantique - A marina in the Bay of Bourgneuf.

Port de Vannes and Port d'Arradon, Southern Brittany - marinas in the Gulf of Morbihan.

Port-Blanc sur l'Île-aux-Moines, Brittany - site of the yearly Festival de la Voile.



CLIENT REQUIREMENTS



- seamless integration between the Pass-Ports Escal application and parking solutions, enabling boaters to book not only stopovers but also launching and vehicle parking spaces, with **comfort options** such as electricity accessible and payable via HUB payment terminals and cash desks
- multi-modal synergy between their software and JMS system, enabling high-quality, synchronized data use
- **rationalization of parking capacity** without compromising boater comfort
- ability to meet municipal needs by maximizing parking lot utilization for the benefit of locals, boaters and tourists alike
- reliable equipment **adapted to the saline environments** of port areas
- pricing system for visitors and for the boat launching area
- subscriber management through seamless integration of PrimoAccess (Atout Ports) software for boat owners, with badge access
- **free parking** for retailers and their customers
- traffic management panels displaying the number of free/occupied spaces

SOLUTION



Atout Ports had clear and ambitious expectations for the parking upgrade of all their marinas: **incomparable service and efficiency as top priorities. Selecting the right parking system and management platform** was imperative to their planning, as these components would sustain the marina operations throughout different periods, slower and peak ones alike.

The installation of the HUB solution has led to significant improvements for Atout Ports across all harbors, where they offer the same level of comfort to boats and to any other vehicle ...on wheels. Statistics show a significant increase in parking lot occupancy thanks to better space management and data synchronization. **Parking space rotation is higher and transit control more punctual**, resulting in shorter to no queues and an overall smoother experience for all drivers.

The Jupiter hardware used, resistant to saline environments, has proved reliable and durable, meeting the requirements of critical areas. Thanks to its **native modularity and easy serviceability**, it is ready to accommodate expansions and upgrades without disrupting operations.

Atout Ports has spearheaded **digital optimization across all operations in their harbors**, for both transient visitors and holders of Atout Ports multi-service card, who are mostly boat owners and staff. The most popular features include credit card and contactless payments, subscription management, and online booking, **simplifying the user experience** and boosting operational efficiency. In addition, municipalities have benefited from the **multimodal and optimized use of parking capacity**, responding to the typical tourism and civic issues that affect port cities.

At Port-Blanc, card holders enjoy discounted rates, that are set up through JMS management system: its dynamic tariff module allows Atout Ports staff to overview, check and report on any and all transactions, and make sure the access experience is as seamless as possible.

At Port de Granville, the subscriber management is based on the seamless integration of PrimoAccess software (by Atout Ports) for boat owners, who access via badge.

At Port d'Arradon, JMS also integrates the validation of the nearby hotel and restaurant guests: the car park is shared with these hospitality structures and offers parking validation through J4M module.

For Atout Ports, integrating with the ample suite of HUB digital services has proved an efficient way to level up the management of the port's car parks, and offer their aficionados a great start to their boat experience.

In their words: « **A chaque territoire, à chaque port, son identité !** » which translates to **"Each territory, each port, has its own identity!"**

