



Entertainment / Leisure / Sport

Elevating visitor experiences with **smart parking**

Hubei Jiugongshan National Nature Reserve Administration

HJNNRA rolled out a smart parking solution based on Lenovo technology that reduces visitor waiting times, decreases congestion, and helps maximize enjoyment of the beautiful nature reserve.

Lenovo

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Who is HJNNRA?

Jiugong Mountain is a well-known beauty spot located in Tongshan County, Xianning City, on the border between the Hubei and Jiangxi provinces. Hubei Jiugongshan National Nature Reserve Administration (HJNNRA) is the government-owned body responsible for managing the surrounding nature reserve. Spanning an area of 196 square kilometers, the park is a popular visitor destination in summer and a ski resort in winter. At 1657 meters above sea level, Jiugong Mountain is one of the highest peaks in south-central China, is more than 96% covered by forest, and boasts multiple waterfalls and springs.

To reach the top of the mountain, visitors must navigate a 28-kilometer road that leads to more than ten separate parking lots. Previously, payment was collected at the entrances to the parking lots and visitors had to find a space independently. As a result, there were frequent traffic jams and frustrated visitors, and the parking lots were not utilized efficiently.

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The Challenge

With all on-site management of parking lots handled manually, HJNNRA was limited in its ability to introduce improvements. Congestion on the road leading up the mountain marred visitor experiences, increased pollution due to queuing vehicles, and raised the risk of traffic accidents. Without monitoring and communicating the busiest parking lots, it could take visitors a long amount of time to find a free space, affecting their satisfaction and the nature reserve's reputation negatively.

HJNNRA wanted to use technology to transform parking management. By automating payments, the organization could solve bottlenecks at the lot entrances. Moreover, by maintaining an overview of how different parking lots are utilized and guiding people to free parking spaces, it could drive up efficiency of the parking process for both HJNNRA and visitors.



“Our goal is to ensure every one of our visitors can enjoy the natural beauty of Jiugong Mountain. It was clear that the previous approach to parking was affecting that enjoyment, so we set out to find the right partners and technology to address the problem.”

Spokesperson

Hubei Jiugongshan National Nature Reserve
Administration

Building a **smart** parking solution

To kick off its digital transformation project, HJNNRA engaged Beijing Zhongke Huiju Technology Co., Ltd. (Zhongke Huiju) to manage parking in a ten-year agreement. Zhongke Huiju selected Lenovo to deliver the management platform, which collects, analyzes, and presents parking data to enable a smarter approach.

The Lenovo solution includes license plate recognition all-in-one machines, electric barrier gates, one-key communication machines, smart toll robots, parking lot management terminals, surveillance equipment, underground magnets, and smart parking management consoles. Through Lenovo and Zhongke Huiju, HJNNRA made an app available to visitors that allows them to pay for parking in advance and check real-time parking availability. Zhongke Huiju carried out the implementation and integrated the solution with payment software and third-party apps.

Hardware

- License plate recognition all-in-one machine
- Electric gates
- Calling machine
- Intelligent toll collection robot
- Parking management terminal
- Edge computing smart terminal
- Parking space ground magnet

Software

- Lenovo smart parking management platform

Services

- Car park renovation design service

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“Lenovo has earned a very positive reputation in China for its products and services, so we were confident that they were the right choice for this project. Alongside Zhongke Huiju, they’ve helped us adopt a smarter approach to parking that optimizes use of resources and enhances visitor experiences.”

Spokesperson

Hubei Jiugongshan National Nature Reserve
Administration



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Results

By centralizing management of more than ten parking lots, HJNNRA dramatically increased efficiency. The project has freed up the resources previously allocated to on-site payments collection and supervision of parking, which is expected to contribute to higher turnover.

Most importantly, HJNNRA is seeing visitor satisfaction soar. Congestion on the road leading up the mountain has reduced dramatically as the organization has eliminated bottlenecks caused by manual payment and vehicles searching for parking spaces. Instead, visitors have flexible payment options and can navigate directly to a space in a parking lot with availability. Less congestion also means less pollution, helping HJNNRA make progress in its sustainability goals.



Maximizes visitor enjoyment of the nature reserve



Reduces congestion and the associated pollution



Contributes to higher turnover by freeing up resources and attracting more visitors



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“The project with Lenovo and Zhongke Huiju came at just the right time as our visitor numbers began to recover to pre-pandemic levels: 1 million tourists and 300,000 cars per year. Now, we have a smart parking solution that will allow us to minimize congestion and increase satisfaction for that and many more visitors.”

Spokesperson

Hubei Jiugongshan National Nature Reserve
Administration

Why **Lenovo**?

Working with Lenovo and Zhongke Huiju, HJNNRA is laying the foundations for integration with other smart transport management systems, allowing it to exchange insights with regional and city management to further optimize traffic flow in the area.

The Lenovo solution also offers opportunities for harnessing artificial intelligence (AI) analytics of customer data to drive the development of value-added services for customers.



How do you take the stress out of parking?

Reducing visitor waiting times and helping to maximize visitor enjoyment with help from Lenovo.

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