

Top 5 Tips: Passenger Flow Management

Passenger flow management solutions can deliver a 360-degree view of your airport, airlines and passengers, helping you towards better and more profitable business decisions. By empowering you with the strategic and operational tools and insights, you can optimize your airport day-to-day as well as optimizing future planning and operations. Smart passenger flow management solutions help airports ensure safety and security, while optimizing passenger flow and asset utilization – delivering reduced costs, new revenue opportunities, and an enriched passenger experience.

So what benefits should you look for?

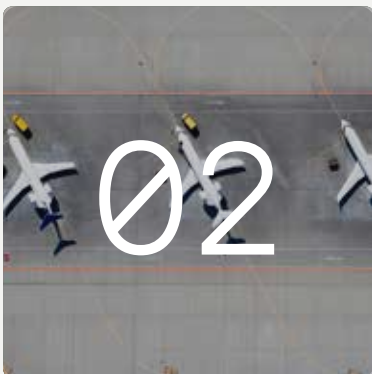


Better on-time performance

Ensuring timely operations and reducing carbon footprint.

Improved on-time performance is a winner for airports, airlines and passengers alike. But today, decisions about whether to delay a departure or offload passengers' baggage are often made with only limited information. Airports frequently lack clarity on passenger insights about which touchpoints passengers have covered in their journey. Have they checked in? Have they cleared security? Is their baggage cleared? If you know this, you can make better decisions, improving both on-time performance and the passenger experience.

Passenger flow management solutions can help to provide a holistic view of passenger movements in real time and the relative effect on flight departures. Knowledge of passenger dwell time and movement across key touchpoints helps airports mitigate delays and reduce bottlenecks across the journey.



Optimized asset utilization

Strategically allocating resources and staff and reducing operational costs.

When it comes to landside real estate, airports need to be realistic as well as creative to ensure optimal asset utilization while also delivering a positive passenger experience. Are your kiosks, bag drop units or biometric touchpoints optimally located? And do you have too few, or too many? Too few, and passengers will be stuck in queues instead of shopping or dining; too many, and you may have invested in unnecessary infrastructure. Decisions you make about the allocation of common-use resources directly affect your bottom line.

An end-to-end passenger flow management solution can provide an operational overview by analyzing how and when various infrastructure at the airport is being utilized by passengers and ground staff in real time. In addition it can offer historical / periodic information for billing and reconciliation to reduce revenue leaks. Predictive analytics help in the benchmarking of better-informed business models. These factors help improve overall asset allocation planning at the airport.



Enhanced airport security

Validating passengers accurately and boosting airport security.

Airports face singular challenges, with a return of passenger numbers to pre-pandemic levels, coupled with ever-changing airport, airline and geopolitical safety and security rules. Overall safety and security can be ensured and enhanced through the automation of airport touchpoints, which also helps meet the growing trend for passengers to adopt self-service solutions.

Passenger flow management solutions help automate airport touchpoints and validate passengers in real time against airport, airline and country rules. This benefits the airport, reducing the need for extra ground staff while ensuring consistent security standards. It also empowers passengers in managing their journeys, enabling them to carry out each important step while traveling at their own convenience and reducing overall dwell time.

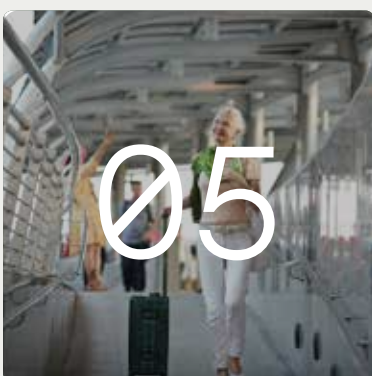


Improved passenger flow

Streamlining passenger flow and improving the passenger experience.

Passenger flow management solutions can help airports proactively manage areas beyond check-in, security, and boarding gates, to ensure smooth passenger flow. This can start as early as parking and curbside, and extend to managing congestion in other areas such as restrooms, lounges and restaurants. These not only drive passenger satisfaction scores, but also increase non-aeronautical revenues.

Passenger flow management solutions should offer real-time monitoring, analytics, and alerts to recommend optimal area capacities. They should suggest ways of controlling the rate of passenger throughput, diverting flows, and deploying additional resources and staff as needed. Solutions can also be extended off-airport – for example into hotels, where pre-checks can be established and recorded with passengers' journey credentials.



Enriched passenger knowledge

Understanding passenger demographics and shaping passenger experiences.

A better understanding of passengers is key to creating a travel journey that suits their needs, improves their experience, and increases your revenues. A passenger and carrier view of the passenger flow across touchpoints not only helps you predict how passengers move but also their buying behavior across the airport. You can optimize gate allocation by aligning passenger profiles with carriers and identify new revenue opportunities.

Smart passenger flow management solutions can provide an overview on passenger demographics that can reshape the shopping experience via alerts to modify duty-free offerings as well as personalized campaigns.

Talk to SITA passenger flow management:

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