PASSENGER PROCESSING SOLUTION

PASSENGER FLOW MONITORING

Should I deploy more resources to reduce passenger wait times at checkpoints? Should I offload bags or wait for delayed passengers? How can I drive more passengers through retail areas to generate additional revenues? These are dilemmas that airport stakeholders face on a daily basis. Today, real-time data and predictive analytics can be used to proactively answer those questions.

ISSUES

Long queues at security
Manual validation of bar coded boarding passes (BCBP) is time consuming and slows down the security process. In addition, the right number of staff need to be available to efficiently process passengers.

Lack of information to better manage operations
Airport operators require timely updates on disruptions and passenger flows to make proactive decisions.

Sub optimal design of retail areas
Airport layout does not maximize the return on investment for retail areas.

Unsatisfied passengers
Information on waiting times at queues are not displayed to passengers, contributing to their frustration at peak times.

SOLUTIONS

SITA's intelligent airport vision integrates business intelligence tools into the airport environment to help stakeholders improve operational efficiency and the passenger experience.

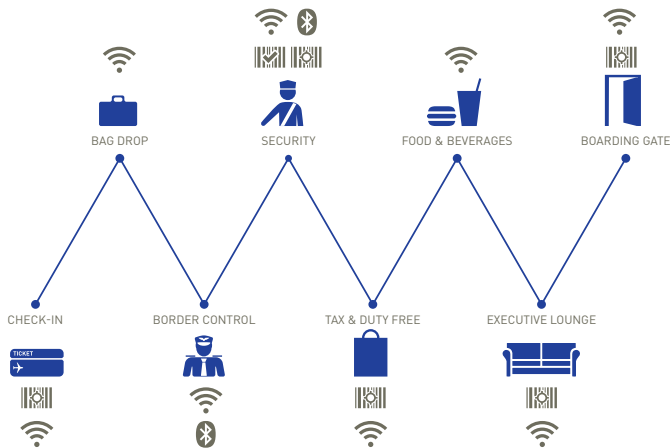The passenger flow monitoring products suite provides a check-in to boarding solution:

- Consistently measures passenger and visitor footfall, passenger flow-rates, and dwell times.

- Indicates where improvements to passenger movement are necessary based on real-time and historical data.

- Highlights queue lengths, passenger wait-times and leads to predictive staff scheduling.

- Automates bar coded boarding pass validation to improve efficiency and security.

- Improves on time departures and enhances non-aeronautical revenues.

BENEFITS

- Reduced wait time at security through the automation of boarding pass validation.

- Reduced queue lengths through predictive staff scheduling and better deployment of resources.

- Increased operational efficiency from analyzing passenger dwell time patterns and passenger flow.

- Increased non-aeronautical revenues from better understanding of passenger behavior and delivery of location-based marketing.

- Enhanced passenger experience from being better informed on waiting times.

AIRPORTS HAVE FOUND THAT AN EXTRA 10 MINUTES IN SECURITY REDUCES AN AVERAGE PASSENGERS RETAIL SPEND BY 30%.

USE CASE

SITA
Create success. Together

HOW DOES IT WORK?

BAG DROP
SECURITY
FOOD & BEVERAGES
BOARDING GATE

CHECK-IN
BORDER CONTROL
TAX & DUTY FREE
EXECUTIVE LOUNGE

SOLUTION COMPONENTS

1. BCBP (Bar Coded Boarding Pass) validation

Provides security officers with the ability to scan both paper and mobile BCBPs. The contents of the bar code are displayed to the agent for visual validation against the passenger's travel documentation.

The boarding pass is also checked for duplicates and validated against the flight information within the AODB.

2. BCBP (Bar Coded Boarding Pass) tracking

Collects the bar code information when boarding passes are printed or scanned, and writes the data to a local server and/or provisions it to a customer's data warehouse, for further analysis.

The collected data allows airports to obtain commonly requested information, including:

- Number of passengers boarded by flight.
- Time the last passenger checked-in for a specific flight.
- Basic dwell-time analysis, such as the time passengers spend in the airport.

3. Wi-Fi tracking

Monitors passenger location and movements (by configurable zones), and provides reporting tools for real-time and historical data analysis.

4. Bluetooth tracking

Measures passenger queuing wait times. Detects, reports and flags queue overflow situations. Displays the predicted waiting times to passengers.

CASE STUDY

In 2011, Copenhagen Airport participated in a dwell time analysis trial to gather statistics on how much time people spend in various parts of the airport and identify the most common routes passengers take through the airport.

For further details see:
www.sita.aero/content/back-location

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