Passenger-centric air transport: a European perspective

Christoph Schneider, Munich Airport
2018 Euro Air Transport IT Summit, 27-Sep-2018
Content:

ACAREs mobility vision
EU activities
IATA/ ACI initiatives
ACAREs mobility vision
ACARE – the Advisory Council for Aviation Research and Innovation in Europe

ACARE BRINGS TOGETHER HUNDREDS OF STAKEHOLDERS

Strategy, Networking, Monitoring
ACARE timeline

A comprehensive response to Vision 2020

Maintaining global leadership & serving society’s needs

Vision 2020

Flightpath 2050

SRIA- 2012

15 years of successful Innovation

SRIA update 2017

Success stories

2002 SRA-1

2004 SRA-2

2008 Addendum

Chris Schneider, Munich Airport – 2018 Euro Air Transport IT Summit, 27-SEP-2018
The mobility challenge set out by ACARE’s ‘Flightpath 2050’ in 2011 ...

- European citizens are able to make **informed mobility choices**
- 90% of travellers within Europe are able to complete their journey, **door-to-door** within 4 hours.
- A coherent ground infrastructure is developed
- Flights land within 1 minute of the planned arrival time
- An air traffic management system is capable of handling 25 million flights a year in Europe
3 core elements to achieve mobility goals

Aviation as an integral element of the Single European Transport Area – creating the basis for user-centric, integrated seamless (air) travel in Europe

Travel process management
Tools for inter-modal door-to-door travel choice, single ticketing, easily reconfigurable journey

Processes, technologies & communication systems for resilient, predictable and seamless global passenger & freight traffic management

Seamless door to door travel in 4 hours.
Handling 25 million flights per year in Europe.
Todays transport system is 'passenger-centric' only in a way that the passenger is in charge of planning, reservation and management of the journey ...
The future transport system should be passenger-centric in a way that transport providers commit to a door-to-door transport contract and manage it accordingly ...
Taking a ‘customer-centric’ view means ....

• A shift from ‘mode-specific’ to ‘customer-centric’ transport solutions (door-to-door vs. airport-to-airport)

• Need to harmonize processes and interfaces between travel modes

• Need to enable seamless flows of passengers and freight through the system in order to meet d2d mobility performance targets

• Need for a step-change in predictability and punctuality of transport operations

• requires commitment to perform services as contracted and to offer alternative options in case of disruptions

• Informed mobility-choices by customers require guidance provided without any bias towards providers or modes

→ Integration and co-operation is key for customer-centric mobility
EU activities
ACARE mobility goals are fully in line with EC multimodal policy goals

- **WHITE PAPER FOR TRANSPORT (2011)**
  - Seamless multimodal door-to-door travel (Initiative 22)
  - Prompting the development of measures and framework conditions for further integration of transport modes and effective deployment of ITS
  - Vision of a complete user-friendly experience already at the planning stage
  - Seamless experience including multimodal scheduling, information, online reservation and payment systems and smart ticketing, ideally via one website.
  - Vision becoming a reality by 2020 by conceptualising a framework for a European multimodal transport information, management and payment system.
  - Effective and objective comparison of travel options → true choice of the better solution (be it cheaper, shorter, greener or more comfortable)
  - More travellers making such informed choices → a more efficient European transport system (less congestion, emissions, unnecessary costs)

Source: Geert van-der-Linden, DG MOVE, ACARE WG1 meeting
EU framework programs for research and innovation

- **'Horizon 2020' (FP8):**
  - 2014 – 2020
  - Total budget: 80 bn €
  - Funding for 'smart, green & integrated transport' research: 6.3 bn €
  - Transport research funding: mainly **mode-specific**

- **'Horizon Europe':**
  - 2021 – 2027
  - Total budget: 100 bn €
  - Transport share: tbd (possibly 15 bn € for 'climate, energy & mobility')
  - Much more focus on **cross-modal topics**...
Some relevant H2020 projects ....

- **DORA** (door-to-door information for air passengers): Multimodal real time routing services including all transport modes, indoor routing/navigation (POI, value added services), waiting time detection at check in and security, flight and terminal information (arrival/departure time, gate, baggage claim), monitoring and notification in case of obstructions (ends 30-Sep-2018)

- **Mobility4EU**: Creating a vision for the European transport system in 2030 (ends 31-Dec-2018)

- **EUTravel**: prototype multimodal planner applied in multimodal scenarios combining air, ferry, train and coach/bus modes based on Common Information Model (CIM), API’s Registry, a Data & Semantics Transformation mechanism and Semantic Components including the EuTravel Chatbot (ended 31-Oct-2017)

- **BonVoyage** - intermodal door-to-door mobility solutions, interfaces and applications for people and goods with an innovative communication network (ended 30-APR-2018)

- **MOVE** - Unlocking Large-Scale Access to Combined Mobility through a European MaaS Network (ends 30-November 2019)

- **ETC** - Developing the European Travellers Club to create seamless account-based travelling across the European Union (ended 30-APR-2018)

- **MaaS4EU** - End-to-End Approach for Mobility-as-a-Service tools, business models, enabling framework and evidence for European seamless mobility (ends 31-May-2020)

- **MASAI** – Mobility based on aggregation of services and applications integration (ended 31-May-2018)

- **My Corridor** - MyCorridor develops a technological and business platform that will seamlessly integrate public and private transport systems into a cross-border travel chain, making MaaS a reality. (ends 31-May-2020)

Regulatory support

e.g. COMMISSION DELEGATED REGULATION (EU) 2017/1926 of 31 May 2017 supplementing Directive 2010/40/EU of the European Parliament and of the Council with regard to the provision of EU-wide multimodal travel information services

• ‘provides the necessary requirements to make EU-wide multimodal travel information services accurate and available across borders

• establishes the specifications necessary to ensure the accessibility, exchange and update of travel and traffic data and distributed journey planning for the provision of multimodal information services in the EU

• provides appropriate framework conditions enabling the co-operation of all the stakeholders along the travel information value chain’

• next step: assessment if additional requirements are needed to support integrated ticketing and which actions need to be taken at EU-level ...
IATA / ACI initiatives
IATA StB: The airline and airport worlds are slowly coming together and the integration of other mobility solutions is becoming possible ... (at least in theory)
But a key element is the exchange of contextualized journey data which came up during the StB process in 2017 ...
Personalization – case for change

- Todays and future passengers have much **higher expectations** with regards to the provision of contextualized and personalized services.

- No single travel stakeholder (airline, airports, hotels, travel agencies, corporations, etc.) has the capability to optimize the end-to-end-journey experience on their own.

- All stakeholders want/need the data to provide relevant customer related service/offers, but customer related data are fragmented in siloes.

- A framework is lacking to share customer data
  - Between any of the parties
  - With customers owning the data and consenting what is shared with who
  - In line with data privacy laws (concept of Privacy by design)
  - In a secure controlled way & adhering to privacy concerns: Trust is key for sharing
Personalisation – customer expectation & context...

- Vision is to enhance the passenger journey by delivering a **frictionless** and **personalized end-to-end travel experience**.

- Service provision will be facilitated and streamlined based on the preferences and journey attributes **voluntarily** and **specifically shared** by the **customer** and his approval of contextualized data exchange between stakeholders.

- A **collaborative environment** of travel stakeholders is envisioned across the whole engagement cycle to meet the customers’ service expectations.

- 3 main components:
  - **Data sharing taxonomy**: a simple traveler data taxonomy will serve as the basis around which customer data will be organized shared, and used across the travel ecosystem.
  - **Data interface and control guidelines**: travelers will enjoy full access to and control of the data in their travel profile. This data will be viewed, changed, and applied only with the explicit approval of each customer.
  - **Data integrity mechanisms**: data integrity will be ensured by enabling customers to control which companies and entities, if any, will be granted access to their data, e.g., using shared ledger technologies.
Conclusion
Key conclusions

• Seamless intelligent connectivity as well as ‘unlimited’ data availability allow for a complete redefinition of the (air) travel experience

• Integration of modes towards the customer is about to come and significantly supported by the EC with R&I funding and regulation

• Much more integrated mobility concepts as ‘mobility-as-a-service’ are predecessors to the envisioned transport system.

• Aviation should become involved and leverage on these developments.

• A means to share personalized travel context data would be a key enabler for real customer-centricity.

• Customer-centricity is key to achieving a step-change in mobility performance and passenger satisfaction levels.
Thank you!!