



# MAKING THE CONNECTION PERSONAL

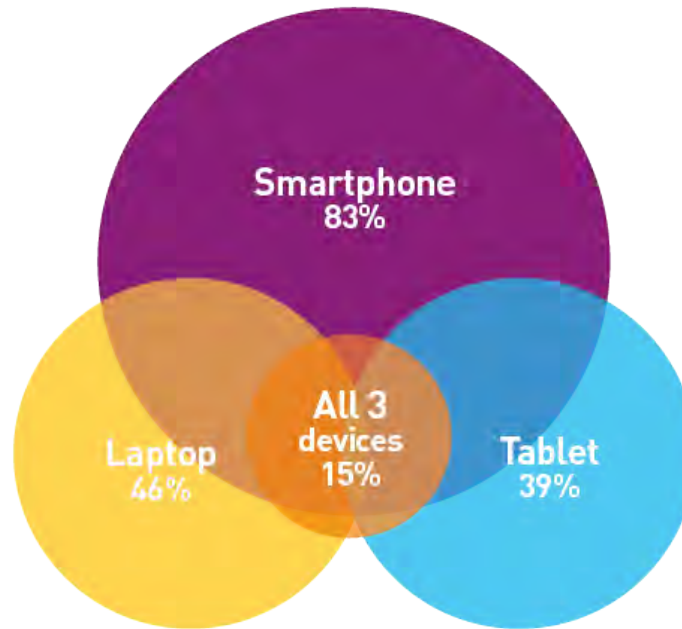
Ron Reed

BI Portfolio Director, SITA



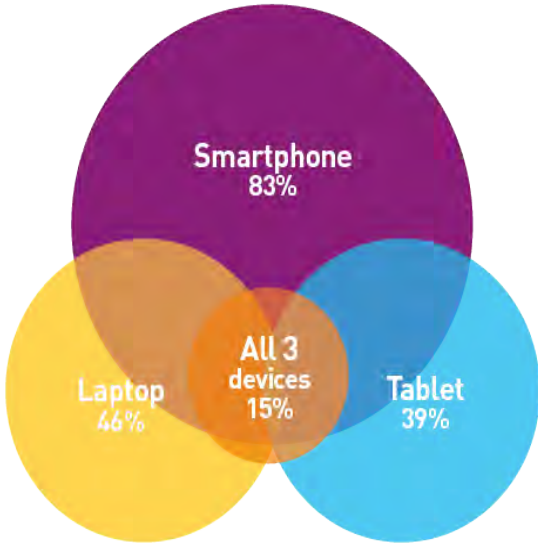
# THE MOBILE TRAVELERS

## MOBILE DEVICE ADOPTION AMONG PASSENGERS

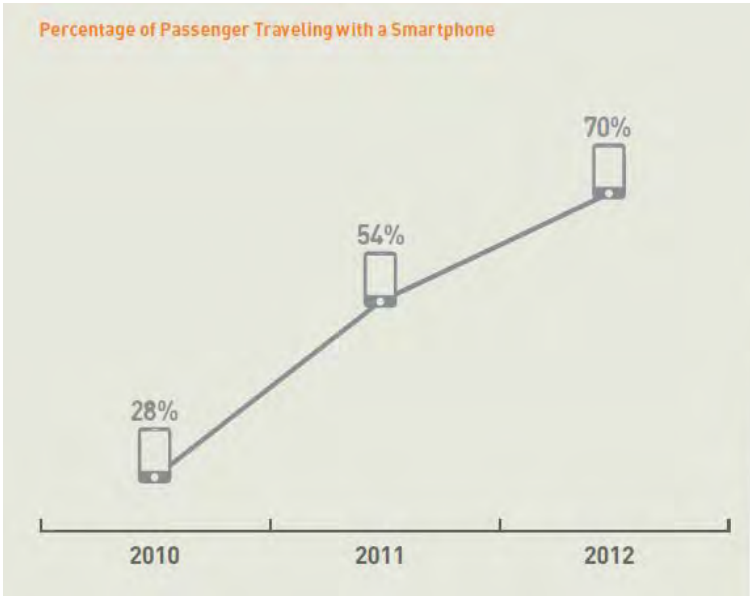


% of passengers carrying a device

# MOBILE DEVICE ADOPTION AMONG PASSENGERS

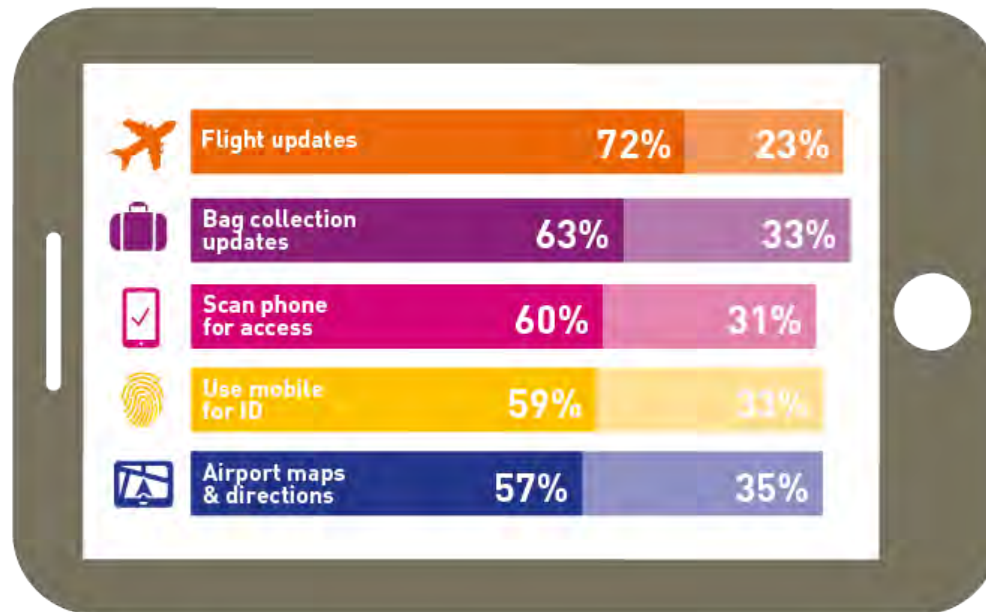


% of passengers carrying a device



# FLIGHT UPDATES STILL TOP PASSENGER DEMANDS FOR NEW AIRPORT SERVICES

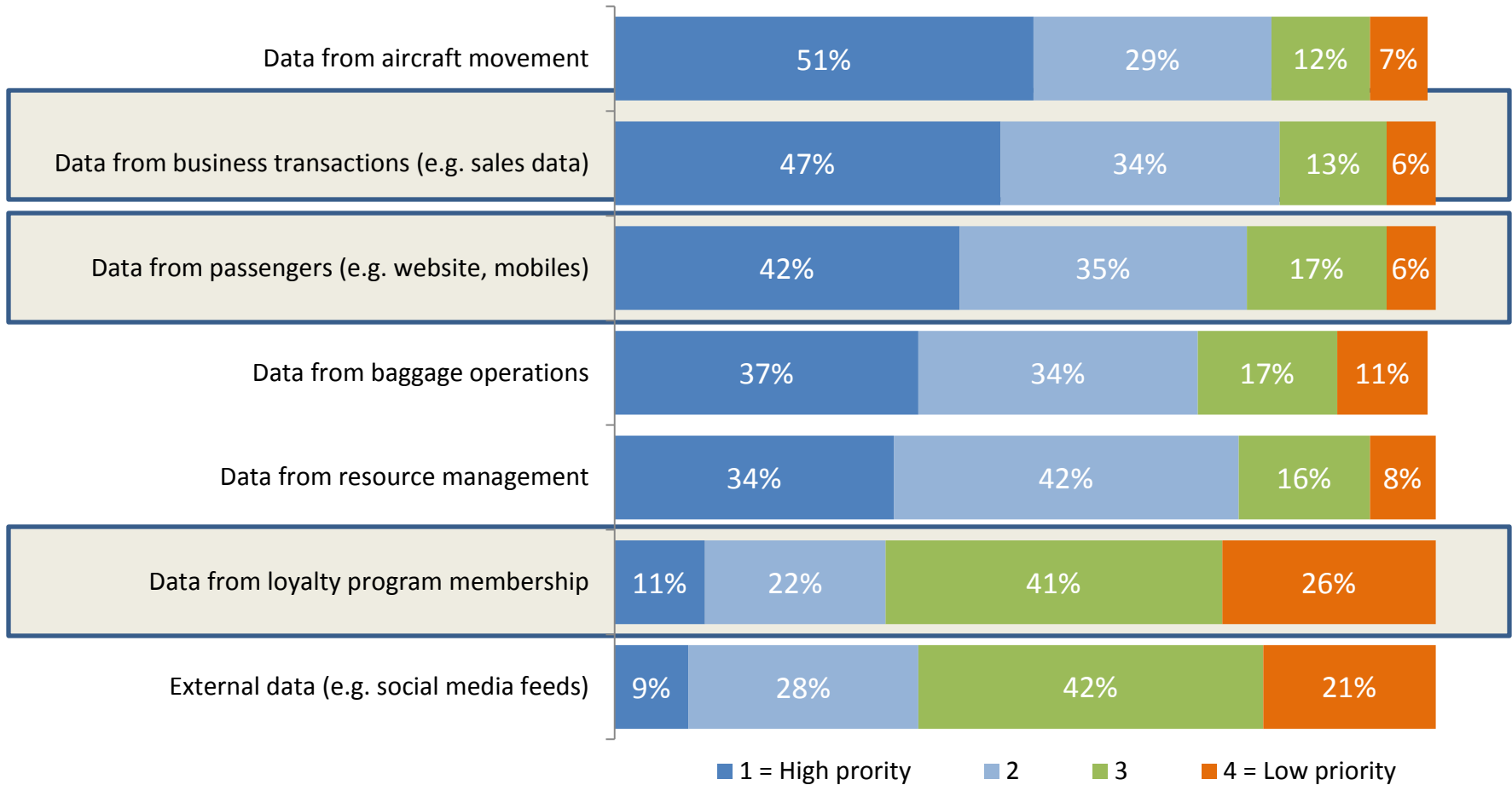
## PASSENGER DEMAND FOR NEW SERVICES AT AIRPORT



Yes, would definitely use  
May use

% of passengers using new mobile services in the future

# GROWING INTEREST IN PASSENGER DATA



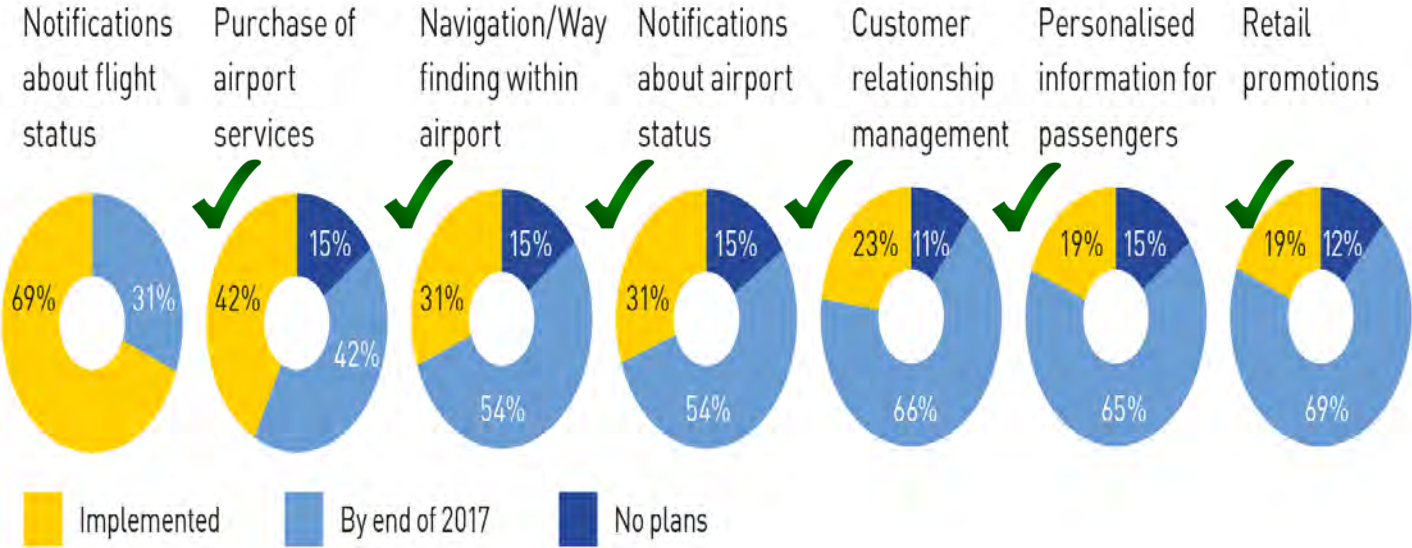
Source: IT trends survey 2014

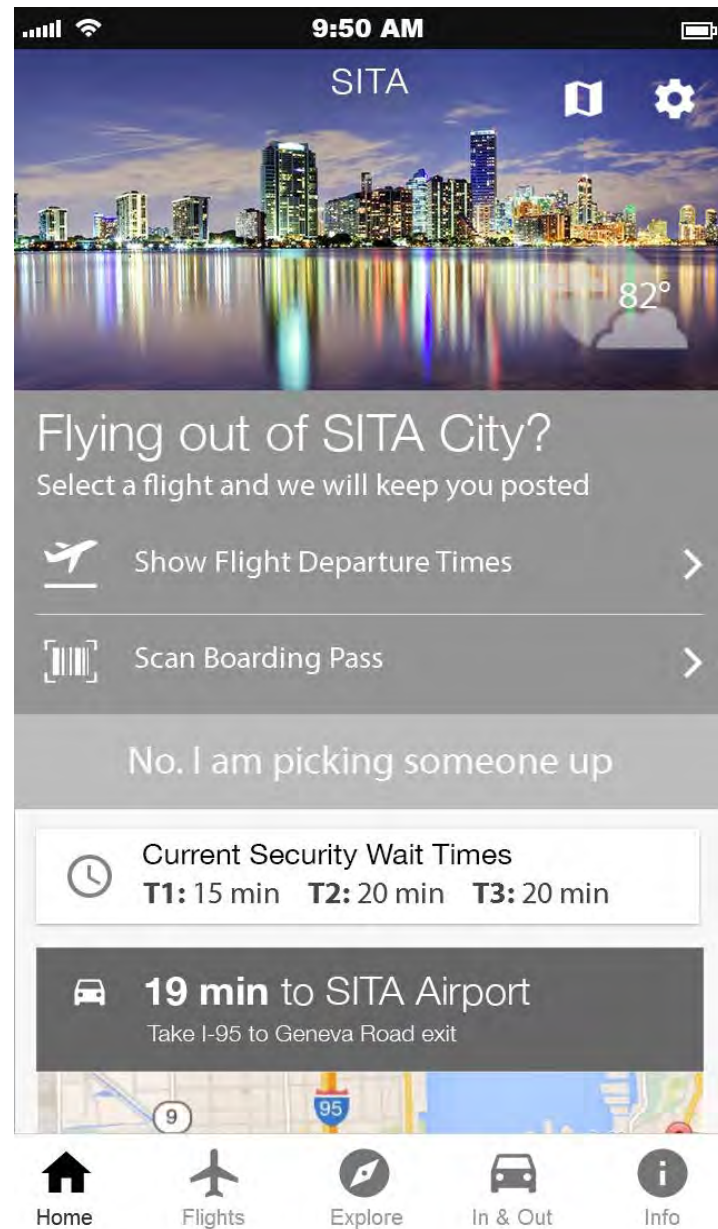
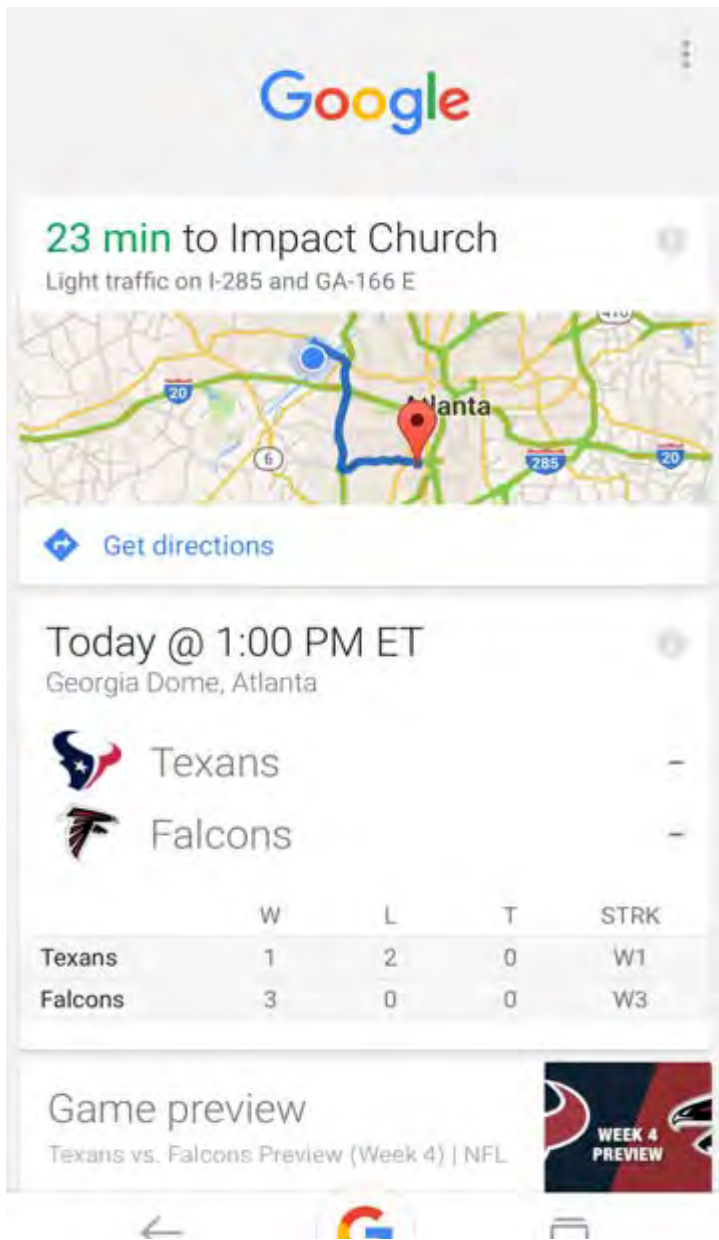
Base: All respondents (106)

Q: Please rate the priorities of the following data sources when implementing your Business Intelligence initiatives?

# NEW MOBILE-BASED SERVICES FOR AIRPORT APPS

European Airports mobile-based services implemented or planned to be implemented by 2017





**SITA**

Create success. Together



KNOW-  
IT-ALL

PASSENGERS ARE ALWAYS  
IN CONTROL OF THEIR TRIP

Concierge applications with:

- Flight status
- Traffic & nearest parking
- Security wait times
- Time to gate
- Amenities search tool
- Connection status
- Retail coupons
- Near me now
- Bag status & reclaim
- Weather & transport at arrival
- Real-time way-finding & POIs

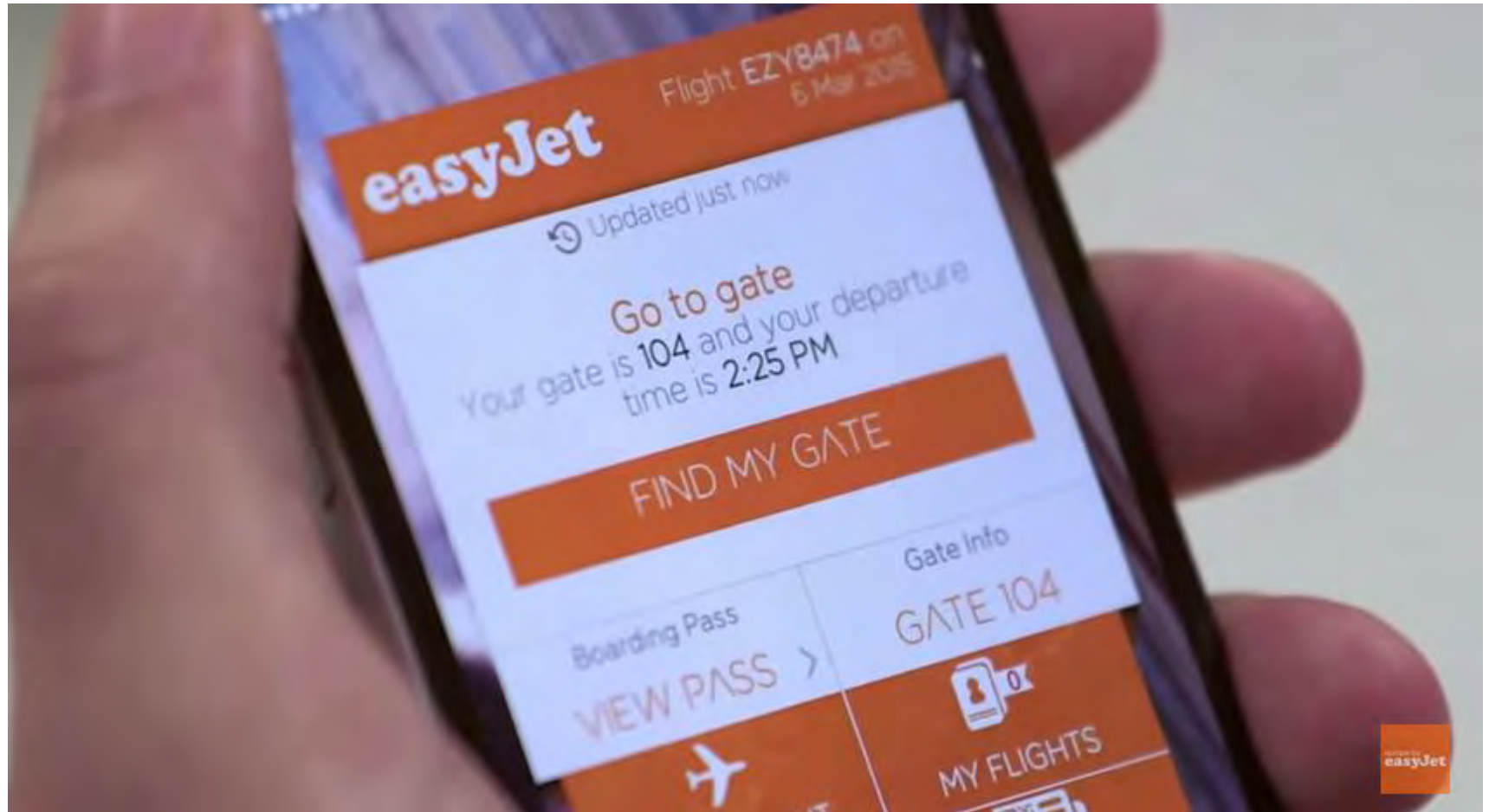
**SITA**

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# SITA DAY OF TRAVEL API

# SITA DAY OF TRAVEL API



<https://www.youtube.com/watch?v=FwHpkBg-N64&feature=youtu.be>

# WHY ARE AIRPORTS INVESTING IN DIGITAL SERVICES?

- **Improve the passenger experience**
- **Better understanding of frequent guests**
- **Enhance passenger flow**
- **Monetization**

