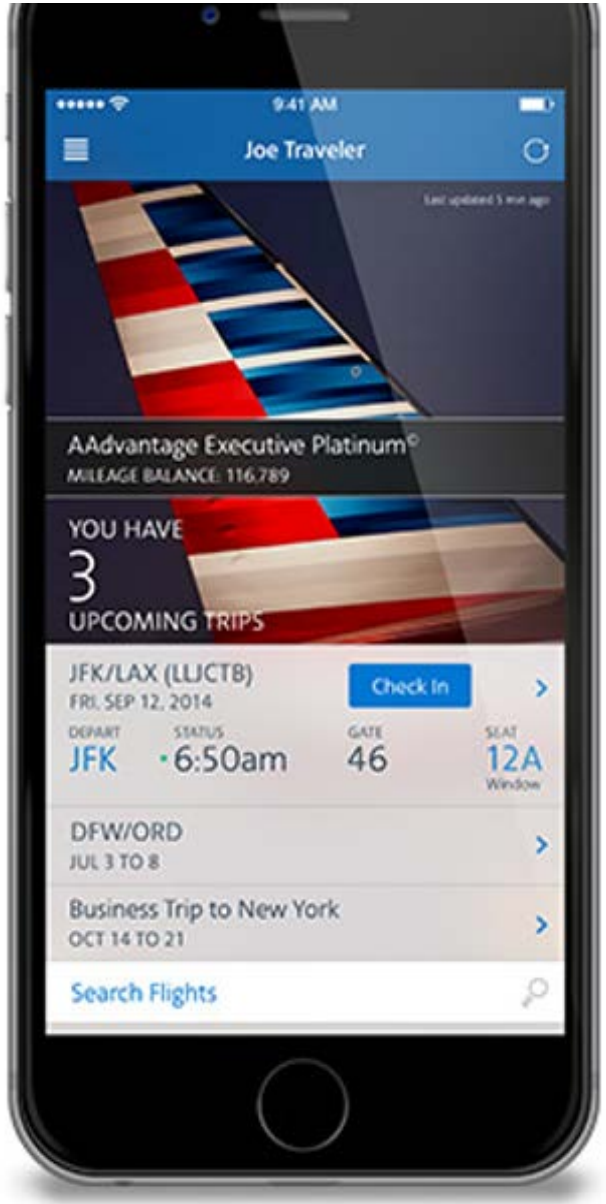
Technology and Transforming the Airport Ecosystem | ACI-NA Business of Airports Conference, 2019

We're gonna need
a bigger terminal.
©2013


9:41 AM
Joe Traveler
AAdvantage Executive Platinum®
MILEAGE BALANCE: 116,789
YOU HAVE
3
UPCOMING TRIPS
JFK/LAX (LLJCTB)
FRI, SEP 12, 2014
Check In
DEPART
JFK
STATUS
6:50am
GATE
46
SEAT
12A
Window
DFW/ORD
JUL 3 TO 8
Business Trip to New York
OCT 14 TO 21
Search Flights

DELTA
SPECIAL SERVICES
DELTA
BAGGAGE DROP
PHX

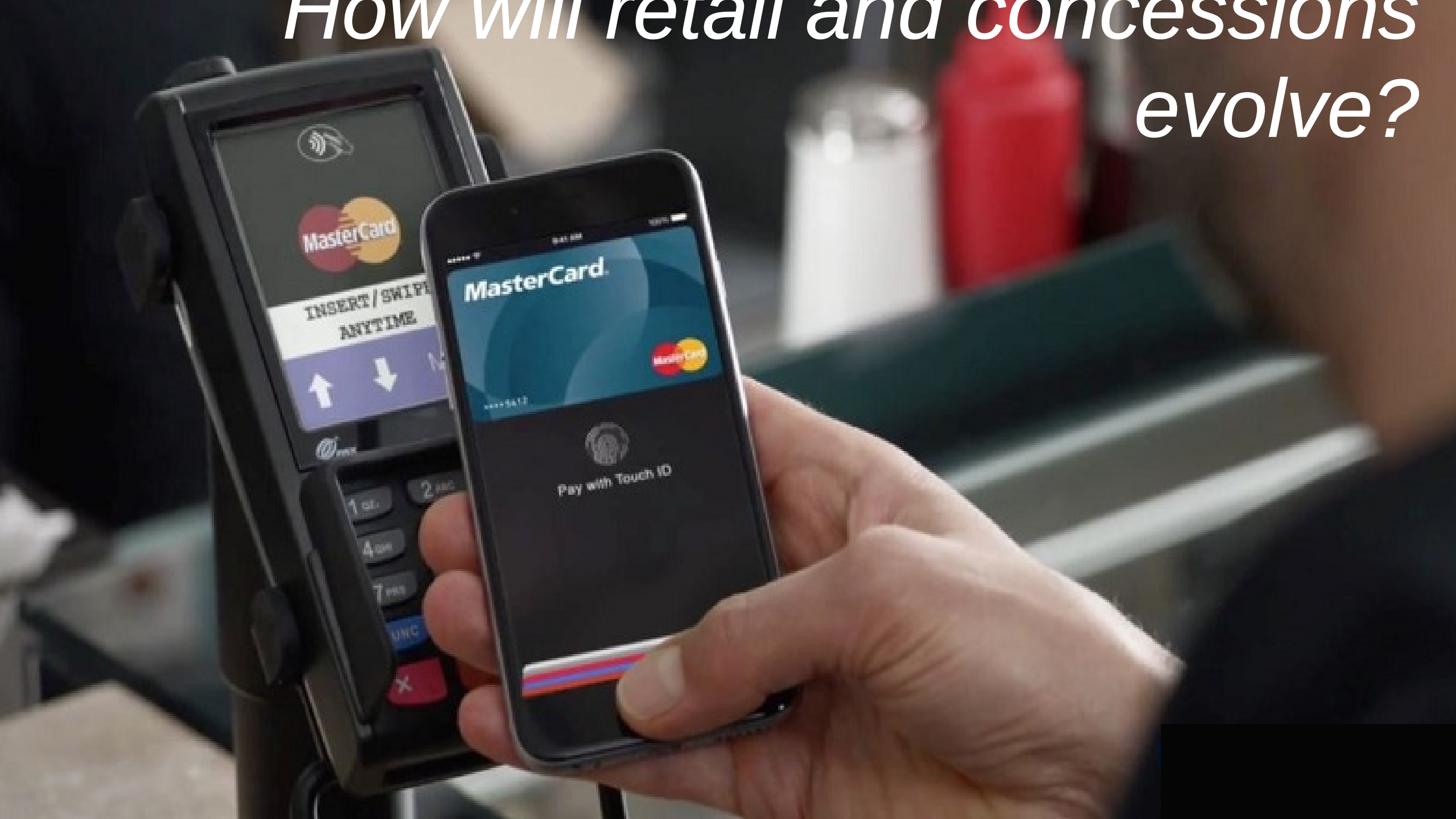
INCHEON
ON TIME
DELTA
Please take your receipt.
NEC

Boarding
All customers are
use the Self Boarding
Scan boarding pass with barcode face down
Stand on the yellow feet
Look at the camera on the pole

Contactless Passenger Journey

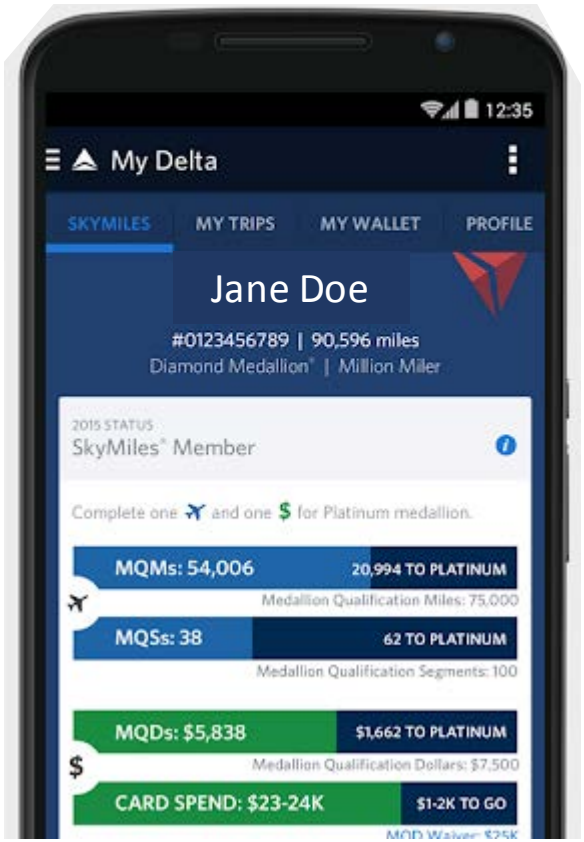
Source: Vision Box

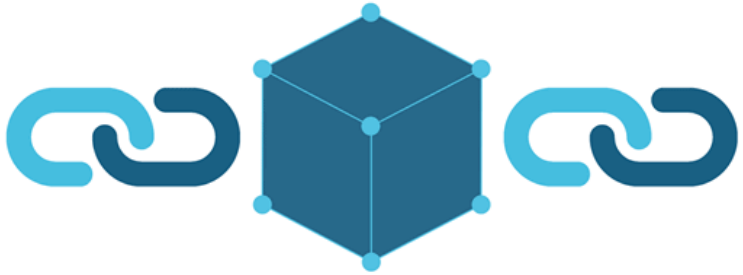
How will retail and concessions evolve?



Thanks for shopping. You're good to go (really)!
JUST WALK OUT SHOPPING
amazon go
EXIT

But I want to use my airline miles to pay for a retail purchase…

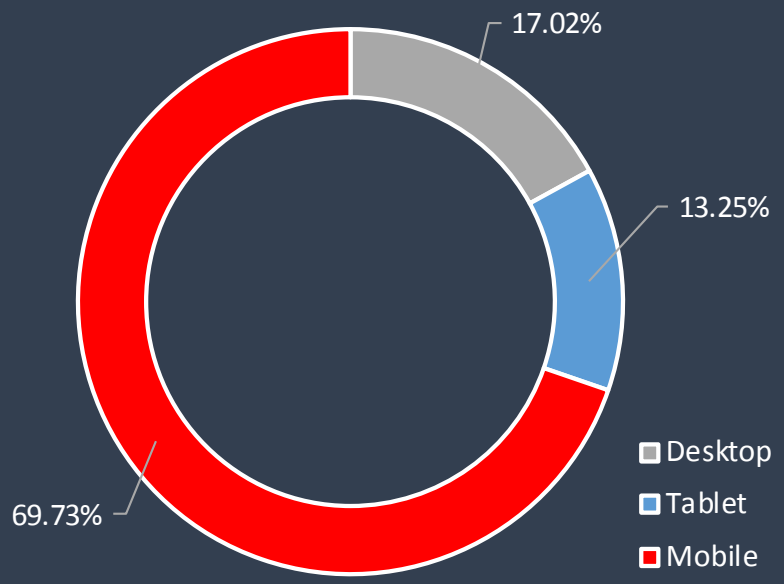




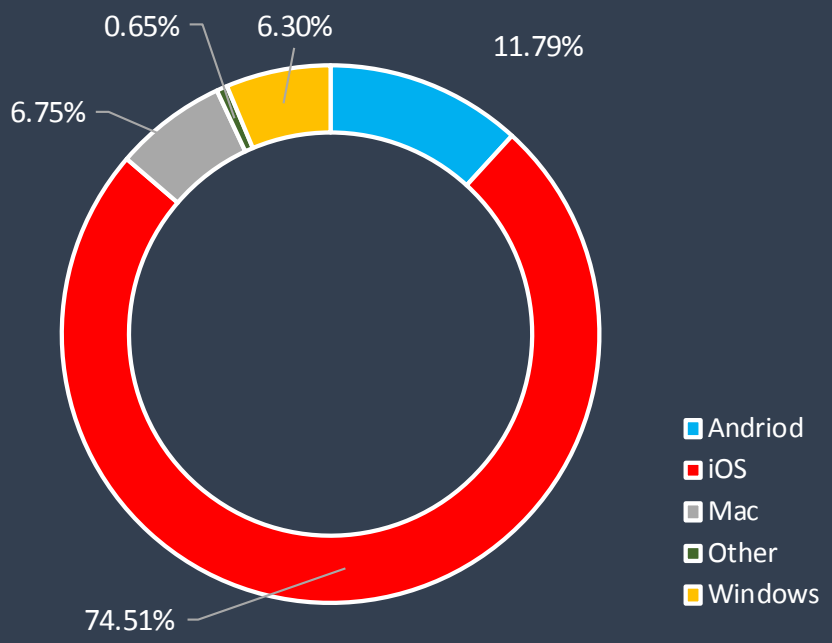
Trusted Data Sharing Infrastructure

Designing for the most precious commodity

Mobile-first digital strategy



Visits by Device



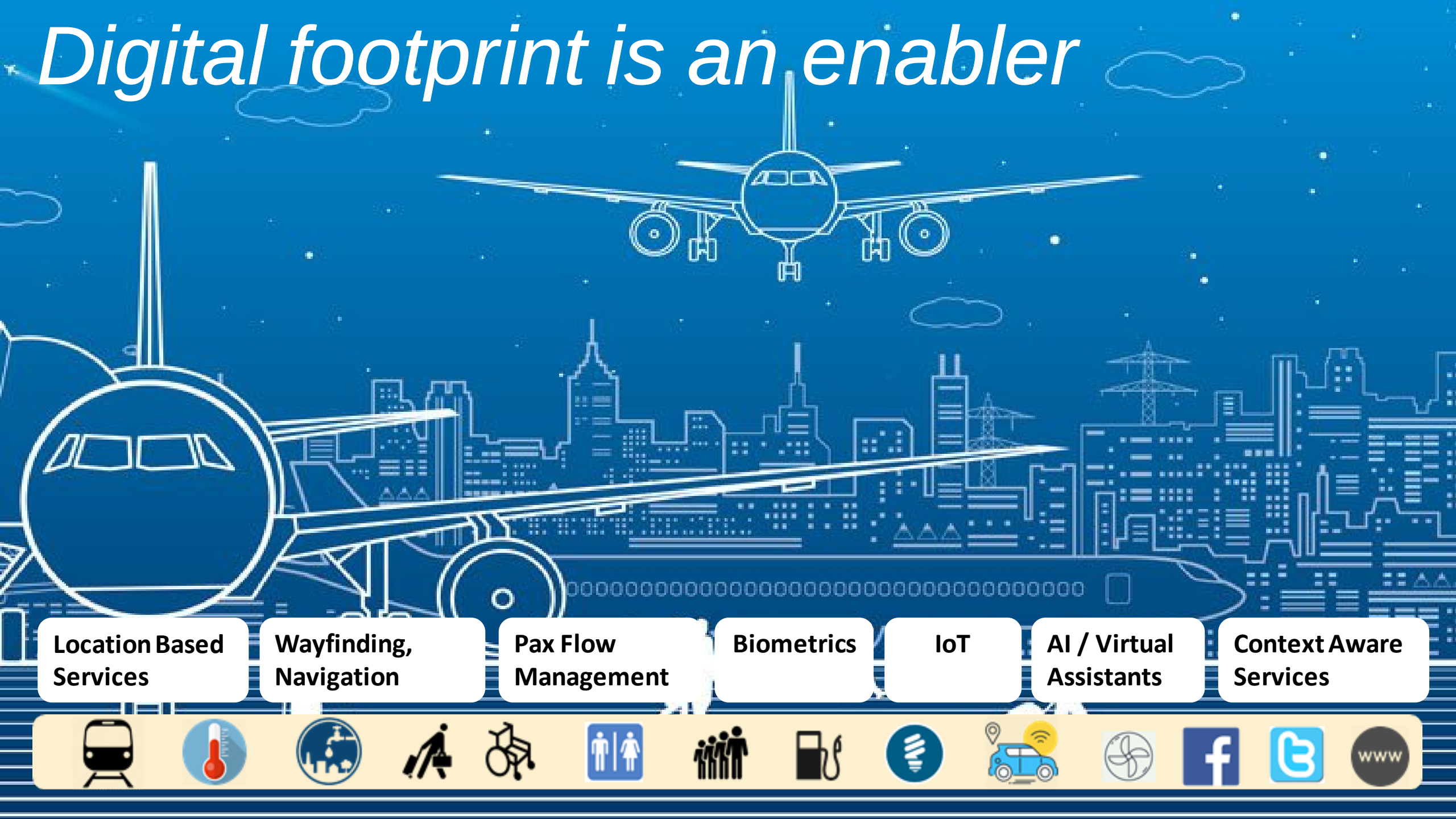
Visits by Operating System

Meet me where I am

Hi, how can I help?
Google,
Is there a kids
play area in
Terminal 3?

Alexa,
Is there a men's fashion store in Terminal 4?

Digital footprint is an enabler



Location Based Services

Wayfinding, Navigation

Pax Flow Management

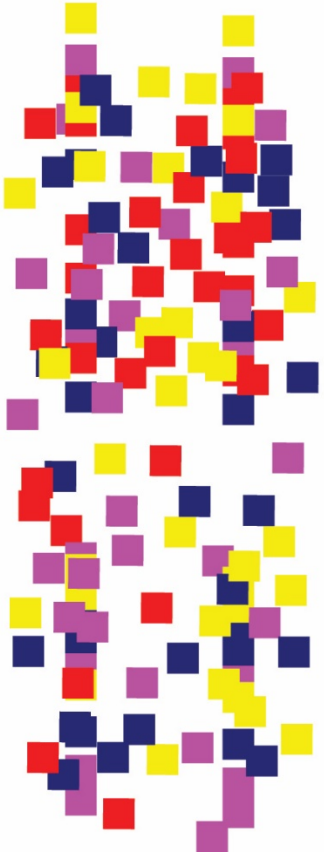
Biometrics

IoT

AI / Virtual Assistants

Context Aware Services

Stitching together the digital fabric



Parking Kiosk

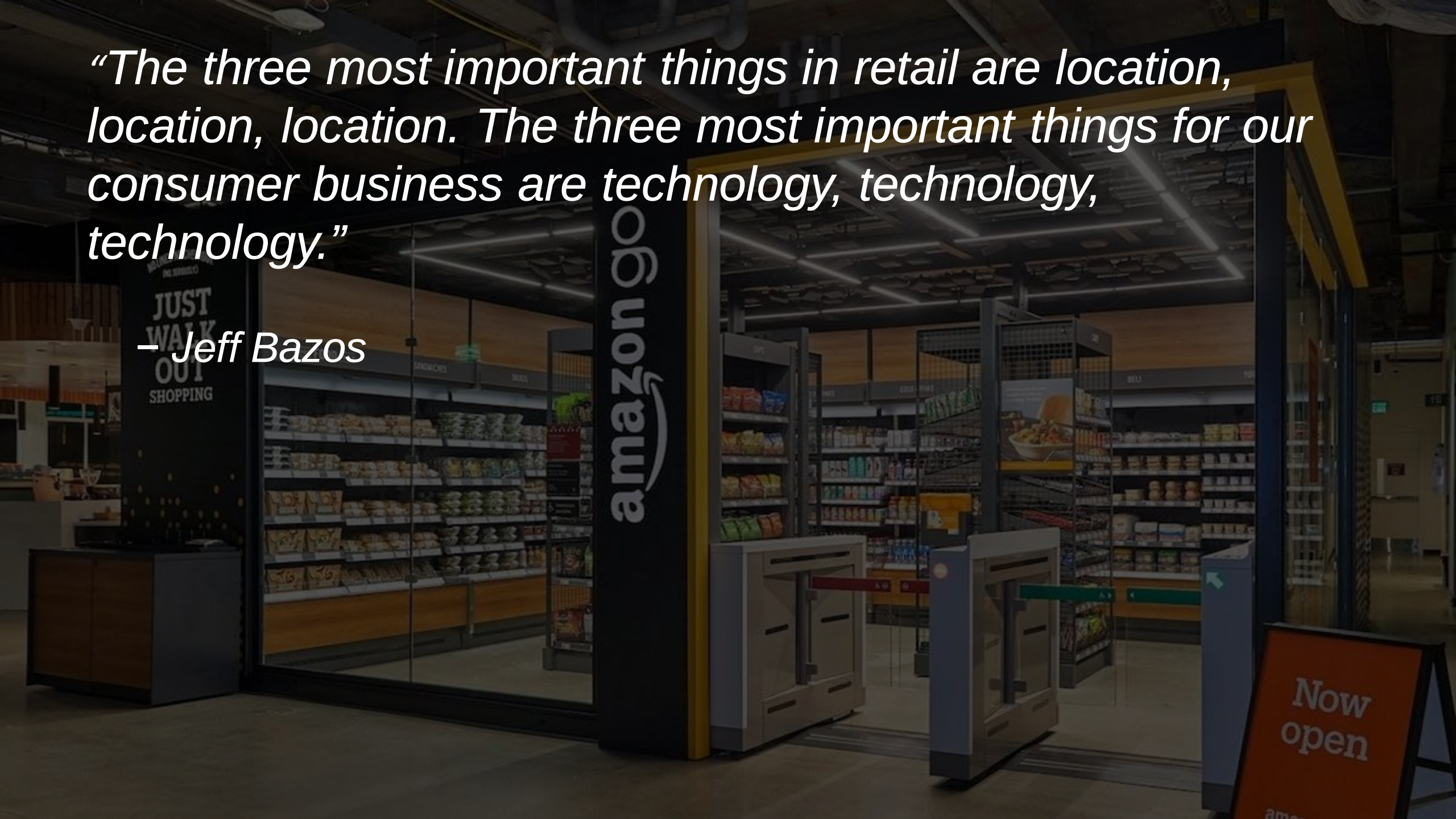
Check-in CCTV

Surveys WiFi

Month End Concessions & Retail, etc.

- Zip code 90210 has frequent flyers
- WiFi data suggests pax connect for 1+ hours on Mon and Wed mornings at gates F1 – F5

About 30% of passengers from zip code 90210 fly twice a week and spend at least 1 hour post security



“The three most important things in retail are location, location, location. The three most important things for our consumer business are technology, technology, technology.”

– Jeff Bazos

Thank You

Daver Malik
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