

# Business of Airports Technology and Transformation

June 2019



# Mission.



One of the largest privately-held hospitality companies in the world, Delaware North has global operations at high-profile places such as sports and entertainment venues, national and state parks, visitor attractions, destination resorts and restaurants, airports and travel hubs, and regional casinos.



# Important Beginnings

How you do something is as  
important as what you do...

Focus on understanding what's truly  
important to the audience

Start with "Why" ...align activities and  
investments to outcomes

Embrace persona based product design

Fuel innovation through crowdsourcing

Understand that with innovation some  
failure is expected

# Shared Expectations

<b>Guests want fast, secure and personalized experiences</b>	<b>Operators want to create a frictionless guest experience</b>	<b>Potential Intersection</b>
<ul style="list-style-type: none"><li>• Decide where, when, and how they want to transact</li></ul>	<ul style="list-style-type: none"><li>• Platforms that promote speed, consistency and integration</li></ul>	Consider the evolution to personal mobile devices (BYOD)
<ul style="list-style-type: none"><li>• Want their preferred payment accepted and secure</li></ul>	<ul style="list-style-type: none"><li>• Embrace evolution of payment technologies (e.g. cashless)</li></ul>	Consider the future of biometric authentication for payment
<ul style="list-style-type: none"><li>• Empowered with options... quick serve or made-to-order</li></ul>	<ul style="list-style-type: none"><li>• Options that improve speed of service and capture attention</li></ul>	Consider evolution of “grab and go” capabilities and guest expectations
<ul style="list-style-type: none"><li>• Decide a preferred delivery model based on the scenario</li></ul>	<ul style="list-style-type: none"><li>• Efficient process to deliver finished goods to guest</li></ul>	Consider how services are location aware and data informed
<ul style="list-style-type: none"><li>• May consent to the use of their data for a better experience</li></ul>	<ul style="list-style-type: none"><li>• Actionable insights from data, supported by consent</li></ul>	Treat data as a critical asset that must be protected, enriched, and managed...data is fuel for growth

# Sampling of Emerging Technologies

- **5G communications** will provide relief for high density venues and provide low latency
- **Hotspot 2.0** makes the process of connecting to public wireless hotspots easier and more secure
- **Biometric authentication** along with identity management will enhance speed and security
- **Blockchain** for identity management, consent, and secure supply chain (e.g. farm to table)
- **Augmented reality (AR)** can help rethink way finding, digital menu boards, operational metrics
- **Digital Twin** for creating a digital equivalent of a physical asset (e.g. airport terminal, unit, guest)

