

Enabling 21st Century Passenger Processing



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Executive Director and CEO

MAC STRATEGIC PLAN 2017-2022



The strategic plan established seven goals for the MAC that guide us in realizing our vision and mission. We have also established three focus areas that touch all parts of our organization and provide additional direction for new initiatives in the next few years. By achieving our goals and focus areas, we ensure our extraordinary airport system—and region—continue to thrive.

GOALS



FOCUS AREAS

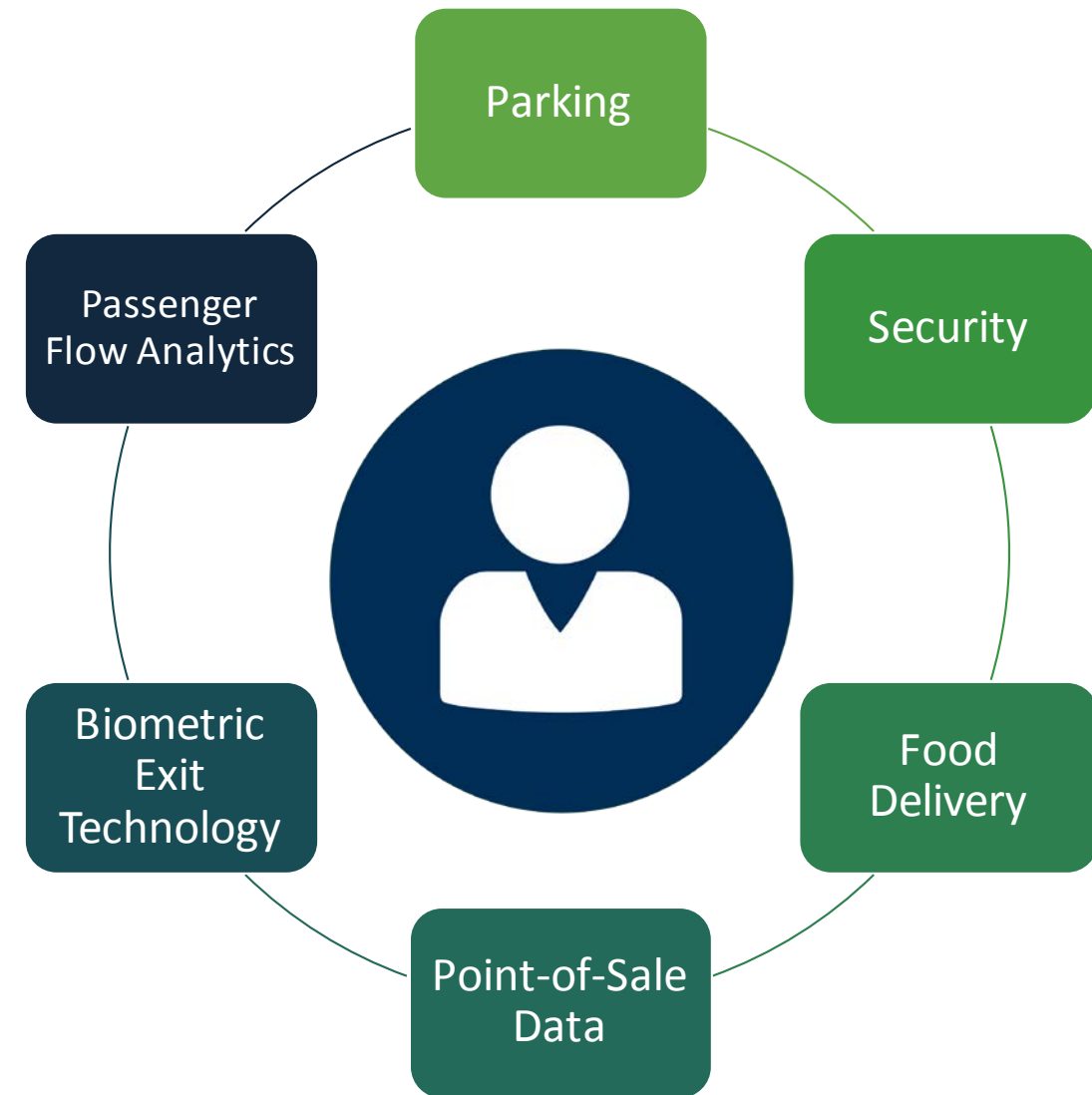
- 1 Develop new strategies to enhance **FINANCIAL STRENGTH**
- 2 Grow stakeholder & community **ENGAGEMENT**
- 3 Deliver a seamless **"ONE JOURNEY" EXPERIENCE** for MSP Passengers

OUR MISSION Connecting you to your world

OUR VISION Providing your best airport experience

Providing a seamless “one-journey” experience

- Technology empowers travelers to take control of their own airport experience
- Data enables airports to learn more about their customers’ habits
- Defining the model & standards for data sharing
- Parking, Check-in, Wait-time, Journey
- Being proactive in meeting customer desires
- Influencing placement of customer amenities
- Timing of maintenance



Parking Reservation & Yield Management

- Customer guaranteed parking
- Provides data acquisition from customer prior to travel
- Increases efficiency
- Lays foundation for a loyalty/CRM program
- Manage parking inventory & enhance revenue through dynamic pricing
- Soft Launch October
- Marketing in April 2020, coinciding with opening of new parking ramp

NEW! Prebooked Parking

Purchase your parking online before you arrive. When you prebook, you don't have to worry about getting a spot. You're guaranteed a place to park.



Select your airline

Arrival Date/Time

09/11/2019 08:00 AM

Departure Date/Time

09/19/2019 05:30 PM

Apply your Promocode

Search Parking

IT'S AS EASY AS 1-2-3

- 1 Pick your lot online and pay with a credit card.
- 2 Print your confirmation email or present it on your mobile device when you arrive at the parking ramp.
- 3 Scan the QR code to gain entry and find the first open space.

New Parking Ramp Opening in 2020!

We are in the midst of building a new 5,000-space parking ramp. The ramp will help alleviate parking constraints at Terminal 1, where current facilities regularly fill for short periods on Tuesdays and Wednesdays.

[Learn More](#)



Arrivals and Departures

Parking Guidance System

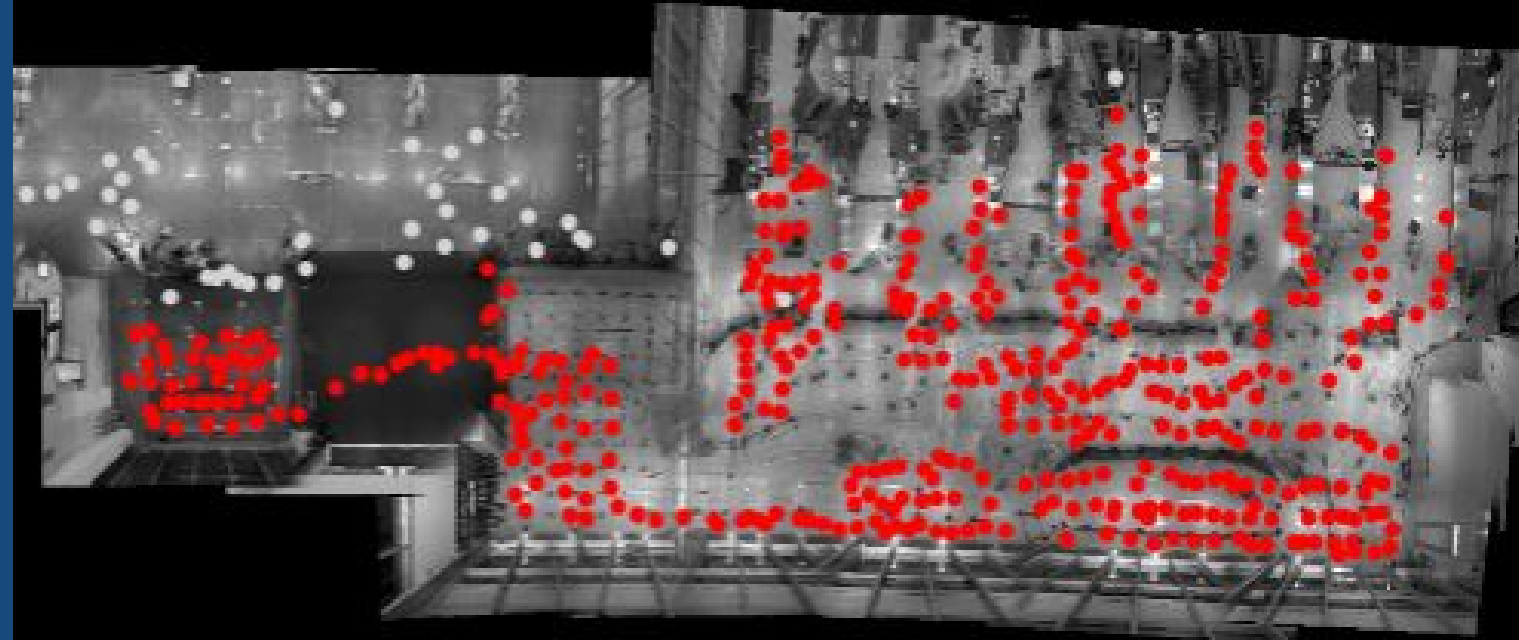


Camera and lighting technology:

- Reduces frustration and worry about time it takes to find a parking spot
- Enables customers to arrive at check-in and security sooner
- Helps customers find vehicle faster upon return
- More parking satisfaction encourages loyalty
- 90-day 2-vendor pilot test

Front of the House Experience

- Security passenger flow monitoring via Xovis
- Publishing security wait times in-terminal and online
- Expanding to airline ticketing que
- Used to proactively determine investment and placement of resources
- Automated security lanes



Concessions

In place, on the go, at the gate

The logo for the 'grab' app, featuring the word 'grab' in a lowercase, rounded, green font.

- Signed agreement last month.
- App enables travelers to place their order so it is ready for pickup when they arrive
- Six vendors participate



- Gate-huggers to order food using their Smart device and have it delivered to their gate
- Began serving customers at MSP in March
- Nine restaurants participate





Point-of-Sale Data Integration

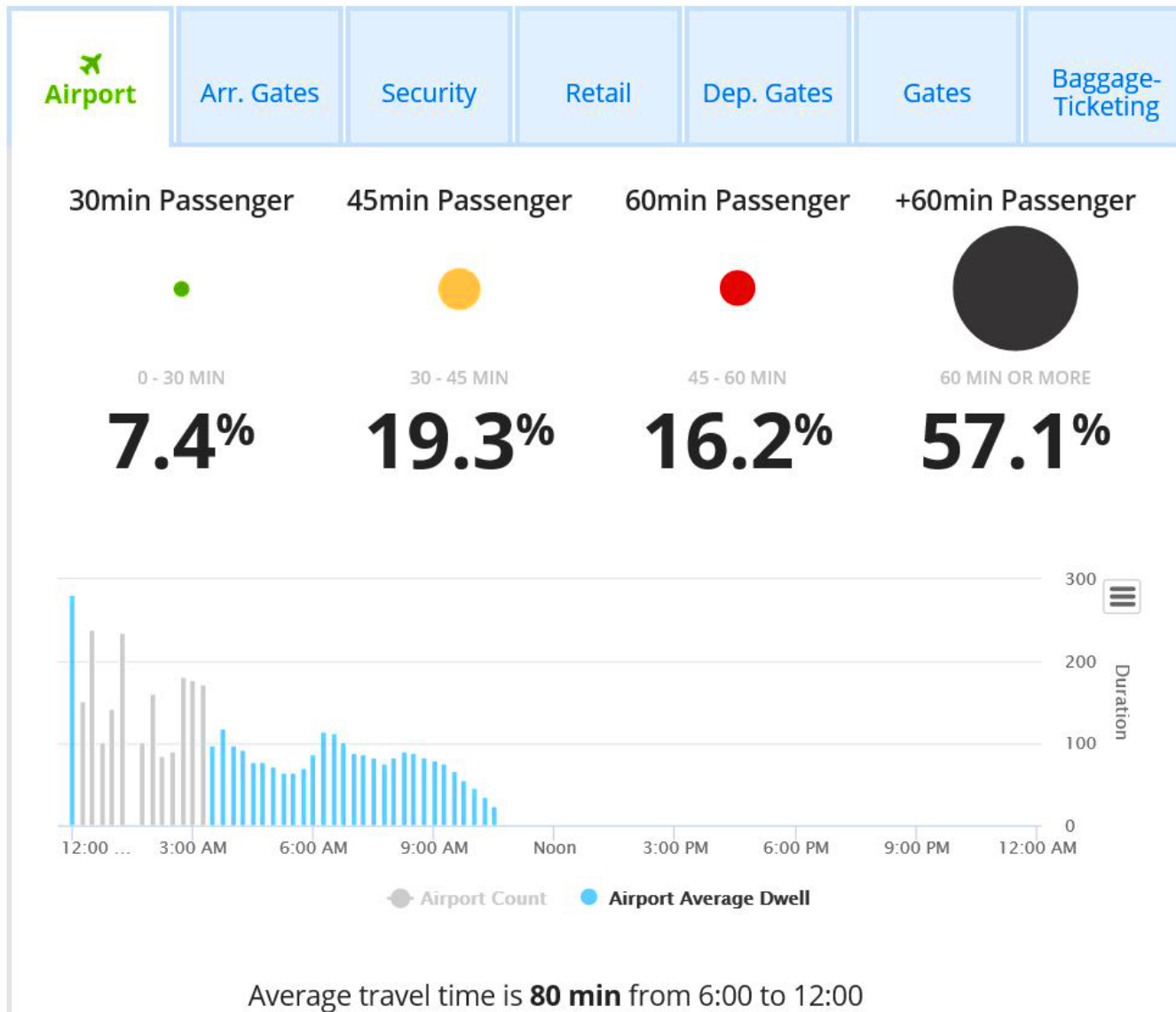
- Transaction time, product and value of sale
- Automates data submission process for concessionaires
- Gaining intelligence around the cause & effect of sales
- Create dashboard analytics with operators for broader cross-performance analysis
- Combine sales data with passenger flow data for progressive, cause-and-effect insight

Biometric Exit Technology

- Delta implemented facial recognition technology at 16 international gates at MSP in June
- No need for agents to manually check passports
- Speeds boarding process
- Passengers can opt to use manual process if they prefer



Passenger flow and business intelligence



- Tracking the entire passenger journey from curb to gate in real time and historically
- Quantify passenger traffic by space, dwell times, and passenger flow trends
- Helps determine concessions placement
- Real-time density of passengers, to determine appropriate timing of terminal cleaning and maintenance



Thank you

MetroAirports.org MSPAirport.com



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