

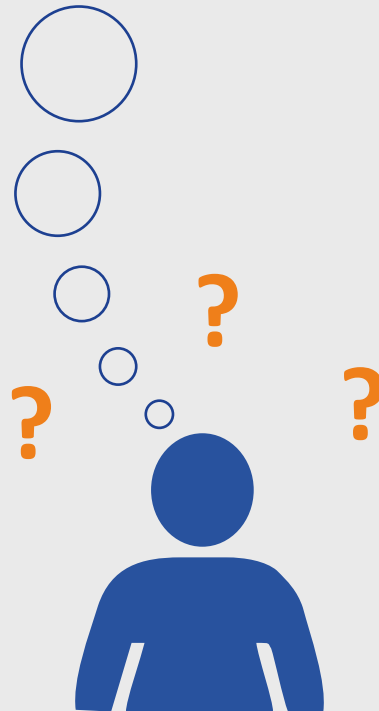
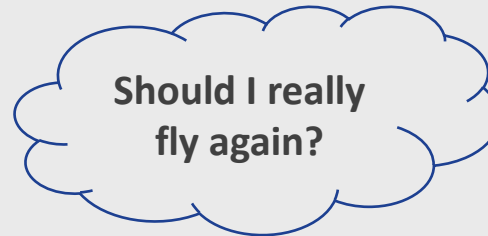


# Initiatives and Changes to regain Passenger Confidence at Airports during and after the COVID-19 Crisis

Mai 2020

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# Wanderlust versus Health Risks



Source:  
Twitter



Source:  
Twitter



Source:  
State Magazine



# The Challenge to regain Passenger Confidence

**The Corona Crisis will forever change our attitude towards flying**



Source: freepik.com

- Diseases can be spread through flying
- Flying is considered as a risk to one's own health
- People are risk-averse

**The Aviation Industry has to regain Passenger Confidence**



Source: freepik.com

Passengers might stay away from flying when confinements and flight restrictions will be lowered

**Dedicated initiatives and changes are needed to safe our industry**



Source: freepik.com

- Temporary & permanent initiatives and changes
- Every part of the journey and the entire operating model will be affected

# Passenger Experience remains a key success factor

Satisfied and re-assured passengers...

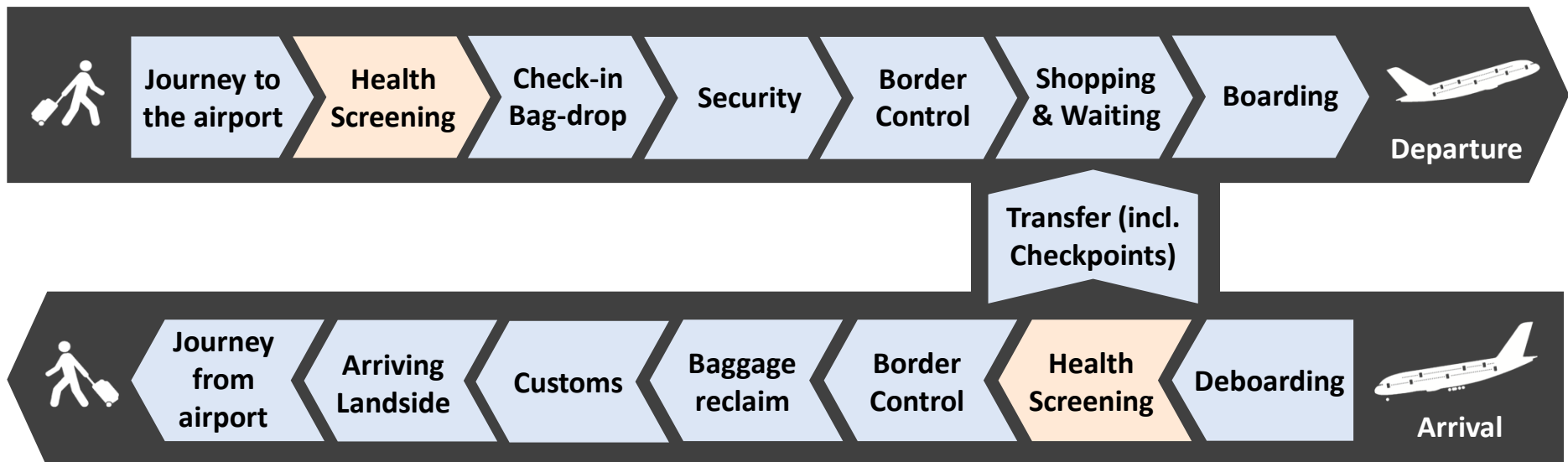
- recommend the airport to others and share their positive experience via social media
- are loyal and likely to come back
- spend more time and money at the airport when it becomes possible again  
(1% of increase in passenger satisfaction -> 1,5% Increase in Commercial Revenue)

**Hence a good Passenger Experience will be a key success factor for airports to win back cautious and anxious passengers during and after the Corona crisis.**



# Passenger Journey during and after the Covid-19 Crisis

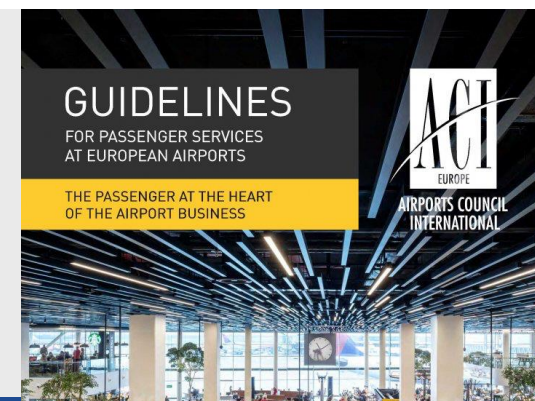
- Health Screening on departure and arrival need to be catered for at Airports as required by Governments
- This adds an additional process to the Passenger Journey which needs to be provided in a way to make passengers feeling comfortable with the new situation
- All other parts of the journey need to be adapted and improved in order to regain Passenger Confidence in travelling again without the risk of getting infected



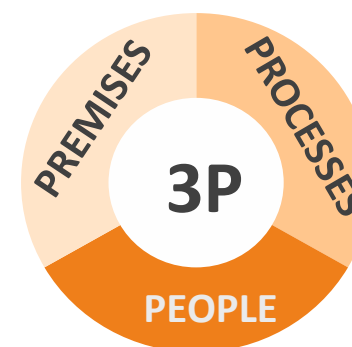
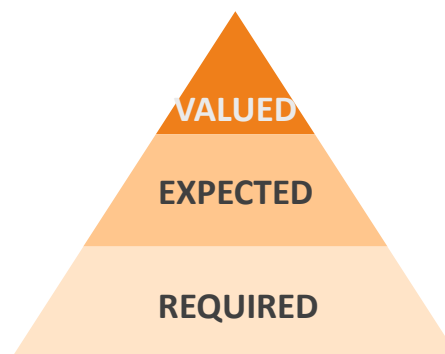
# Methodology to enhance Passenger Confidence

## ACI EUROPE Guidelines for Passenger Services at European Airports

- Methodology to enhance the passenger experience along the whole travel journey in a systematic and comprehensive way
- Application of this methodology to enhance Passenger Confidence during and after the Covid-19 Crisis



| PASSENGER SEGMENTATION |                |             |            |                 |              |
|------------------------|----------------|-------------|------------|-----------------|--------------|
| BASIS                  |                | IMPLICATION |            | BEHAVIOUR       | GENERATION   |
| Airline Product        | First/Business | Economy     | Low cost   | Long stay       | Baby Boomers |
| Personal needs         | PRM            | UM          | Elderly    | Short stay      | X            |
| Frequency              | Frequent       | Few times   | First time | Long traveller  | Y            |
| No. of People          | Groups         | Family      | Alone      | Short traveller | Z            |



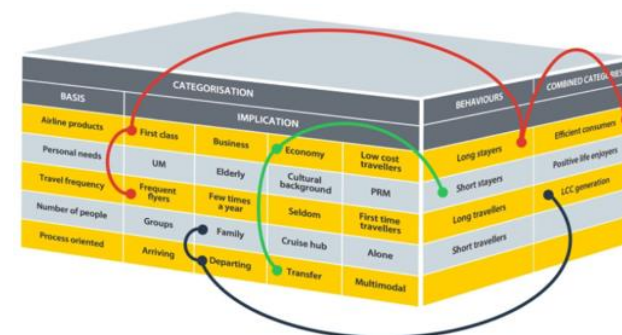
Passenger identification  
and segmentation

Analysis of needs and  
expectations

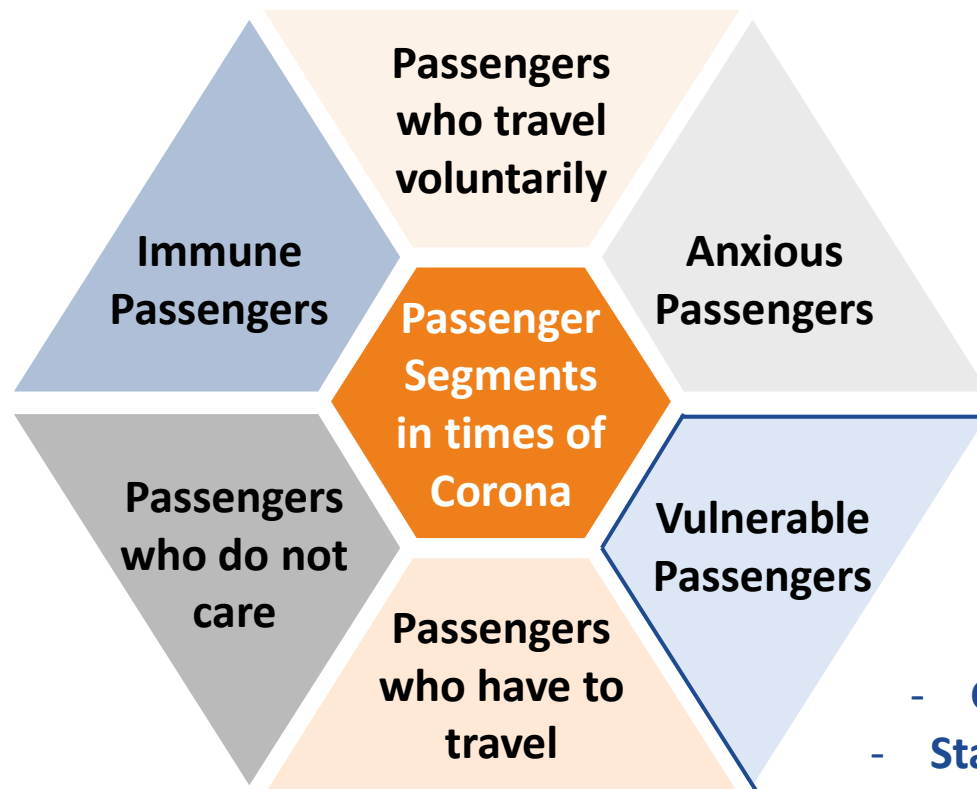
Enhancing the Passenger  
Experience: 3P Approach

# Identification of new Passenger Segments

- ✈ In times of the Corona Crisis previously unknown passenger segments with their specific needs and expectations become relevant for airports



Source: ACI EUROPE Guidelines for Passenger Services at European Airports

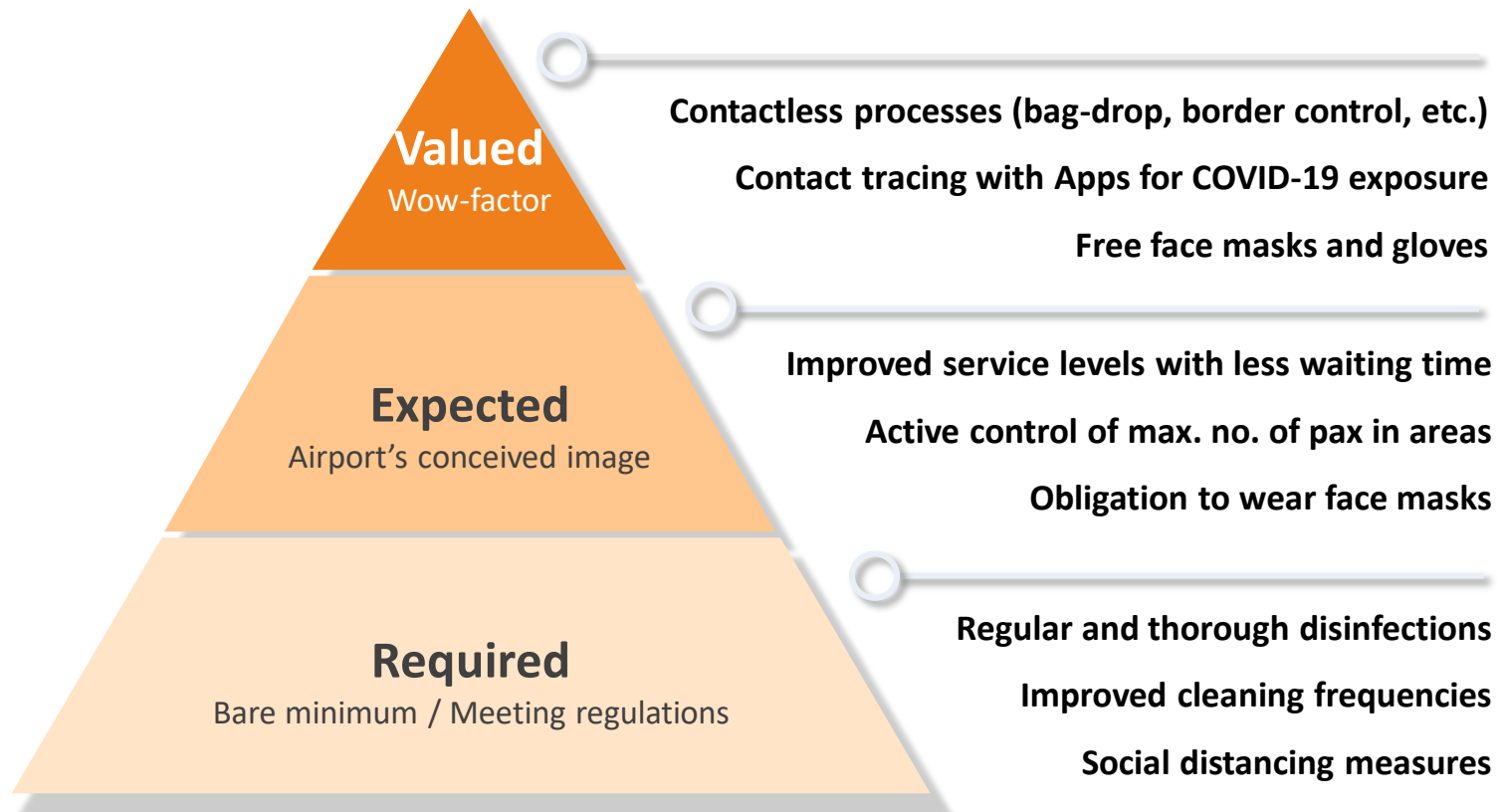


## Passenger segment with special needs:

- High level of Hygiene
- Adherence to Physical Distancing
- Good quality of information and guidance
- Staff to be aware of needs of the vulnerable

# Analysis of Needs and Expectations

- What will be the needs and expectations of each passenger segment?
- Passenger Surveys should be conducted
- Development of specific Passenger Perception Pyramids



Sample pyramid



## Goals and initiatives to regain Passenger Confidence through Premises



### Cleanliness & Sanitation



### Ensuring Physical Distancing



### Provision of adequate and comfortable space

#### Initiatives (Examples):

- ✈ Regular and thorough disinfection
- ✈ Hand sanitizer stations
- ✈ Clear information on physical distancing rules and measures
- ✈ Active control of max. number of people in a given space
- ✈ Improved resource allocation to provide more space for and to mitigate crowded areas

## Goals and initiatives to regain Passenger Confidence through Processes



**Short waiting times**



**Contactless and reliable processes**



**Efficient health screening**

### Initiatives (Examples):

- ✈ More open counters, lanes at checkpoints, check-in, etc. to reduce waiting in queues
- ✈ Replacement of travel documents with biometric identity
- ✈ Contact tracing with Apps for COVID-19 exposure
- ✈ Reliable & fast health screening with clear information
- ✈ Adaptation of SOPs

## Goals and initiatives to regain Passenger Confidence through People



### Airport Culture



### Well trained staff

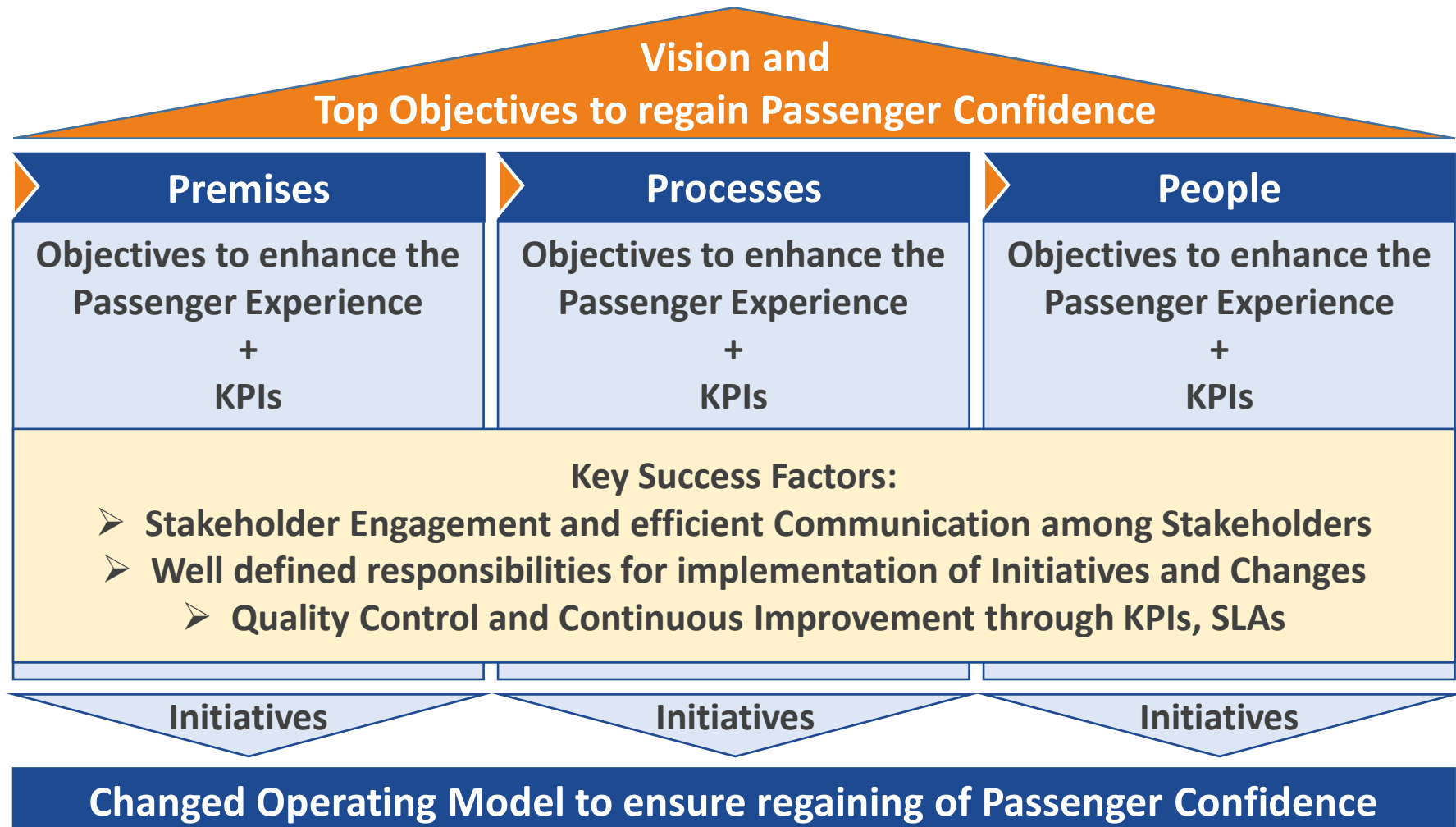


### Stakeholder Engagement

#### Initiatives (Examples):

- ✈ Safe and visible appearance towards passengers
- ✈ Clear behavioral and hygiene rules at work
- ✈ Training of staff on changed processes and on dealing with vulnerable passengers
- ✈ Improved stakeholder engagement and communication to coordinate and harmonize initiatives

## Framework for a Strategy to regain Passenger Confidence





# Sample Initiatives to regain Passenger Confidence



Source: Changi Airport



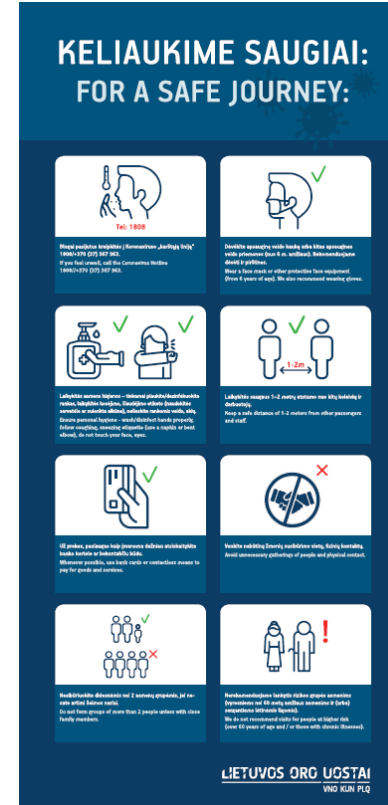
Source: Bologna Airport



Protective Screens (ViaGuide)



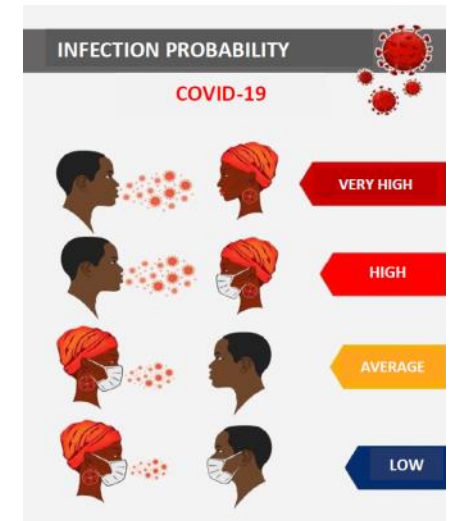
Source: Nice Côte d'Azur Airport



Source: Lithuanian Airports



Source: Schiphol Airport



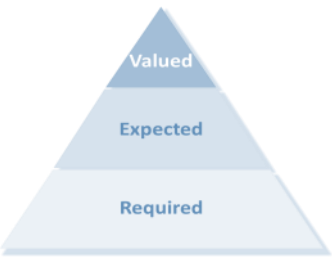




Source: ACI Africa

➤ **Implementation of initiatives as well as changes to the Airport Operating Model need to start now to regain Passenger Confidence when Air Traffic resumes!**

➤ To regain Passenger Confidence and to adapt your Airport Operating Model we would be happy to support you during and after the Covid-19 Crisis



| 1  | 2  | 3  | 4  | 5  |
|--|--|--|--|--|
| Assessment   | Strategy Development   | Passenger Expectations   | Tailor-made Initiatives  | Airport Operating Model  |
|   |    |   |    |    |
| Assessment of current initiatives and the 3P (premises, processes, people) <ul style="list-style-type: none"><li>➤ “Health Checks”</li><li>➤ Recommendations</li></ul> | Strategy to regain passenger confidence <ul style="list-style-type: none"><li>➤ Strategic Objectives</li><li>➤ Definition of KPIs</li><li>➤ Stakeholder Engagement</li></ul> | Analysis of passenger needs & expectations <ul style="list-style-type: none"><li>➤ Passenger segments</li><li>➤ Passenger Perception Pyramids</li><li>➤ Elderly Travellers</li></ul> | Initiatives for each part of passenger journey <ul style="list-style-type: none"><li>➤ Premises, Processes, People</li><li>➤ Facilities for health screening &amp; testing</li></ul> | Adaptation of the Operating Model <ul style="list-style-type: none"><li>➤ SOPs, manuals</li><li>➤ Quality Control</li><li>➤ Responsibilities</li><li>➤ Communication</li></ul> |



**Thank you very much for your attention!**

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