

Research study: „Enhancing the Passenger Experience at Airports for a Growing Number of Elderly Travellers“

TH Airport Consulting sponsored and supervised a research study on the passenger experience of elderly travellers at airports in cooperation with the International University of Bad Honnef .

Contents

- Categorization of passenger types
- Analysis of expectations and needs of elderly travellers at airports
- Relevance of the passenger group for the airport business
- Application of the 3P Approach (Premises, Processes, People) to enhance the Passenger Experience for Elderly Travellers
- Impact of the Expectations and Needs of elderly travellers on terminal design, airport processes and services

Period of Services:
2014-2015

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