

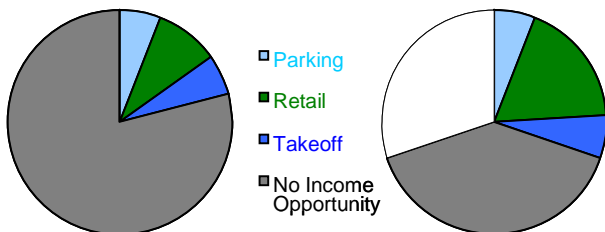
Making Airports Work

Customers are attracted to an airport by location and routes, easy access, and good facilities. Customers are put off by poor ambience, long wait times, long walks and delays. A major factor in passenger choice is time, especially time uncertainty due to waiting in lines, whether in arrival, check-in, security clearance, transfer to gate or departure time.

An analysis of a typical international journey is shown in the figure below. Out of the total of 165 minutes, 130 are in waiting in line and transfers, and only 35 offer real income opportunity to the airport. Thus nearly 80% of passenger time causes a cost for no income.

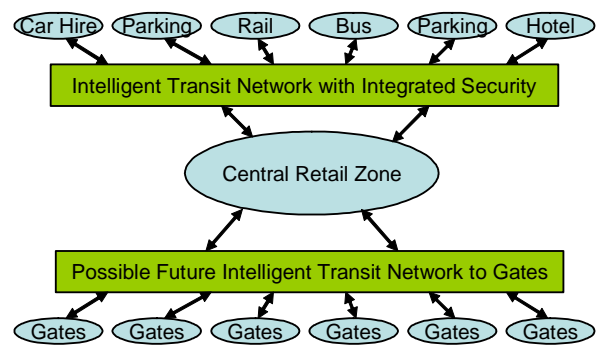
This is parallel to the old business models for manufacturing, retail and the service industries, where it was common to have 80% of the product tied up in the non-productive part of the process. In these areas major change has occurred by use of new computer controlled systems to provide Just-In-Time (JIT) service. These have given time savings, increased profits and increased service levels.

Some elements of this are already happening at airports, for example remote or online check-in. But these address only 30% - 40% of the time costs. The remainder of the time is spent in waiting or transfers. Customer movements provide the target area for a significant improvement, both in the cost base and in customer satisfaction.



A) Present Use of Time (165 mins) B) Potential Use of Time (115 mins)
Projected Time Benefits of a Landside PRT System

This improvement can be provided by intelligent transit networks meeting the individual needs of passengers. Personal Rapid Transit (PRT) systems such as ULTra can reduce transfer times by 60% and also reduce uncertainty. Use of PRT can also change a lost time into a time used for security or for selling added value services. Currently PRT systems are being considered principally for car park to terminal transfers, but this can be extended to the whole landside process including check in and security.



In the future the same systems could also be used to provide further major gains on the airside of the airport. But full exploitation of these technologies on the landside alone can offer a 30% reduction in the total passenger time within the airport, and at the same time double the time available for retail.

Application of a JIT intelligent transit network would mean that passengers could use any entry point or parking choice with essentially no time compromise and with minimum way finding requirements. Security requirements can be incorporated seamlessly, with increased time available for the security process and reduced overall passenger time due to the reduction in waiting.

PRT provides the basis for a new business model for airport operations which can simultaneously increase income, reduce costs and waiting, and enhance passenger experience.

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