

# Workshop results: setting a baggage innovation agenda and action plan

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# Workshop learnings

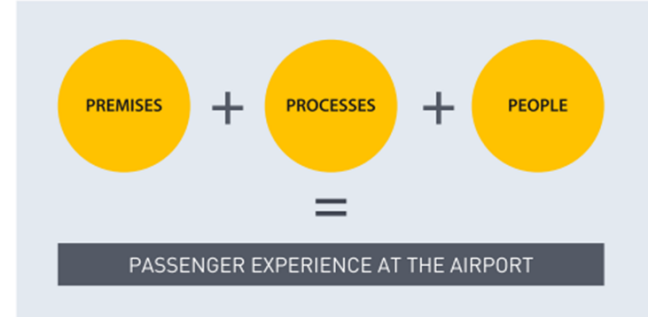
## Four Insights:

- Passenger trust
- Passenger in control
- Baggage separation
- Personalised passenger journey

# The way forward



PICTURE 3 - THE THREE Ps FORMING THE PASSENGER EXPERIENCE



→ REQUIRED

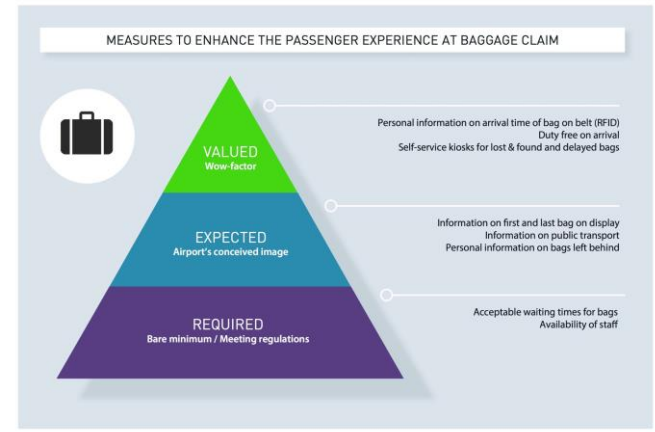
- The airport offers basic services to enable passenger traffic. This could be a regional airport with point to point traffic and often low cost carriers
- Level of service where the regulations and basic passenger needs are met
- Premises are clean, the processes meet the official requirements and the traffic mix is supported by the necessary services

→ EXPECTED

- Airport wants to support a varied mix of traffic and is in competition with surrounding airports or other modes of traffic
- The airport may be the country's main airport, has been performing well in the past and needs to maintain the good level
- This level presupposes that there are already some high-level services in place, in particular in the commercial offer

→ VALUED

- Value can be added by introducing new ways to go through the compulsory steps. It can mean dynamic signage or guidance via personal devices
- The element of "wow factor" needs to be there, and this can be a very simple differentiation tool or major developments in what the passenger feels, sees or hears
- Some elements become over time expected so constant renewal is a must, e.g. free and fast Wi-Fi offered by the airport is highly valued at the moment, but is becoming an expected norm for a good airport





→ **THANK YOU** ←

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