

Airports innovating to provide more information to passengers

For immediate release

25 April 2012

Oslo, 25 April 2012: At its 21st Annual Airport Trading Conference & Exhibition* ACI EUROPE today released its 'Digital Report 2012', highlighting the effect that social media, smartphones and tablet computers are having on the interaction between airports and their passengers.

Social Media

The report finds that **77%** of Europe's air passengers now travel through airports that are active on social media channels such as Facebook and Twitter. Comparing the latest data, with the key figures in last year's 'Airports 2.0' report, social media use by airports grew by **43%** in the past year, while use by airport users also grew substantially. In Central Eastern Europe alone, social media use by airport users increased by an impressive **800%** in the past 12 months.

In the past 2 years, Europe's airports have been quick to engage in social media and make the most of the opportunity to forge a stronger relationship with the passenger. The report identifies the 5 ways airports are using social media, including **corporate communications, crisis communications, customer service, informal relationship building** and **commercial promotion**.

Exactly how individual airports choose to deploy their own social media efforts reflects their specific market positions and wider strategies.

Smartphones & Wifi

A third of Europe's airports either have or are currently developing a smartphone 'app' to put more information at the passenger's fingertips, including different types of dynamic, live information alongside more standard static information usually found on websites. Among airports with more than 10 million passengers a year, the percentage with an 'app' in development is much higher at **56%**.

98.7% of Europe's airports currently offer internet access to their passengers, **over half of which** offer some form of free internet access.

Olivier Jankovec, Director General ACI EUROPE commented "*These latest key figures reflect just how much more direct the relationship between the airport and the passenger has become. Europe's airports are making a wide variety of information immediately available on a smartphone or similar device, empowering passengers to make their experience of the airport as informed and hassle-free as possible.*"

He added "*The diverse ways that airports are engaging with passengers and developing joint-communications with airlines are a clear demonstration of how they are investing in tech to boost their competitive positions.*"

ENDS

Notes to Editors:

*This year's event is hosted by Avinor's Oslo Airport with some 350 delegates in attendance. Next year's event will be hosted by Berlin Brandenburg International, Europe's newest airport, due to open in June 2012.

NOTES CONTD ON PAGE 2

press release

CONTD from PAGE 1

The complete **ACI EUROPE Digital Report 2012** released today is only available electronically and can be downloaded directly from the ACI EUROPE website, by following this URL: <http://bit.ly/J8Fu3T>

Some of the report's findings can also be reviewed in a quick read infographic, produced in collaboration with Simplifying: <http://bit.ly/lt6UGh>

Stay up to the speed with the latest news from ACI EUROPE on social media, by joining our group on [Linked In](#) and/or following us on [Twitter](#): **@ACI_EUROPE**.

For more information, please contact:

Robert O'Meara, Communications Manager, ACI EUROPE at
e-mail: robert.omeara@aci-europe.org, tel: +32 (0)2 552 09 82
or mobile: +32 (0)486 54 14 71

www.aci-europe.org

ACI EUROPE is the European region of Airports Council International (ACI), the only worldwide professional association of airport operators. ACI EUROPE represents over 400 airports in 46 European countries. Member airports handle 90% of commercial air traffic in Europe, welcoming more than 1.5 billion passengers each year.

EVERY FLIGHT BEGINS AT THE AIRPORT.