



# Enhancing the Passenger Experience for a Growing Number of Elderly Travellers

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Facilitation and Customer Services Committee  
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airport consulting

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## TH Airport Consulting

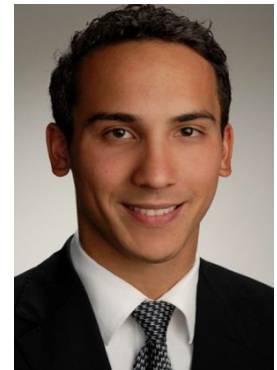
- Independent consultancy for planning and optimization of airports
- Focus on improvement of Passenger Experience and Operational Efficiency
- Current Airport Projects in Hamburg, Bremen, Riyadh and Mumbai
- Contributor to the ACI EUROPE “Guidelines for Passenger Services at European Airports”
- Continue work and research on the Passenger Experience



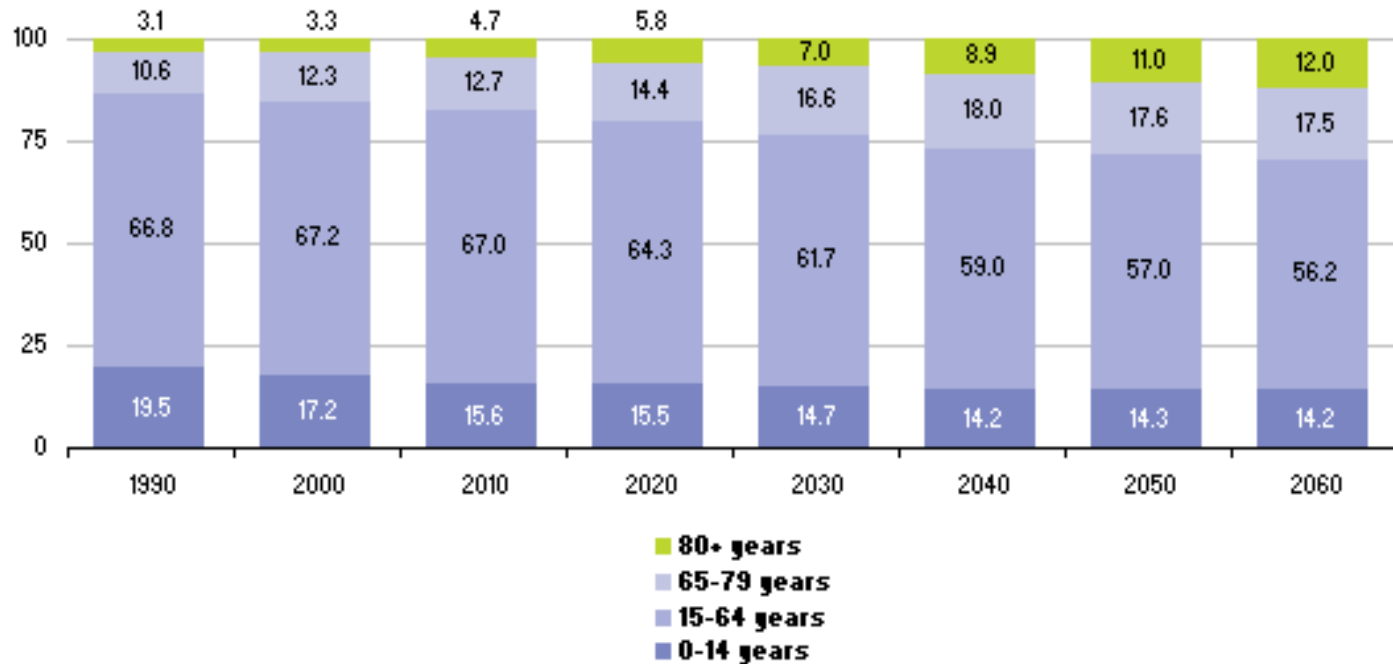
## The study

Bachelor Thesis by Dirk Hagmaier:

- Aviation Management, Int. University of Applied Sciences, Bad Honnef
- Supervised by TH Airport Consulting



## An increasing share of elderly population within Europe



(1) Excluding French overseas departments in 1990. 2020 to 2060 data are population projections EUROPOP2010.

### Increase of elderly travellers at airports due to

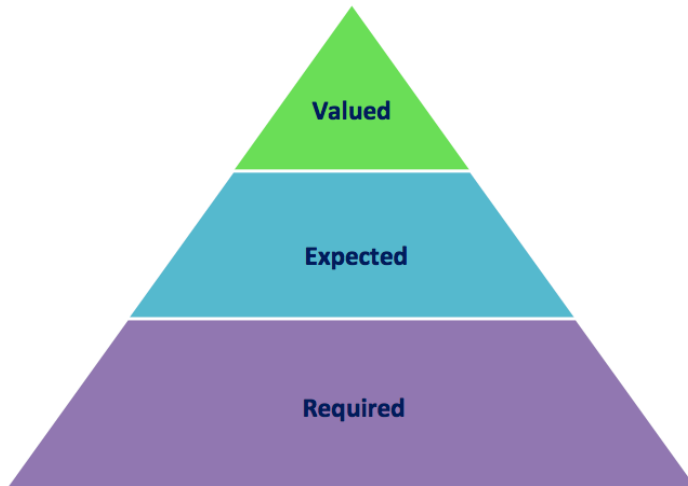
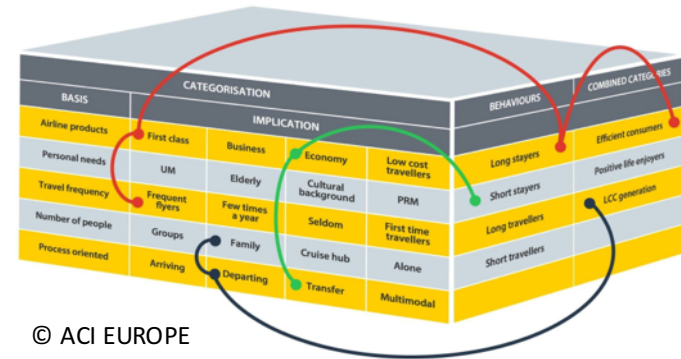
- Baby boomers
- Longer life expectancy due to enhanced health care
- Declining birth rate



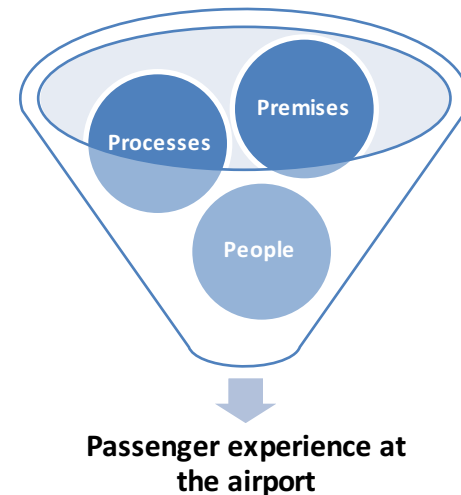
- There is a need for Airports to particularly enhance the Passenger Experience for elderly travellers in the future

## Methodology to enhance the Passenger Experience from the ACI EUROPE “Guidelines for Passenger Services at European Airports”

1. Who are your Passengers? (Passenger Identification and Segmentation)



2. What are their needs and expectations?



3. Enhancing Passenger Experience through the 3P (Premises - Processes – People) Approach

## Methodology approach for the Bachelor Thesis

### Literature Review

- Demographic developm.
- Motivation of Elderly Travellers
- Airport business



### Expert Interviews

- European Airports
- Ground Handler
- European Airline
- PRM Service Provider



### Passenger Survey

- Passenger categorisation
- Passenger behaviour
- Expectations & needs
- Potentials for Enhancement



		Dynamic Elderly Traveller	Indisposed Elderly Traveller		
		<ul style="list-style-type: none"> <li>- good motoric abilities</li> <li>- familiar with processes at the airport</li> <li>- does not need further assistance</li> </ul>	<ul style="list-style-type: none"> <li>- weaknesses in motoric abilities</li> <li>- familiar with airport processes</li> <li>- needs assistance</li> </ul>	Experienced Elderly Traveller	
IT Affinity	<ul style="list-style-type: none"> <li>- knows how to use IT based self-services</li> </ul>	<ul style="list-style-type: none"> <li>- is able to use IT based self-services</li> </ul>			
		<ul style="list-style-type: none"> <li>- good motoric abilities</li> <li>- is not familiar with processes at the airport</li> <li>- might need further assistance</li> </ul>	<ul style="list-style-type: none"> <li>- weaknesses in motoric abilities</li> <li>- is not familiar with airport processes</li> <li>- needs full assistance</li> </ul>	Inexperienced Elderly Traveller	
IT Affinity	<ul style="list-style-type: none"> <li>- can learn how to use IT based self-services</li> </ul>	<ul style="list-style-type: none"> <li>- can learn how to use IT based self-services</li> </ul>			

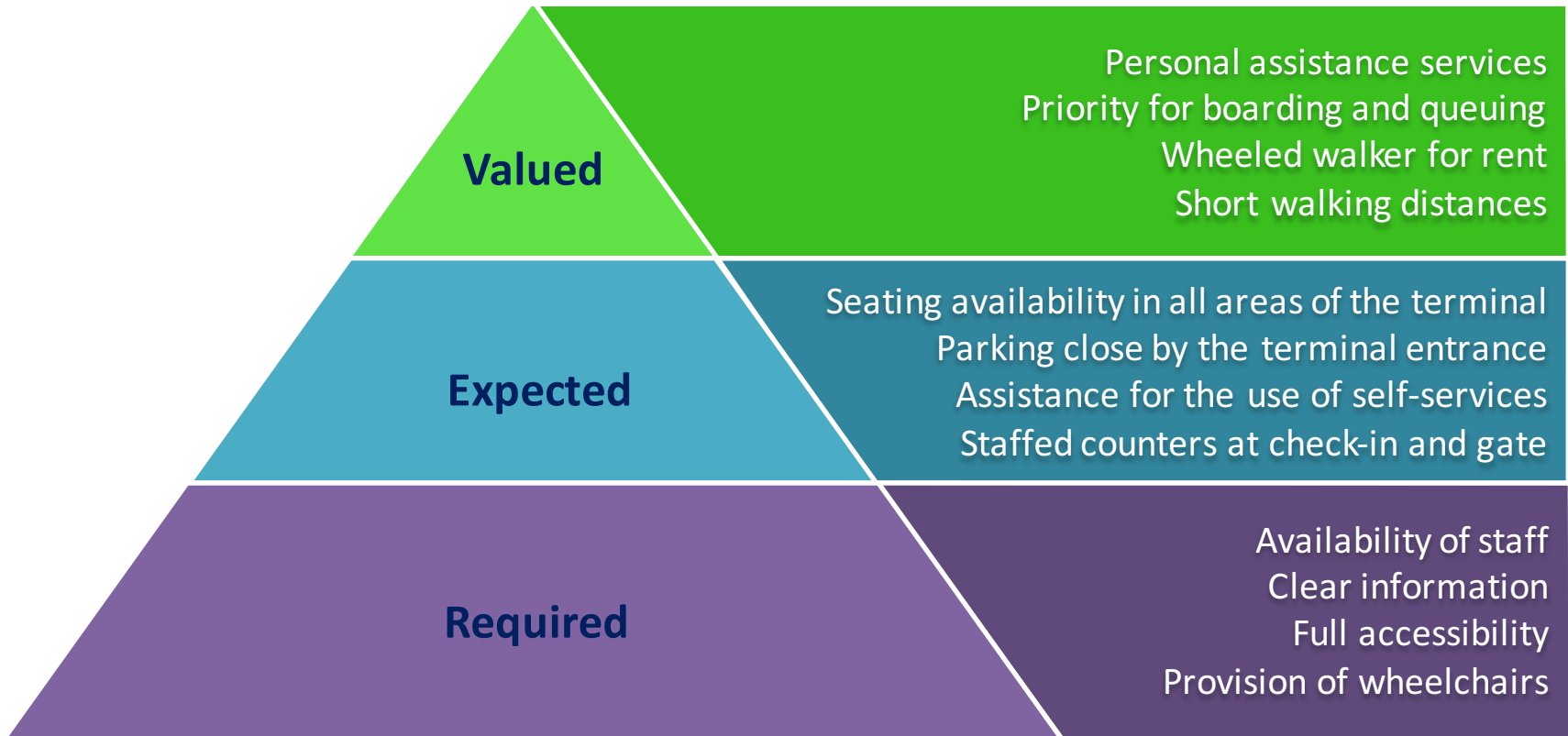
## Typical problems/ challenges elderly travellers encounter at Airports

Sensory abilities	Motoric abilities	Problems/ Challenges with...
<ul style="list-style-type: none"><li>▪ Decreasing visual ability<ul style="list-style-type: none"><li>▪ Reduced field of vision</li><li>▪ Perception of contrast</li><li>▪ Difficulties with far and short-sightedness</li></ul></li><li>▪ Decreasing hearing ability<ul style="list-style-type: none"><li>▪ Distraction from background noises</li></ul></li><li>▪ Decreasing reception ability of information</li></ul>	<ul style="list-style-type: none"><li>▪ Muscle weakness</li><li>▪ Decreasing responsiveness and dynamics</li><li>▪ Fatigability due to muscle wasting, radiculopathy, neuropathy and osteoarthritis</li><li>▪ Less ability to walk long distances and to stay for a long time</li></ul>	
Cognitive function	Organic function	
<ul style="list-style-type: none"><li>▪ History of stroke</li><li>▪ Dementia, Alzheimer disease</li><li>▪ Less logical thinking</li><li>▪ Weak ability to process information appropriate</li><li>▪ Weak concentration</li><li>▪ Difficulties with coordination of skills</li><li>▪ Fear of changing processes and usage of technology</li></ul>	<ul style="list-style-type: none"><li>▪ Cardiovascular disease</li><li>▪ Coronary artery disease</li><li>▪ Asthma</li><li>▪ Circulation disturbance</li><li>▪ Metabolic disorder</li><li>▪ Type 2 diabetes (age-related)</li><li>▪ Intolerances</li><li>▪ Allergies</li></ul>	

- Walking long distances
- Orientation within the terminal
- Reading of signage
- Standing in queue
- Understanding announcements
- Manage stairs safely
- Health conditions
- Carriage of heavy baggage
- Understanding new processes



## Sample Pyramid for Elderly Travellers



- Development of a specific pyramid for each passenger segment reflecting their needs and expectations

## Expectations and Needs

### Short walking distances



### Good way finding



### Availability of seats



## Measures for enhancement

- ✓ Provision of escalators and elevators for all level changes
- ✓ Automated doors or no doors
- ✓ Signage with symbols, large font, visible contrast: white font, dark background
- ✓ People mover
- ✓ Assistance to overcome long distances
- ✓ Provision of seats in all areas incl. baggage claim and check-in hall

## Expectations and Needs

### Availability of services for elderly travellers



### Availability of assistance



### Clear and comprehensive information

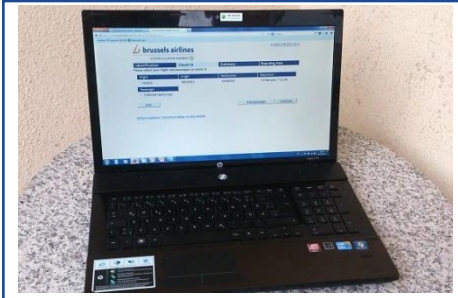


## Measures for enhancement

- ✓ Customized companion services alternative to PRM Services
- ✓ Medical care: pharmacy, medical station, pharmacy delivery service
- ✓ Information via print media or internet about offered airport services
- ✓ Staffed information counters along the passenger journey
- ✓ Mobile Information Staff which proactively approaches elderly travellers
- ✓ Wheeled walker for rent

## Expectations and Needs

Smooth booking process with all relevant information



Availability of home pick-up



Availability of assistance at arrival at the airport



## Measures for enhancement

- ✓ Customized e-mail, brochure with all relevant information for journey
- ✓ Home pick-up services (pax and/or baggage)
- ✓ Provision of baggage trolleys and Porter Services at car park, train station and curbside
- ✓ Call station for assistance at car park, train station and curbside
- ✓ Easy access car park close to the terminal

## Expectations and Needs

### Personal treatment at check-in



### Assistance for self services



### Reduction of waiting time at check-in



## Measures for enhancement

- ✓ Staffed check-in counter are essential for personal treatment
- ✓ Design of check in desk with flat devices to avoid lifting of luggage
- ✓ Pro active assistance for self service check-in and drop-off
- ✓ Self service displays with large font-sizes
- ✓ Priority to elderly travellers to avoid long standing in line

## Expectations and Needs

### Priority for elderly travellers



### Courteous treatment



### Better comfort while waiting



## Measures for enhancement

- ✓ Extra staff at check points to assist elderly people
- ✓ Provision of separate lines for elderly travellers (e.g. in combination with families) with seat capabilities
- ✓ Information about waiting time
- ✓ Provision of assistance for usage of self service gates (ABC)
- ✓ Videos with information about the process

## Expectations and Needs

### Early displayed gate information



### Assistance with boarding



### Avoidance of walk boarding



## Measures for enhancement

- ✓ Early gate display
- ✓ Staffed boarding counter for personal treatment
- ✓ Loud and clear boarding announcements in different languages
- ✓ One level boarding (usage of air bridge)
- ✓ Assistance with walk boarding
- ✓ Food and beverage close to gates

## Expectations and Needs

### Welcome assistance



### Good orientation



### Appropriate Baggage Claim



## Measures for enhancement

- ✓ Welcome assistance right after arrival assisting with way finding and special arrangements
- ✓ Easy access to baggage reclaim belts
- ✓ Assistance services within baggage claim area, especially for lost baggage
- ✓ Porter services
- ✓ Baggage home delivery services



## Expectations and Needs

Availability of staff along the passenger journey



High service orientation - Hospitality



Pro active engagement



## Measures for enhancement

- ✓ Positioning of staff at orientation points and self service devices
- ✓ Distinguishing characteristic: dress in signal color
- ✓ Willingness of staff to assist elderly travellers pro actively
- ✓ Staff training to communicate friendly and appropriately with elderly travellers regarding their needs



Thank you very much for your attention!

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