



GLASGOW AIRPORT INCREASES REVENUE DRIVEN BY DWELL TIME BY ARIADNE

Glasgow Airport is located in Scotland and welcomes millions of passengers per year. Despite the passenger traffic, the airport was not performing well in terms of non-aeronautical revenues. It needed a solution, mainly to solve this problem, and to increase the passenger satisfaction.

Ariadne is a crowd analytics company that enables airports around the world to obtain useful analytics for their day-to-day operations. It provides a plug-and-play solution that operates by capturing signals emitted from smartphones, and it can accurately track their location, without violating people's privacy. It does not require network connection or application installation.

Requirements

- ✓ Glasgow Airport needed a response to [EU 458/2017 Regulation](#) that aims to limit queuing times to a maximum of 20 min.
- ✓ Glasgow Airport had the need of a dashboard and an alert system that will provide comprehensive information about the passenger behavior and will inform when new terminals need to be opened in the security area.
- ✓ Glasgow Airport needed a method to quantify the time that passengers are waiting at the gate.
- ✓ Glasgow Airport had the need to convert the waiting time at the gate and the queuing time at the security area into dwell time for relaxation and shopping for the increase of the passenger experience the increase of the non-aeronautical revenue for the airport.



ABOUT THE PROJECT



“Real time notifications on waiting time provided by Ariadne surveyors, enabled Glasgow Airport to reduce our passengers’ complaints, increase the time they spend in retail area and as a result, to increase our revenue through the extended period that customers spend in retail area, rather than queues.”

Gordon Bain
Group Head of Project Delivery
at Glasgow Airport

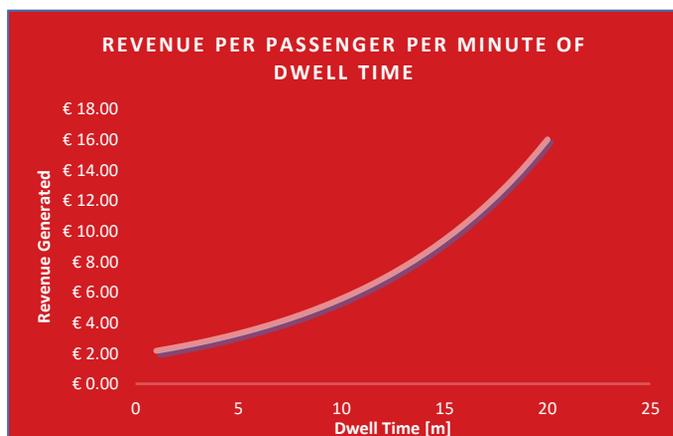


The Final Result

Thanks to Ariadne, Glasgow airport is now able to accurately quantify the queuing time at the security area, as well as the waiting time at each gate.

As a result, Glasgow airport is always aware of the dwell time of passengers spending at the airport and it is able to quantify which marketing strategies are helping to increase this.

We found that for every 1% that the dwell time increases, Glasgow airport generates 1.05% more revenue.



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