Athens International Airport

Airport InfoHub

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Technology Services & Innovation

Agenda

- Athens Airport : Who we are
- Athens Airport : Airport InfoHub
- Athens Airport : Digital Passenger and Airport InfoHub

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Who we are

- Start of Ops: Mar 2001
- Total Area of 16,7 Sq. Km.
- >400 companies
- >14,000 employees
- 7x24h operation
- >17,500.000 pax 2015

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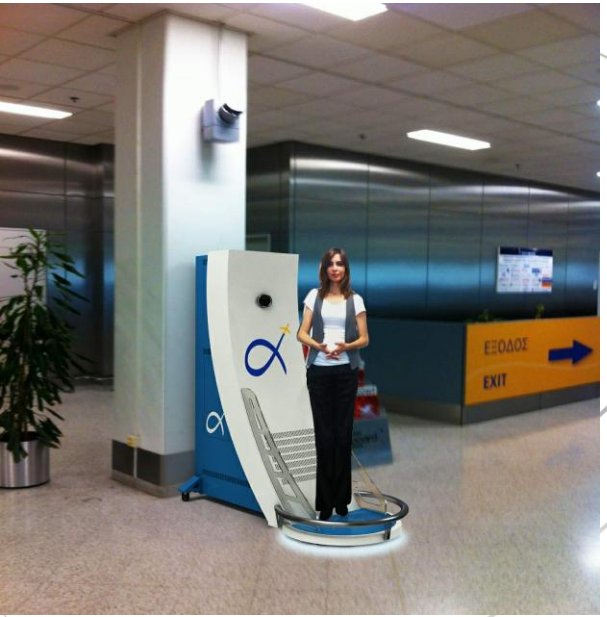
Concept

- People – Process – Technology



- DATA

- INFORMATION

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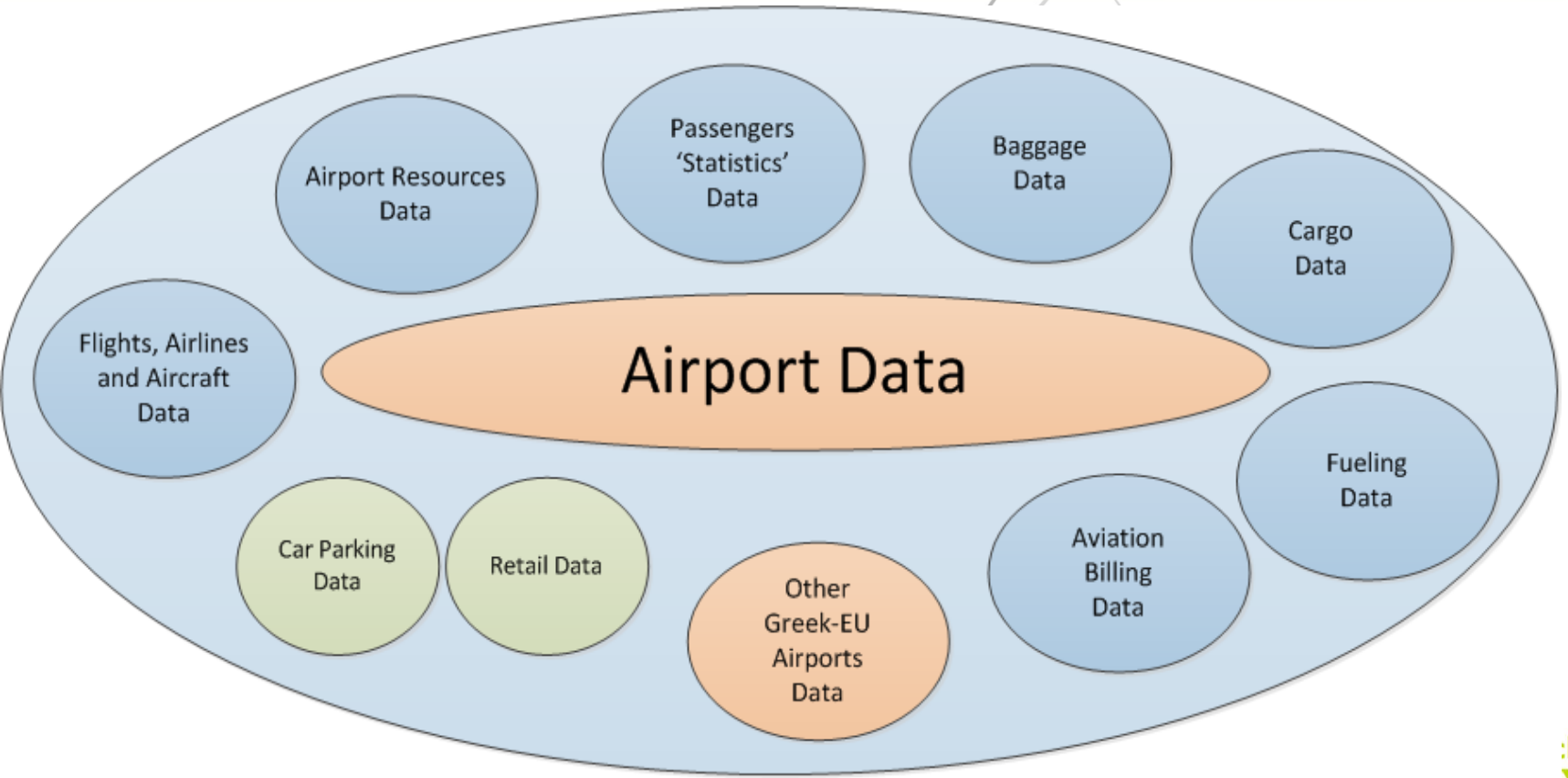
Airport Data



Enterprise Data-Warehouse

- ‘Single point of truth’
- Quality of Data
- Integrated Information
- Visualization & Self Service Analysis

Business Intelligence & Analytics

- **Business Intelligence & Analytics**

- **Improve Airport Processes (Why ? How ?)**

- **Support Decision making (Trends)**

- **Information as a Marketing Tool (Business)**

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Visualize Airport Data

- **Airport Dashboard**

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Explore Airport Data

- **Explore Airport Data (LIVE)**

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Information as a Marketing Tool

- **Information as a Marketing Tool**

- **E.g. Airlines**

  - **Athens Airport utilizes:**

    - **Information as a 'Marketing tool'**

      - **'Infogate' Portal for Airlines**

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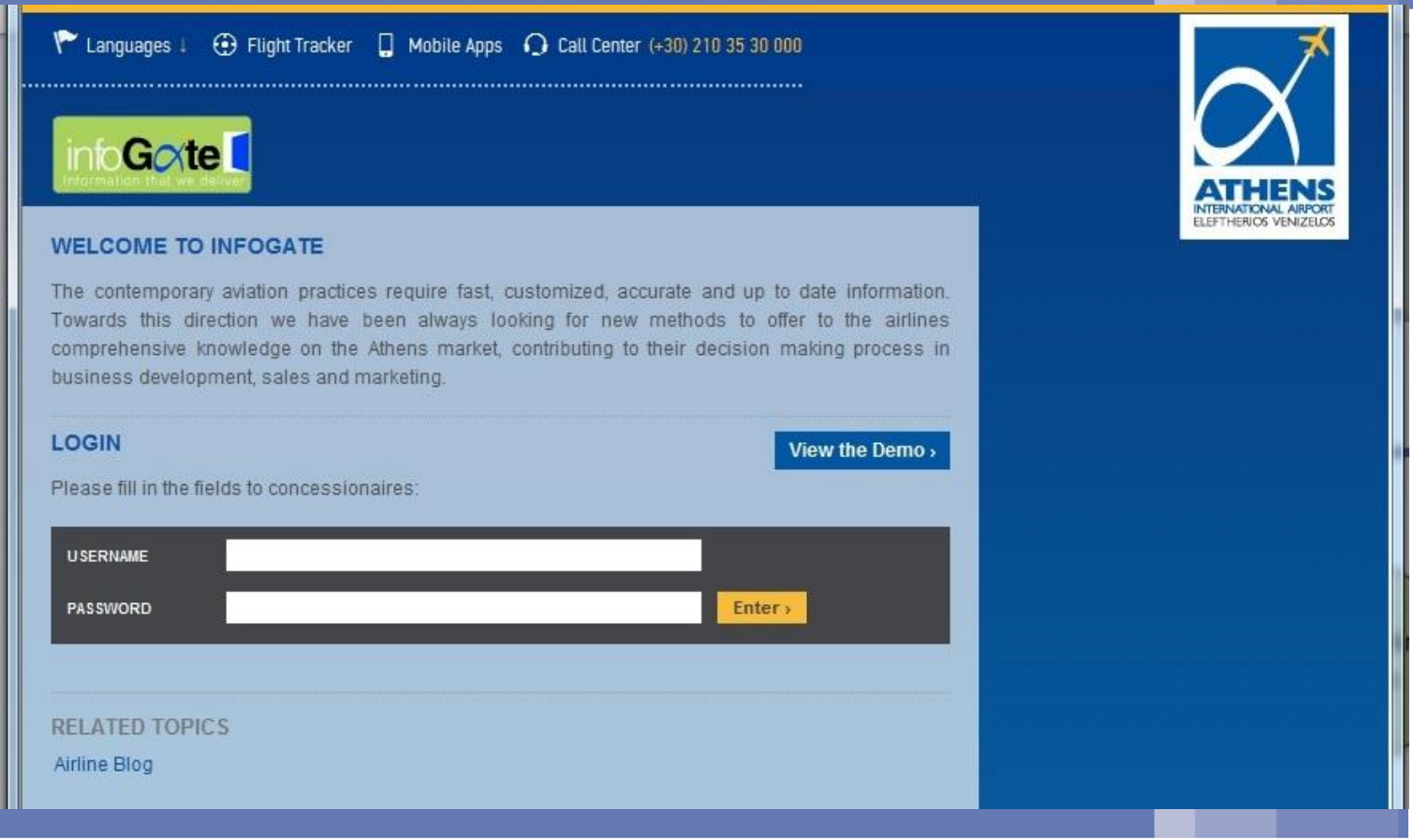
Airport Infogate



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Information as a Marketing Tool

ATHENS INTERNATIONAL AIRPORT ELEFTHERIOS VENIZELOS

Frankfurt Scheduled Traffic Development 2012 - 2013

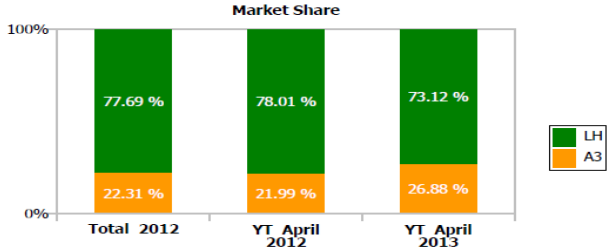
Airlines Performance

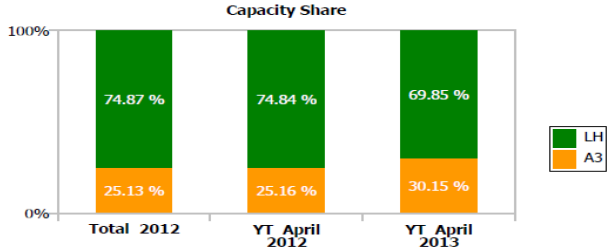
April 2013

City	Airline Description	Flights	Pax	Seats	Load Factor	Market Share	Capacity Share	Market/Capacity Index
Frankfurt	Aegean Airlines S.A.	60	7,775	10,716	72.56%	22.24%	24.62%	0.90
	LUFTHANSA	174	27,178	32,818	82.81%	77.76%	75.38%	1.03
Frankfurt		**234**	**34,953**	**43,534**	**80.29%**			

YT April 2013

City	Airline Description	Flights	Pax	Seats	Load Factor	Market Share	Capacity Share	Market/Capacity Index
Frankfurt	Aegean Airlines S.A.	239	31,643	43,257	73.15%	26.88%	30.15%	0.89
	LUFTHANSA	526	86,055	100,199	85.88%	73.12%	69.85%	1.05
Frankfurt		**765**	**117,698**	**143,456**	**82.04%**			





All data in this section is based on non-stop services

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Digital Passenger & Airport InfoHub

- Passenger (Digital Passenger)

- Digital Passenger: Individual Passenger
  - ✓ Anonymos

- 'Classical' BI
- Analytics

Airport BI in a BOX

- Digital Passenger: Individual Passenger
  - ✓ Eponymos

- Registration
- @Airport

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Passenger Travel Chain

- **Passenger Travel Chain**

- **Booking a flight**
- **Travel to/from Airport**
- **Car Parking**
- **Entering the Terminal**
- **Check In / Bag Drop**
- **Pax Verification/Security**
- **Shopping – F/B**
- **Boarding**

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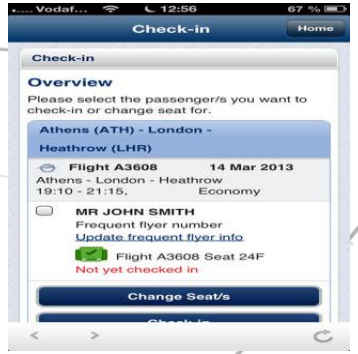
Digital Passenger

✈ Digital Passenger



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Digital Passenger & Social

✈ Digital Passenger

find us on facebook

follow us on twitter

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Digital Passenger & Social

✈ Digital Passenger

#welcome

Welcome to the "ATH Messenger" service provided by Athens International Airport.

#flight FR1200

Flight Number: FR1200,
ATH - PFO
Scheduled Time of Departure:
04/10/2015 17:30
Check-in Counters: 20-21
Gate: A20
Status: Final Call

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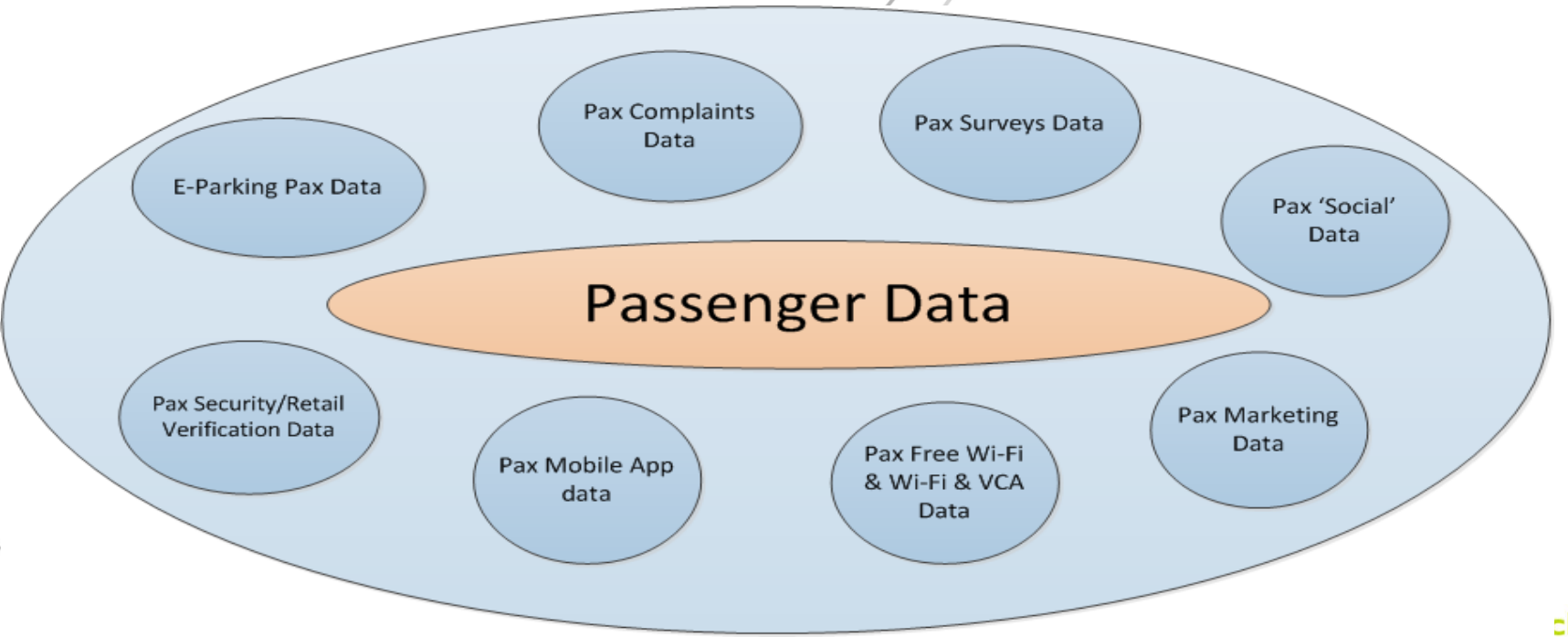
Passenger Data

✈ **Passenger**

(Digital Passenger)



Intelligent Airport ←→ Airport InfoHub

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Thank you

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