East Midlands Airport: Case Study

Clare Haddow – Capacity Planner – East Midlands Airport

As airport passenger traffic continues to increase, managing the flow of passengers to improve the passenger experience, and ensuring that airport retailers benefit from the volume of passengers, has become a key to successful and profitable management of passenger terminals.

Axiomatic Technology Ltd specialise in people and passenger counting solutions. With systems that offer a live passenger occupancy count for specific zones within your airport. As transport security increases and the behaviour and habits of passengers change, Axiomatic offer the leading Passenger Counting solutions enabling you to accurately and consistently measure visitor footfall, passenger flow-rates, queue waiting times and dwell times in transport terminals, and on public transport.

Passenger Footfall Data from automated people counting hardware and software can help you identify the effects of changes and improvements to your passenger hub, or highlight where improvements to passenger flow are necessary.

Customer Metrics like visitor numbers are a K.P.I for customer orientated businesses, helping you to inform retailers and service providers at your airport of proven increases in passenger numbers.

Our Space Management software can give you a clear indication of how different spaces within the terminal are used, improving the efficiency of space usage within the terminal buildings. Axiomatic have successfully installed this system at East Midlands Airport, and more recently at Belfast City Airport:

Clare Haddow, Capacity Planner, East Midlands Airport said: "East Midlands Airport prides itself on being able to exceed our customer's expectations. As part of M.A.G, we have a clear vision to be 'The premier airport management and services company'. We know this can only be accomplished by driving and implementing efficient systems that provide excellent customer service, whilst maintaining the highest safety and security standards.

As part of our vision, we want to continuously improve the cleanliness, safety and efficiency of our terminals and operations that allow passengers to progress through their journey easily. The airport is currently underway with a £12 million re-development of the terminal building that will enhance the retail offering, make the customer journey easier to navigate and provide a new security search area.

We aim high to attract new customers, but also to retain our current customers and ensure that they have the best service possible. Part of this is to make sure that we offer a consistent level of service at every touch point on the customer journey.
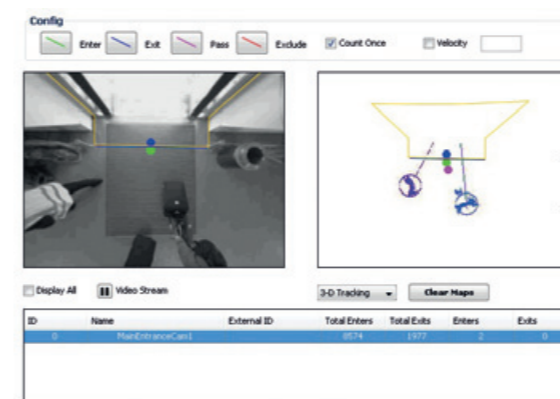
To help us further with passenger forecasting, the airport has adopted Axiomatic Brickstream Video Counters to count passengers at three key points in the departing passenger's journey; entering the check in hall, entry to security and exit of security, negating the use for manual counting.

As well as providing us with a full understanding of passenger flows, capacities and peak numbers, the cameras are directly connected with the airport's forecasting system. The system, which uses live data points from the departing passenger's journey and correlates this information with historic data to produce a daily forecast, enables us to more accurately predict the demand on security and retail outlets. This not only allows the airport to suitably plan for the short term, but is essential when looking at long term forecasting.

Looking to the future, we are investigating the potential of installing cameras throughout the arriving passenger journey to help us better understand the flows through immigration and continuously better the experience for our 4 million passengers each year."