



IATA Passenger Experience Overview



*'Travel Facilitation for Enhancing Mobility
in the OIC Member Countries'*

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1914

2014

2029

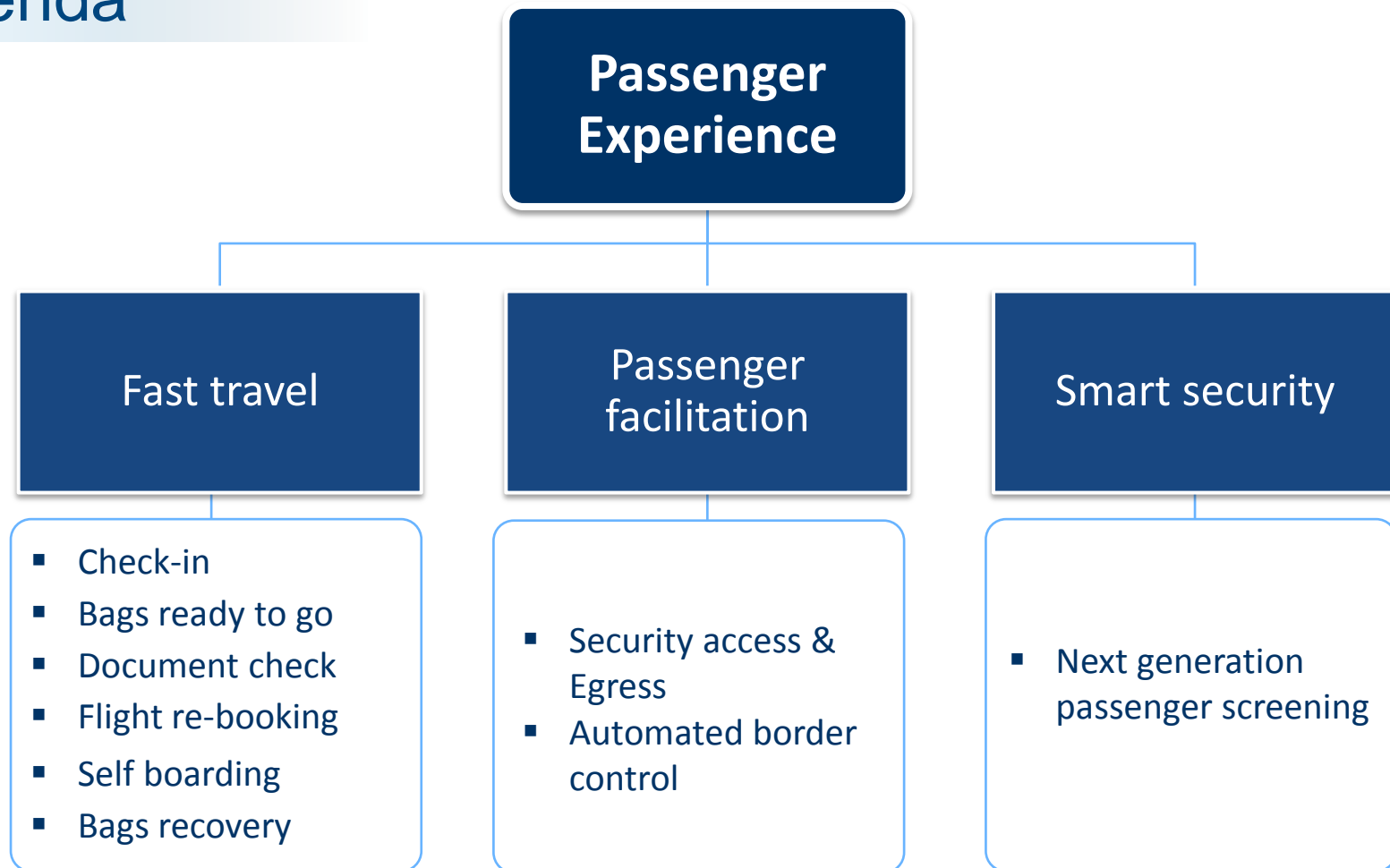
65 billion passengers

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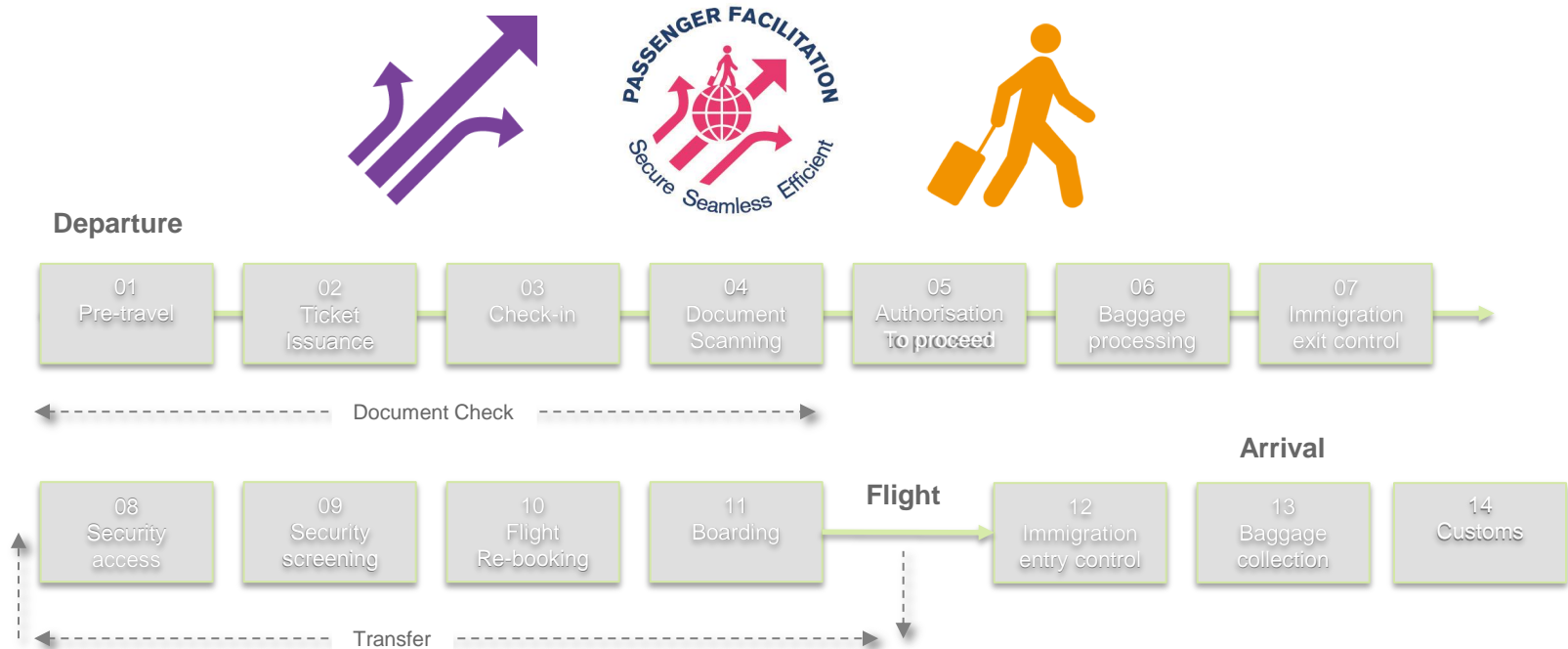
***IATA's role** is to bring all of the parties together and lead a common vision to develop industry-wide standards.*



Agenda



Passenger Experience





Fast Travel





**A Fast
Passenger**



10 
minutes to
DUTY FREE

30 
minutes to
TAXI

Fast Travel Program



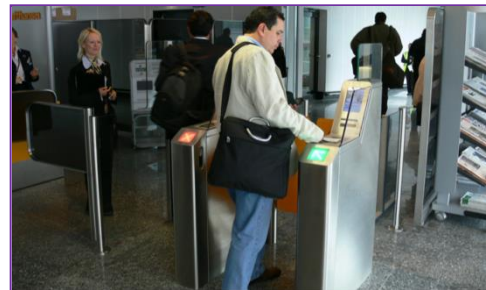
CONTROL



CONVENIENCE



CHOICE



By 2020, 80% of global passengers will be offered a Secure Fast Travel experience – TOTAL BENEFIT OF \$2,14 TO THE INDUSTRY

TOP 18

Fast Travel Airlines

SK - Scandinavian Airlines Systems	90.73%
QF - Qantas Airways Ltd.	76.21%
AC - Air Canada	72.26%
NZ - Air New Zealand	67.76%
AF – Air France	66.27%
LX – Swiss International Airlines	61.78%
AY - Finnair	53.34%
AA - American Airlines	51.14%
AS - Alaska Airlines	51.03%
EY - Etihad Airways	49.85%
TF - Malmo Aviation	49.83%
LH - Deutsche Lufthansa AG	49.60%
SN - Brussels Airlines	49.41%
KL - KLM Royal Dutch Airlines	49.32%
RJ - Royal Jordanian	48.90%
IB - IBERIA	48.04%
HA - Hawaiian Airlines	47.95%
EK - Emirates	46.23%

% of Airline Passengers offered with Fast Travel



Passenger Facilitation



Passenger Facilitation Program



Aim of Security Access & Egress

Problem

- Affects of September 11th
- Increased and constantly changing security requirements add cost to the industry
- Involvement of multiple stakeholders
- Inconsistent, stressful and invasive

The Solution

Sets out to improve the passenger flow at security checkpoint **with existing technology and infrastructure** in order to

- ✓ Support passenger growth
- ✓ Reduce waiting times
- ✓ Reduce delays caused by security

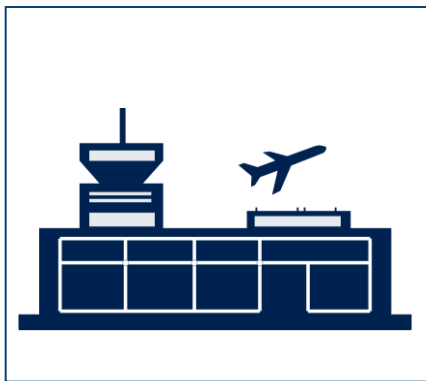
Benefits

Aircraft Operators



- Improved value proposition
- Shorter transit times
- Cost avoidance in take-off delays

Airports



- Improved passenger throughput
- Reduced queue length and times
- Economic benefits in retail revenue

Government



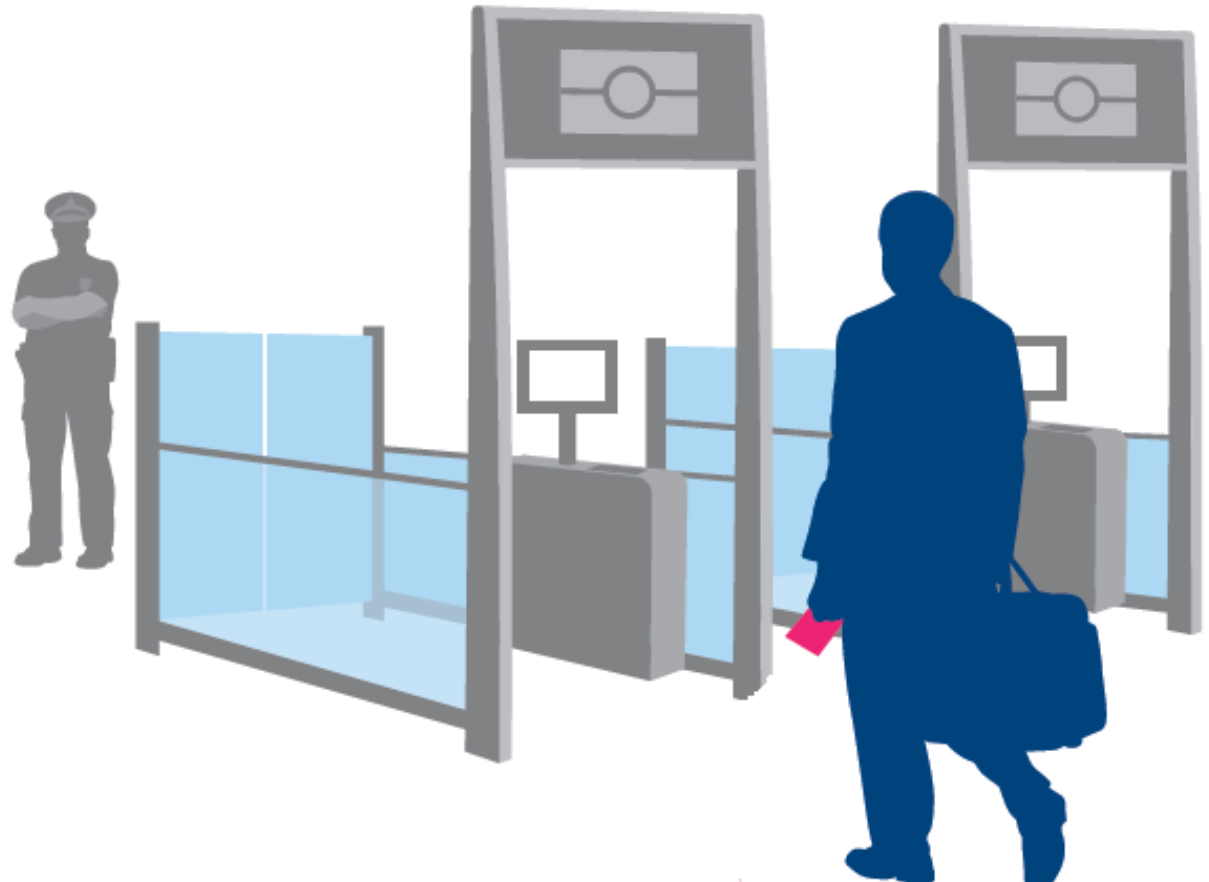
- Maintain determined level of security
- Avoid security charges increase
- Reduced size of crowds to minimizes level of threat

Passengers



- Reduced queuing times, less stress and hassle
- Increased discretionary time after security checkpoint

Automated Border Control



Key Facts and Figures

Global passengers traffic

- Expected to increase by 5.8% annually
- Represents a challenge for Government

Implications

- Long queues and waiting times at Immigration

Consequences

- Poor image to passengers



Hiring additional resources is **not always solution**

The Solution

Automated Border Control (ABC)

- Improve border crossing through the promotion of ABC
- Expedite nationals and low risk passengers through ABC

Direct Benefits

- Average Border Crossing can be **cut from 2 – 3 minutes to below 30 seconds**

Solutions for automation

- e-Passports or ID cards containing biometric data
- Registered traveler program



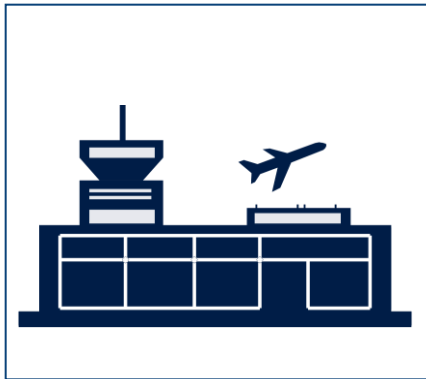
Benefits

Aircraft Operators



- Shorter connecting times at immigration in transit
- Cost avoidance of unnecessary increase in take-off delays

Airports



- Reduction in queue length and times at immigration
- Process optimization with existing infrastructure

Government



- Process low-risk passengers quickly and cost-effectively
- Enhanced security through the use of biometrics

Passengers



- Reduced queuing times
- Shorter transit times
- Better Experience
- Less hassle



Next Generation
Passenger Screening



Smart Security – Next generation passenger screening

A joint program between IATA and ACI in order to facilitate passenger and cabin baggage security screening.

Envisions a continuous journey:

- *Where passengers proceed through security with minimal inconvenience*
- *Where security resources are allocated based on risk*
- *Where airport facilities can be optimized*



The roadmap was documented in 2012 and serves as the foundation of the Smart Security Program

Smart Security

Pillars of the solution

- *Introduction of risk-based security and differentiated screening*
- *Advanced screening technologies*
- *Process innovation for increased operational efficiency*

Benefits

- *Strengthened security*
- *Increase operational efficiency*
- *Optimize asset utilization*
- *Maximize space and staff resources*
- *Improve the passenger experience*



Thank you!

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