Los Angeles World Airports (LAWA) chooses Copenhagen Optimization, Pangiam, and Whyline for their Virtual Queuing pilot program.

Following the very positive results from Virtual Queuing at Seattle-Tacoma International Airport, LAWA chooses the same Virtual Queuing solution for their ongoing digital modernization. The solution is currently running as a pilot program in partnership with United Airlines and TSA.

Virtual Queuing (VQ) reduces lines, improves passenger experience, and helps to increase non-aeronautical revenue. Put shortly, VQ is the ability for a passenger to book a slot at any touchpoint in the airport and wait virtually rather than wait in a physical line, thereby eliminating stress and anxiety.

Passengers flying out of LAX Terminals 7 and 8 may now reserve a time at the Transportation Security Administration (TSA) screening area through the new pilot program called LAX Fast Lane, which is being tested in coordination with United Airlines and TSA. LAX is the second North American airport to introduce Virtual Queuing to their passengers and thereby modernize the airport experience at security screening checkpoints by reducing wait times and crowding.

“As part of the ongoing modernization at LAX, we are creating a digital marketplace in which the passenger is in charge of their entire journey right from their own device,” said Justin Erbacci, Chief Executive Officer, Los Angeles World Airports (LAWA). “Providing a service that allows our guests to know exactly when and how long it will take to get through airport security is a game-changing service as we continue to leverage technology to create elevated experiences.”

POSITIVE IMPACT ON THE AIRPORT OPERATION

Virtual Queuing has the potential to enhance infrastructure and staff, as well as increase passenger satisfaction as it prevents long queuing and allows the airport to lower peak-hour demand. Passenger surveys show that 63% of passengers spend more time shopping, eating, and drinking as an effect of the VQ processing and 96% say they are happy or extremely happy about the experience. At SEA, they have also managed to skim 25% of peak hour demand during the first few months alone.

“One thing is a safer travel environment, but the key to utilizing the VQ solution to the fullest potential is by evaluating the data coming from the solution,” said Kasper Hounsgaard, CEO of Copenhagen Optimization. “This data is not only useful for the operation but also for the commercial part of the business. Virtual Queuing is an enabler of the personalized airport experience and integrates seamlessly with any airport system”.

At the same time, Virtual Queuing will benefit passengers by minimizing their time spent queuing, giving them a higher certainty about their security screening time and allowing them to spend their time elsewhere at the airport.

Read the full press release from Los Angeles International Airport here.

ABOUT COPENHAGEN OPTIMIZATION

Copenhagen Optimization is a joint software and consultancy company specializing in improving airport operations. We have practical experience from some of the world's biggest airports, combined with background and experience within mathematical optimization and machine learning.

All of this is encapsulated in our software solution BETTER AIRPORT® which enables airport operators to plan and execute their entire airport operation – before day of operation and in real-time and from curb to gate and back. Better Airport is a cloud-based solution that uses airport data and advanced mathematical algorithms to generate accurate forecasts and operational plans through an easy-to-use and incredibly intuitive user interface. It is currently deployed and live in operations in more than 20 airports globally, including JFK Terminal 4, London Heathrow, and Singapore Changi.