

PARIS-BEAUVAIS AIRPORT AND HUBWAY STRENGTHEN THEIR PARTNERSHIP THROUGH 2029 TO BUILD THE CONVERSATIONAL AIRPORT OF TOMORROW

Press release – July 24, 2026

Following six months of successful results, Paris-Beauvais Airport and Hubway are strengthening their partnership through the end of 2029 to deliver a multilingual, personalized passenger experience, accessible at every step of the journey.



Hubway's conversational agent on site at Paris-Beauvais Airport © BELLOVA – Paris-Beauvais Airport

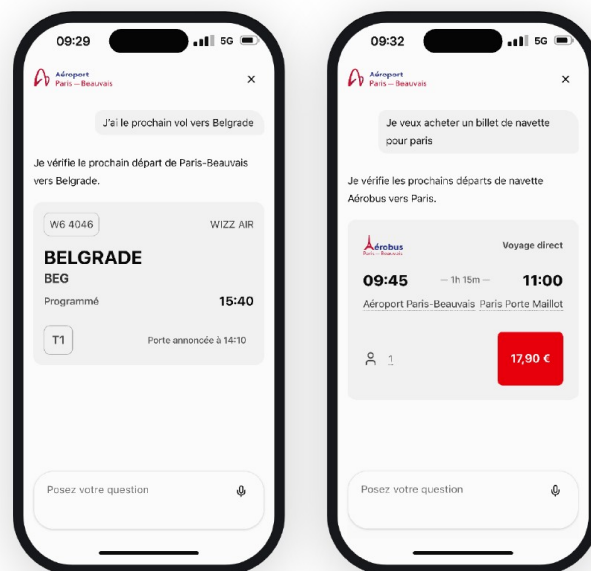
Starting in July 2026, the two partners share a common ambition: making conversational intelligence a pillar of the passenger experience and of the airport's commercial performance. This extension marks the transition from a successful trial to a lasting partnership — an important step in Paris-Beauvais Airport's digital strategy.

Six months of testing, conclusive results

After six months of testing, the results confirm the value delivered to passengers: nearly 4,400 conversations held across 5 dedicated locations, a 97% resolution rate, close to 36 languages used, and a satisfaction score approaching 4.5/5.

Simple, multilingual assistance available at every step

Accessible through a simple QR code, with no app download required and on the device of their choice, Hubway's conversational agent responds in more than 90 languages. Passengers ask their questions in natural language and receive clear, contextual answers covering their main needs, before and during their time at the airport: access and transport (including the Aérobus shuttles), flight schedules and status, wayfinding in the terminals, baggage, and the services available on site. The solution provides assistance available at scale, complementing the teams present throughout the airport.



Hubway's conversational agent: real-time flight status and Aérobus shuttle ticket purchase, in natural language.

A driver of the airport's attractiveness

Beyond the information provided, these interactions make it possible to better understand passengers' questions, needs, and intentions in real time. Hubway surfaces relevant services, shops, restaurants, and offers at the right moment, in a non-intrusive way, contributing to the development of non-aeronautical revenue. Early results show a strong ability to guide passengers toward the airport's services — led by the Aérobus shuttle, with nearly 1,500 impressions and more than 700 clicks generated — along with numerous commercial interactions with the airport's shops and services (dining, retail, mobility...).

A shared vision for the next three years

This ambition will unfold in three stages. From 2026-2027, Hubway touchpoints will extend beyond the airport site, with potential integration into the airport's website and a presence through the airport Wi-Fi. In 2027-2028, access to services will be simplified: richer commercial interactions, personalized support based on each traveler's profile and language, and new booking and payment features. Finally, in 2028-2029, the two partners will build the conversational airport: a multi-channel experience, services accessible in around one hundred languages, and new models of interaction between the airport, its partners, and its travelers.

Quotes

"Our shared ambition is to offer an ever smoother, more accessible, and more personalized experience. The first results achieved with Hubway show that conversational intelligence meets a real expectation among our passengers. Together, we now want to take the next step and build a digital journey capable of supporting every traveler — in their language, in their wayfinding, in their needs — before, during, and after their time at the airport," said **Xavier Watel, Head of Customer Experience at Paris-Beauvais Airport**.

"Seeing Paris-Beauvais Airport renew its trust in Hubway after six months of testing is a great source of pride for our teams," said **Samuel Chekroun, CEO of Hubway**. "These results are concrete validation of the value Hubway delivers every day, to passengers and to the airport. Through 2029, we will keep improving the service, guided by a simple conviction: supporting each passenger better also means showcasing the airport's services at exactly the right moment. Together, we will build the conversational airport of tomorrow."

Find out more about Paris-Beauvais Airport: www.aeroportparisbeauvais.com



Find out more about Hubway: www.hubway.ai

ABOUT PARIS-BEAUVAIS AIRPORT

Paris-Beauvais Airport, a human-scale platform, recorded 6.67 million passengers in 2025, ranking as France's 9th-largest airport.

7 scheduled airlines offer more than 80 destinations across Europe and the Maghreb.

Paris-Beauvais Airport operates a regular, comfortable shuttle service connecting the airport to Paris Porte Maillot (A01) and Paris La Villette (A04). The platform also offers extensive parking (4,600 spaces) at highly competitive rates.

Paris-Beauvais Airport is multiplying its sustainability initiatives: level 4 of the Airport Carbon Accreditation program, 100% electric power supply for aircraft on the ground, electric ground support equipment, some of the industry's most recent and best-performing aircraft fleets, biofuel-powered shuttle coaches, community partnerships within a circular-economy approach, and more.

ABOUT HUBWAY

Hubway is a technology company specializing in conversational AI for complex, high-traffic environments. By structuring real-time interactions between travelers and the places they move through, Hubway enables measurable improvements in passenger experience, customer insight, and commercial performance.

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