

ACI EUROPE partners with analytics experts Socialbakers

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ACI EUROPE

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Brussels, 29 October 2014: The past years have seen an ever-increasing interaction between airport operators and their passengers facilitated by the digital revolution. As part of its on-going dedication to tracking and analysing this phenomenon, the European trade association for airports ACI EUROPE today announced a landmark partnership with leading social media analytics and optimisation company, Socialbakers.

Under the terms of the partnership, ACI EUROPE and Socialbakers are working together to generate detailed analysis of the engagement airports have been forging with their passengers on a wide range of social networks. These networks include Facebook, Twitter, Instagram and several others.

Olivier Jankovec, Director General of ACI EUROPE said *"For every airport today, quality is an essential component of its competitive position. This means working on all aspects of the passenger experience, to make it seamless, but also more diverse and more customised. In that context, the digital revolution has been a tremendous enabler – with social media finally giving airports the opportunity to engage directly with passengers."*

He added *"Building on the success of our 'Guidelines for the Passenger Services at European Airports' released earlier in the year, we look forward to the insights that Socialbakers' extraordinary analytics will bring to this aspect of the industry's performance in relation to the passenger."*

Jan Rezab, CEO of Socialbakers commented *"Social networks are never more potent than when mixed with mobility, so we're really delighted to partner with ACI EUROPE on this. Nobody knows the airport industry better and this partnership should give a broader and deeper insight into airports' use of social networks than has ever been done before."*

The initial findings of this partnership will be presented at the Digital Engagement Summit at next week's **ACI AIRPORT EXCHANGE*** conference and exhibition, hosted by Aéroports de Paris from 3 to 5 November.

Further findings will be revealed in the next edition of the **ACI EUROPE Digital Report**, due for release before the end of the year.

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* ACI AIRPORT EXCHANGE presented jointly by ACI EUROPE and ACI ASIA-PACIFIC is the biggest annual airport industry event, grouping 5 simultaneous conferences, addressing the many facets and challenges of the airport business. To find out more, visit www.airport-exchange.com

For more information on ACI EUROPE

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About ACI EUROPE

ACI EUROPE is the European region of Airports Council International (ACI), the only worldwide professional association of airport operators. ACI EUROPE represents more than 450 airports in 45 European countries. Member airports handle 90% of commercial air traffic in Europe, welcoming over 1.7 billion passengers each year.

EVERY FLIGHT BEGINS AT THE AIRPORT.

For more information on Socialbakers, please contact

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About SOCIALBAKERS

Socialbakers' mission is to become the industry standard for the way social marketing is measured and optimised. With over 2700 clients across 100 countries, Socialbakers tracks, analyses and benchmarks over 8 million social profiles across all the major social platforms including Twitter, Facebook, YouTube, LinkedIn, Instagram, Google+ and VK in Russia. Socialbakers has been a Facebook Preferred Marketing Developer since 2011.

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