



ACI EUROPE

10 Rue Montoyer (Box 9)
1000 Brussels, Belgium
www.aci-europe.org

New report reveals trends in wifi, social & mobile at Europe's airports

For immediate release

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Brussels, 19 December 2014: This weekend will be the one of the busiest weekends of the year for airports across Europe, as people will avail of air transport's unrivalled connectivity to get to where they need to be over the holiday period. To provide a snapshot of some of the ways that airports are communicating with their passengers, this morning, the European trade association for airports releases its latest publication, the *ACI EUROPE Digital Report 2014-2015*.

The report details the state of play regarding WiFi at airports, airports' presences and interactions on social networks and the trends in mobile. Social networks covered by the report include **Facebook, Twitter, Google+, Instagram, YouTube, Pinterest, VK (VKontakte)** and **LinkedIn**. Among other things, the report also outlines the 8 ways that airports use these social networks.

For the first time, the report also goes into more detail about the number of **free, branded airport smartphone applications** (apps) currently available to air passengers. This includes information on the formats covered by these apps and the ways that they empower the passenger.

Olivier Jankovec, Director General ACI EUROPE commented "*With **164 airports** now offering branded smartphone apps, the increasing dissemination of **free WiFi** and social media channels seeing over **450,000 interactions** a month, digital is now a key component of every self-respecting airport's business strategy. The technologies keep evolving all the time, embraced by airport brands and supporting airports' transformation from B2B businesses, to B2C businesses.*"

He added "*Ultimately, digital is the enabler that allows airports to forge a direct relationship with their passengers - and that is central to achieving their key goal: making the airport experience the very best it can be.*"

To download the **ACI EUROPE Digital Report 2014-2015**, click [here](#).

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For this edition of the Digital Report, ACI EUROPE partnered with social media analytics & marketing experts, **Socialbakers** and air transport IT specialist **SITA**, to gain deeper insights into airports and digital.

Social media analytics covered by the report, include cumulative fan/follower counts for several social networks (up to 22 November) and analysis of interactions on social networks between 23 September and 22 November 2014.

For more information, please contact:

Robert O'Meara, Director, Media & Communications, ACI EUROPE
mobile: +32 (0)486 54 14 71 or tel: +32 (0)2 552 09 82.
Email: robert.omeara@aci-europe.org

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.