ACI EUROPE
DIGITAL REPORT 2014–2015

WIFI   SOCIAL   MOBILE

ACI EUROPE is the European region of Airports Council International, the only worldwide professional association of airport operators. ACI EUROPE represents over 450 airports in 45 European countries. In 2013, member airports handled over 90% of commercial air traffic in Europe, welcoming more than 1.7 billion passengers, 17.8 million tonnes of freight and 20.7 million aircraft movements.

www.aci-europe.org

In partnership with…

Socialbakers' mission is to become the industry standard for the way social marketing is measured and optimized. With over 2700 clients across 100 countries Socialbakers tracks, analyzes, 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. For more information visit www.socialbakers.com. Follow us on Twitter @socialbakers, Facebook, LinkedIn, and Instagram.

SITA is the world's leading specialists in air transport communications and IT solutions. It delivers and manages business solutions for airlines, airports, GDSs, governments and other customers over the world's most extensive network, which forms the communications backbone of the global air transport industry.

Created and owned by the air transport community, SITA is the community's dedicated partner for information and communications technology. As a team of industry experts, our know-how is based on working with customers across the global air transport community. Almost every airline and airport in the world does business with SITA.

For further information go to www.sita.aero.

FOREWORD

Following on from the success of the two previous editions of the ACI EUROPE Digital Report, here we are with another edition – one for which we sought to gain deeper insights into airports and digital. The level of activity on WiFi, Social Networks and Smartphones has rocketed over the past 5 years in particular – and it keeps evolving. Therefore, in preparing this edition, we sought to partner with others with expertise in these areas, to provide you with a richer snapshot of the state of play.

Airport brands have only really appeared in the past 20 or so years with their initial focus more aimed to attracting airlines. That focus has now shifted very noticeably to include the passenger and digital is one of the facilitators.

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 thus far – with social media in particular finally giving airports the opportunity to engage directly with passengers.

Building on the success of our *Guidelines for the Passenger Services at European Airports* released earlier in June 2014, we hope that the insights in the following pages provide you with useful information on the industry's performance and evolution – and even inspire more work on digital at your airport.

Olivier Jankovec
Director General
@ACI_EUROPE

ABOUT THIS REPORT
The ACI EUROPE Digital Report is intended to be an indicative trends report, not a benchmarking or key performance indicators publication. In order to make the contents of this report as accessible as possible, it is written in a manner that presumes the reader knows little or nothing about the subject. This may be trying for some readers, but the goal is to increase understanding of the current impact and further power of these tools.

TABLE OF CONTENTS

WIFI

As mentioned in the **ACI EUROPE Guidelines for Passenger Services at European airports**, released in June 2014, over the past number of years, wireless internet – or WiFi as it is more commonly known has gone from being something special to being something that is now viewed as a necessary service – something that passengers very much expect. Increasingly, they also expect it to be free.

This level of expectation is not exclusive to airports – it has become the norm for any connected traveller, whatever their location. Whether they are in an airport, a railway station, on a coach or staying in a hotel (and increasing on an airliner), there is an expectation that good quality (speed and capacity), free WiFi will be available at the stroke of a couple of keys.

In our 2012 report, we found that while 99% of Europe's airports offered WiFi to their passengers, only 50% of them offered some sort of free WiFi. That result was based on a survey carried out at that time.

The past two years have clearly airports taking stock of the adjusted expectations of connected traveller. **Our research for this report indicates that airports welcoming 80% of European passenger traffic now offer some sort of free WiFi.** And in the Top 30 airports by traffic, the numbers are even higher.

TOP 30
Spurred on by airport competition in Europe, hub airports – keen to attract transfer passengers to pass through their terminals – have been making bold moves to make the passenger as comfortable as possible. **As a result, we found that among the Top 30 airports in Europe, 87% offer some of free WiFi**. An even closer look revealed that **61% of passengers passing through the Top 30 airports enjoy unlimited, free WiFi**, a figure that is only increasing with each passing month.

With the proliferation of devices (smartphones, tablets, laptops and some other more niche devices), investment in additional WiFi infrastructure has been very much on the cards for airports.

INVESTMENT
Provision of WiFi at airports entails ensuring adequate coverage over a very large space (usually over several floors and in some cases, multiple buildings), to an extremely high number of users (staff on the airport site, passengers, visitors) with varying and irregular peaks of consumption.

This entails significant investment and maintenance – consider the example of Finavia's Helsinki Airport, where **between January 2009 and January 2013, the user volume on their free WiFi rose by 3,000%.** As a

result, the airport had to nearly triple the number of WiFi broadcast bases and increase the speed of WiFi at the airport. This is the case for many airports now, as they seek to ensure that the WiFi promised is up-to-the-task.

INTERNAL BENEFITS
It is worth mentioning the enormous benefits of WiFi do not just count for customers, but for airport personnel as well. Connectivity over the secure airport network enables personnel to access the systems required to perform their duties, helping to improve operational and business results.

THE NEXT BIG THING
HotSpot 2.0 is a new type of WiFi hotspot that automatically connects with a mobile device and pulls traffic through it, rather than using a 3G or other network. While we have yet to see it rolled out at a European airport, it is one of the options under consideration by some, at this time. How its application works in practice in an airport terminal remains to be seen.

LiFi (lightbulbs conducting wireless internet) is starting to be introduced, however it has some limitations when used in an airport environment.

THE EXCHANGE
Some schools of business would say that providing potential customers with endless free WiFi disincentivises them from enjoying the other services (and commercial offerings) at the airport. However, the 'specialness' of being at the airport appears to be overcoming this potential problem. In time, airports hope to obtain user data from their WiFi, helping them to better understand customer preferences and requirements.

WiFi – Our research on WiFi has been carried out at a time when a growing number of airports are expanding their offer to now providing unlimited, free wireless internet. In the cases of airports that have taken this step since our research was carried out, we have done our utmost to take these into account.
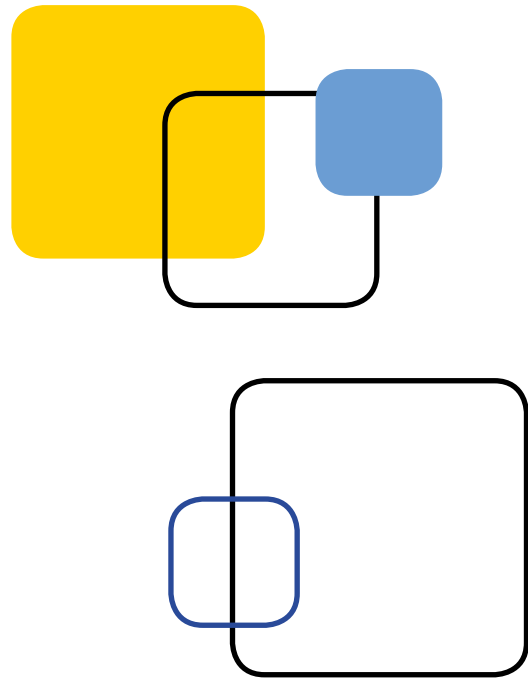
SOCIAL

in partnership with socialbakers

STILL FEELING SOCIABLE?

Airports' earliest presence on primary social networks such as Facebook and Twitter is fast approaching 5 years in age. When we initially started working on this report, we wondered what new angles we could look at it from.

Have Facebook Check-ins plateaued? Has the cult of the #selfie had an impact? Have we reached the limits of what social media can do, or does it still have the ability to surprise?

In embarking on re-researching the presence of airports on social networks, our starting point was – as ever – the website of each airport operator in our membership. The first surprise in store was the number of airports that do not do enough to promote the fact that they are on social networks. While quite a number of airports have the key social icons on their homepages, there are others who have them hidden away. We had to look very deeply on some websites to find links to Facebook pages and such. In the case of airport groups, we also found that some of them promoted one account for all their airports, rather than promoting some of the ones that existed for smaller airports in their group – this is a pity, as it ultimately means a big missed opportunity for these smaller airports and their passengers.

The next discovery was that quite a number of the airports on Instagram and Pinterest are not really promoting these activities on their own website. The only way to discover them is through direct search on the relevant social network or through cross-fertilisation of social media activity on another channel (such as seeing an Instagram photo posted on Twitter). Either way, we would ask – if you're active on a channel, why not flaunt it?

We sought to partner with analytics experts Socialbakers because of the depth and range of their services, but we at ACI EUROPE had to harvest a lot of source data (see the methodology at the back of the report, for full details), liaise with Socialbakers analytics and then cross-reference the results with our own traffic statistics – all of which took time, particularly in view of the number of airports being analysed.

The analytics listed in this section are based on the performance of airports on social networks between **23 September 2014 and 22 November 2014 – 2 months**.
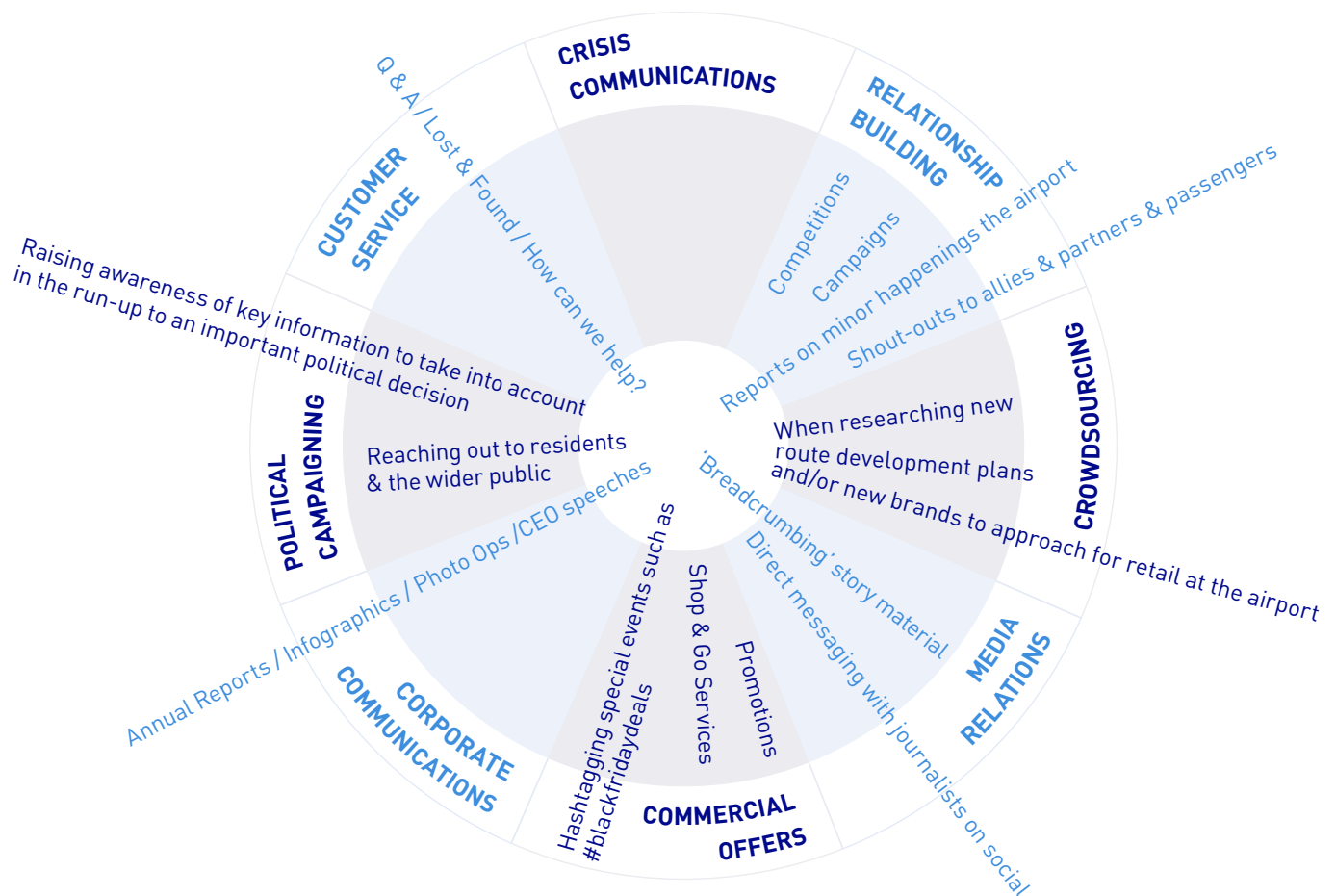
In the 2012 Digital Report, we reported that airports use social networks for 5 key activities: corporate communications, customer service, crisis communications, relationship building & commercial promotions. Upon closer analysis, we now believe that that range of activities has become broader than that, encompassing additional activities such as crowdsourcing, media relations and political campaigning.

Quite aside from using social networks as broadly as possible, airports are also keeping up with and participating in various different trends on social media. The famous Ice Bucket challenge during the month of August 2014 saw various airports getting involved, including nominations between rival airports, resulting in some very entertaining social media updates and videos – all for a good cause.

During the past 18 months, quite a number of #selfies (a self-portrait taken with the camera on your smartphone) have been posted by passengers and various personnel working on airports sites throughout Europe. London-Gatwick ran a very successful 'Gatwick Selfie' campaign earlier this year and the case study on this page details how Aéroports de Paris used #selfies to put people at the centre of their communications campaign around their latest renovation project at Orly Airport.

CASE STUDY:

Aéroports de Paris' Selfie Project
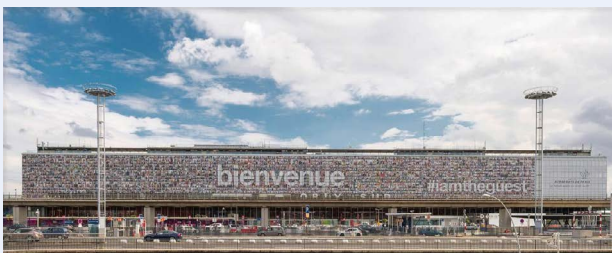
Since 27 June 2014, a giant fresco has been decorating the façade of South Terminal at Paris-Orly Airport. Covering a huge surface area of more than 3,200 sqm, the decoration is made up of a mosaic of selfies and a large "bienvenue" sign within the mosaic. Over a 10-day period in May, around 7,000 people took part in this selfie project, a friendly and unifying campaign and their photos are now on the façade of Orly's South Terminal.

Passengers, airport employees, airline crew members and French celebrities all agreed to participate in the project. Each and every photo embodies some aspect of what goes on every day at Paris-Orly Airport: a group of friends departing on a city break, a basketball team celebrating a win, a child dressed up as Spiderman being reunited with his parents, to name but a few.

All the portraits were posted on Aéroports de Paris' Facebook page using the hashtag #iamtheguest. Participants were able to share, like and comment on their photos. While the fresco was being put up and until it was finally revealed on 10 July 2014, Internet users were able to gradually discover the Orly South terminal façade's new decoration on the Aéroports de Paris Facebook page.

ABSOLUTE AND RELATIVE NUMBER OF FACEBOOK 'FANS'

facebook®

- Airport name — **Airport**
- 1578 — **Absolute Facebook Fans**
- 568 — **Fans Per Million Passengers**

Keflavik 28505 8880

Trondheim 18926 4387
Finavia 33992 1789
Stavanger 25803 5527
Swedavia 1987 59
Oslo 37488 1633
Skien 838 23168
Stockholm Arlanda 42151 2036
Helsinki 29260 1916
Aberdeen 7634 2188
Bromma 1266 546
Pulkovo 8076 628
Edinburgh 18818 1925
Tallinn 11603 5917
Isle of Man 769 1040
Eindhoven 31693 9330
Gothenburg 11925 2370
Dublin 62115 3080
Rotterdam 14805 9310
Liege 1607 5178
Riga 12186 2537
Knock 27983 42054
Luxembourg 608 277
Sheremetyevo 17566 600
Brussels 33862 1772
Groningen 17107 84805
Shannon 17927 12805
Charleroi 6045 892
Copenhagen 63928 2660
Kerry 2951 9654
Münster 6718 7915
Roskilde 628 21071
Manchester 79225 3801
Sønderborg 6974 182270
Kaunas 3098 4454
Birmingham 30339 3326
Lille 19306 11618
Hamburg 49123 3638
Vilnius 9277 3479
Cork 13214 5873
Bremen 7982 3055
Heathrow 192749 2663
Bristol 17928 2924
Berlin 59402 2257
Southampton 4313 2503
Köln Bonn 27711 3053
Poznań 12841 9521
Łódź 24060 66730
Gatwick 68122 1921
Warsaw Modlin 14196 41200
London City 26701 7900
Cherbourg 687 142768
Kassel 6432 138153
Warsaw Chopin 54100 5064
Jersey 3992 2746
Aeroports de Paris 59706 661
Frankfurt 237349 4090
Prague 13204 1204
Lublin 31232 164602
Paris - Vatry 1820 18029
Rennes 14644 30493
Nürnberg 25777 7789
Krakow 29248 8018
Katowice 48229 18956
Nantes 43748 11129
Angers Loire 244 58068
Stuttgart 46107 4814
Lviv 2947 4197
Kharkiv 1326 2192
La Rochelle 4601 21279
Épinal 228 62706
Munich 84262 2179
Oradea 1264 32218
Baia Mare 1028 62085
Angoulême 21 48276
Dijon 1345 52640
Vienna 39831 1811
Iasi 13446 57929
Bordeaux 5977 1294
Limoges 3015 10062
Salzburg 8103 4873
Cluj 4822 4652
Chisinau 3512 2658
Biarritz 2856 2601
Pau 1876 2906
Budapest 37054 4354
Sibiu 56 248
Craiova 3352 83195
Porto 109960 17255
Tarbes-Lourdes 729 1907
Venezia 3256
Timisoara 889 1174
Bucharest 3377 442
Lisbon 91219 5698
Toulouse 37688 4980
Trieste 5293 6218
Niš 6565 302535
Varna 1126 854
Mineralnye Vody 713 484
Faro 21641 3618
Perpignan 1160 3,165
Aeroporti di Roma 29698 726
Sofia 735 210
Burgas 2927 1180
Clermont-Ferrand 4014 9425
Verona 20888 7700
Skopje 23402 23773
Plovdiv 6699 72380
Açores 23553 9538
Avignon 193 12,709
Marseille 50225 6,080
SEA Milan 141638 5260
Ohrid 1360 16374
Istanbul Sabiha Gökçen 53379 2833
Istanbul Atatürk 110702 2158
TAV Georgia 10343 6285
Madeira 19591 8258
Lyon 51700 6038
Malta 16793 4141
Arakos 7
Athens 16477 1316
Izmir 27396 2670
Ankara 26795 2441
Aena Aeropuertos 7452 40
Dole-Jura 2020 25241
Olbia 7196 3689
Sarajevo 4295 6452
TAV 16916 230
DHMI 4110 130
Strasbourg 4698 3977
Memmingen 11325 1325181
Dubrovnik 692 454
Annecy 377 69544
Zurich 21665 872
Mostar 1951 28375
Nice Côte d'Azur 28810 2493
Bern 1784 6862
Linz 1425 2591
Genève 19104 1332
Graz 7514 8522
Zagreb 6897 3003
Klagenfurt 2021 7821
Ljubljana 32287 25473
Pula 1044 2909

OTHERS

Kazan 4116 2228
Tomsk 332 706
Vladivostok 1137 614
SNC-Lavalin 48194 118705

facebook®

The king of all social networks, it now has over 1.2 billion active users across the world, allowing people to stay up to speed with the lives of their friends, while liking, commenting on and sharing contents on all kind of subjects.

WHAT ARE AIRPORTS USING IT FOR?

As mentioned in our last Digital Report, Facebook is a primary social network for airports – allowing interactions with passengers on many levels. **Facebook check-ins** in particular (allowing users to let their friends know that they're at the airport) has been and continues to be a phenomenally popular practice at airports. As already mentioned, it is also a useful platform for **customer service queries**.

More than that, airports are using Facebook to post **all kinds of content about what's happening on site in articles, photographs, videos, animations and interactive campaigns**.

HOW MANY AIRPORTS ARE ON FACEBOOK?

There are **289 European airports currently present on Facebook** and collectively they have over 3 million fans. These airports welcome **86.3% of European passenger traffic**.

WHAT WE KNOW – KEY FIGURES:

Our data on airports activities on Facebook reveals an interesting mix:

Facebook Fans: Top 5 Airports	
Frankfurt	237,349
London-Heathrow	192,749
SEA Milan	141,638
TAV Istanbul-Ataturk	110,702
ANA Porto Airport	109,960

Facebook Engagement: Top 5 Airports	
Katowice	26,432 interactions over 2 months
Ireland West Knock	21,203 interactions over 2 months
Frankfurt	19,922 interactions over 2 months
Copenhagen	18,581 interactions over 2 months
London-Heathrow	16,682 interactions over 2 months

The biggest surprise in the Top 5 for Followers is Porto Airport in Portugal. Coincidentally, in the past years Porto has been listed in Top 5 in Europe in ACI Airport Service Quality programme (ASQ) and has won the admiration of many, but it is still a much smaller airport than the others in the Top 5, welcoming around 10% the annual passenger traffic that Heathrow has. For this reason, its follower count is perhaps the most impressive.

However it's not all about followers – social media is also about what you do to maintain the attention of those followers. In that regard, engagement and interaction are the metrics and there are some surprises in the leaders in that area.

In terms of engagement –here is a fine example of how social media is an equal opportunities tool. You don't necessarily need a big budget to do good things (although it can help) – you mainly need creative-minded, dedicated personnel who have been given the freedom to 'be social' in their interaction with users.

While it is good to see some of the big hubs in the Top 5 for Engagement, it is also very interesting to see Katowice Airport in Poland and Ireland West Knock Airport doing so well – an inspiring example of how regional airports, while smaller, can sometimes be more nimble in their use of social media. Of the larger hubs airports, Copenhagen is a relative newcomer to Facebook, having only joined during 2013, but it's clearly making an impact.

289 EUROPEAN AIRPORTS CURRENTLY PRESENT ON FACEBOOK

THE FUTURE?

There has been a significant change in Facebook's potential reach – a change that was instigated by Facebook itself some months ago. They have altered the algorithms of their service to prioritise paid advertising. This has been deemed to be bad news for users and for holistic discovery of interesting updates.

The basic message is – if you want your brand to have an impact on Facebook now, you need to pay the piper. On the plus side, Facebook has more information on its users than virtually any other social network – so its ability to target content to the audience is unparalleled in the social network universe.

CASE STUDY:

Eindhoven Airport

As one part of its strategy for better Customer Experience Management, the regional airport of Eindhoven developed a brilliantly simple idea: the Facebook VIP program. Introduced to incentivize people to become fans of the airport on Facebook, the VIP program offered them a chance to be in a draw once a month to win a unique VIP experience at the airport.

Facebook fans of Eindhoven Airport can register for the program by filling in flight and contact details on the specially created Facebook app. Every month numerous of Facebook fans are invited to become a VIP. Advantages are:

➜ Parking on a specially created Facebook parking space, right in front of the terminal

➜ Personal guidance through the terminal

➜ Facebook VIP check-in desk

➜ Free breakfast, lunch or dinner

➜ Fast track at security

Naturally, Eindhoven Airport's Facebook fan base grew explosively and it continues to be among the pages with the highest engagement rates in the Netherlands. The mix of human interest, travel experience and partnership with Facebook on the project meant that Eindhoven Airport's Facebook VIP program also enjoyed a great deal of publicity in worldwide media.

Google+

Designed to have broad appeal, Google+ or G+ is Google's answer to Facebook. Launched in June 2011, it is their exclusive social network service and it is intrinsically linked to Gmail, YouTube and other such Google services. Currently, G+ has 540 million active users.

77 EUROPEAN AIRPORTS ARE PRESENT ON G+

WHAT ARE AIRPORTS USING IT FOR?

Some airports are using it **to promote their video pages or audio-visual material** (see the YouTube section for more on this) – this is due to the direct link between G+ and YouTube, the most popular video channel on the internet, both of which are owned entirely by Google. There is a commonly held belief that being on G+ actively helps optimize your search engine visibility on Google.

ARE AIRPORTS INVESTING IN G+?

Yes, but in limited numbers. At overall European level, it does not enjoy the same success as Facebook, Twitter or Instagram, but it appears to be quite popular in Germany. In all, we counted **77 European airports welcoming 22% of passenger traffic**, are active on G+.

WHAT WE KNOW – KEY FIGURES:

Again, it's revealing to see how some of the smaller airports are punching above their weight on this:

Followers On G+: Top 5 Airports	
London City	519
Warsaw Chopin	479
Nuremberg	291
Salzburg	266
Pulkovo Airport, St Petersburg	231

Engagement On G+: Top 5 Airports	
Pulkovo Airport, St Petersburg	599 interactions over 2 months
Munich	205 interactions over 2 months
Prague	130 interactions over 2 months
London City	67 interactions over 2 months
Nuremberg	58 interactions over 2 months

VK is the new name for VKontacte – the biggest social network in the Russian speaking world. It is essentially, the Facebook of Russia, with over 240 million registered users, a third of whom use the site on a near-daily basis.

ARE AIRPORTS EMBRACING IT?

Yes, but only the ones you would expect, so it's very limited numbers. Our data on airports activities on vKontacte reveals that there are **6 European airports on the platform, with a collective fanbase of 32,275 fans**. Interaction is also impressive on VK, with Pulkovo Airport alone scoring **8839 interactions** over the 2 month period of our analysis.

WHAT WE KNOW – KEY FIGURES:

At overall European level, it does not enjoy the same success as Facebook, Twitter or Instagram, but it is very popular in some countries.

Followers On VK: Top 3 Airports	
Pulkovo Airport, St Petersburg	20541
Helsinki-Vantaa	4253
Mineralnye Vody	4188

ABSOLUTE AND RELATIVE NUMBER OF TWITTER 'FOLLOWERS'

Legend:
- Airport name — **Airport**
- 1578 — **Absolute Twitter Followers**
- 568 — **Followers Per Million Passengers**

Keflavik 2847 | 887

Aberdeen 18895 | 5416
Edinburgh 49547 | 5069
Glasgow 31916 | 4334
Isle of Man 745 | 1007
Dublin 92897 | 4606
Knock 8815 | 13248
Shannon 7803 | 5573
Kerry 3249 | 10629
11274 | 5010 Cork
Manchester 138632 | 6651
Birmingham 29778 | 3264
9002 | 1468 Bristol
23064 | 13384 Southampton
Heathrow 272610 | 3767
Gatwick 153807 | 4337
London City 76775 | 22716
Jersey 3939 | 2709
Stansted 25453 | 1426
2516 | 2506 Brest
23616 | 261 Aeroports de Paris
125 | 34378 Épinal
921 | 780 Strasbourg
397 | 1527 Bern
667 | 2226 Limoges
4612 | 539 Lyon
Toulouse 4318 | 571
729 | 664 Biarritz
217 | 568 Tarbes-Lourdes
720 | 533 Corse-du-Sud
Marseille 2166 | 262
Aena Aeropuertos 50019 | 267
Aeroporti di Roma 4697 | 115
Napoli 450 | 83
Madeira 1074 | 453
Malta 710 | 175

Eindhoven 3658 | 1077
Amsterdam 29816 | 567
Brussels 18344 | 960
Liege 947 | 3052
Luxembourg 742 | 338
Lille 2415 | 1453
Frankfurt 22478 | 387
Groningen 2807 | 13915
Münster 1158 | 1364
Berlin 1406 | 53
Hamburg 9038 | 669
Prague 299 | 27
Nürnberg 3109 | 939
Stuttgart 3787 | 395
Munich 8890 | 230
Allgäu 315 | 36859
31 | 44 Lviv
Zurich 6005 | 242
Trieste 973 | 1143
Zagreb 496 | 216
4
Venezia
Bologna 8177 | 1322
Zadar 286 | 605
Dubrovnik 58 | 38
Niš 58 | 2673
Sofia 180 | 51
Skopje 1462 | 1485
Ohrid 616 | 7416
Athens 900 | 72

AVINOR 3214 | 61
Swedavia 809 | 24
Oslo 9882 | 430
Stockholm Arlanda 8461 | 409
Helsinki 23543 | 1542
Finavia 1473 | 78
Gothenburg 428 | 85
Copenhagen 2206 | 92
Kaliningrad 620 | 472
Tallinn 305 | 156
Pulkovo 5766 | 449
Sheremetyevo 13063 | 447
Łódź 1414 | 3922
Warsaw Modlin 2219 | 6440
Warsaw Chopin 54545 | 5105
Katowice 2535 | 996
Krakow 2634 | 722
Kiev Boryspil 1486 | 187
Kharkiv 115 | 190
Volgograd 707 | 1028
Cluj 308 | 297
Iasi 200 | 862
Chisinau 107 | 81
Bucharest 60 | 8
Varna 111 | 84
Burgas 131 | 53
Mineralnye Vody 996 | 676
Istanbul Sabiha Gökçen 13052 | 693
Istanbul Atatürk 5165 | 101
Ankara 2124 | 194
Batumi 212 | 1015
Izmir 2745 | 267
TAV 5633 | 77
DHMI 1786 | 57

OTHERS

Astrakhan	Kazan	Barnaul	Tomsk	Novosibirsk	Vladivostok	SNC-Lavalin
726 1862	3374 1826	599 1774	1195 2542	2007 535	500 270	12547 30904

Twitter is the fastest moving social network on the planet, with some 284 million active users across the globe. It is the home of hashtags (conversation streams), breaking stories, quick wit and strangers sharing stories, useful and unuseful.

Twitter is designed to have the same broad appeal as Facebook, however it demands far less personal information from you. Used properly, it can widen your view of the world, through connecting you with strangers who are interested in the same things are you. Portability is a big part of its appeal, so it's no surprise that the majority of its users access this social network via their mobile device (over 80% of users in the UK and the Netherlands and over 60% in some other European countries). This is one of the reasons why it is the 'go to' place for evolving events, customer service and crisis communications.

WHAT WE KNOW – KEY FIGURES:

On Twitter, the bigger airports are very well established, especially in the UK and Ireland, where the social network's popularity in Europe began. However, it's interesting to see how the number of followers relates to their traffic levels:

Twitter Followers: Top 5 Airports In Europe		
Airport	Followers	Followers per million passengers
London-Heathrow	272,610	3,767
London-Gatwick	153,807	4,337
Manchester Airport	138,632	6,651
Dublin Airport	92,897	4,606
London City	76,775	22,716

Similarly to Facebook, in the area of engagement, a regional airport can still punch above its weight, as can be seen in this Top 5 table:

Engagement On Twitter: Top 5 Airports In Europe	
London-Heathrow	9,003 interactions over 2 months
Dublin	7,465 interactions over 2 months
Bologna	3,392 interactions over 2 months
London-Gatwick	3,274 interactions over 2 months
Amsterdam Schiphol	3,171 interactions over 2 months

And while some airports have been on Twitter for several years, there are still some relative newcomers who are making big percentage gains in growing their audience:

Fastest-Growing Airports On Twitter: Top 3	
Airport	Growth Rate
Naples	163.16%
Luxembourg	39.21%
Krakow	29.60%

292 OFFICIAL AIRPORT TWITTER ACCOUNTS

ARE AIRPORTS EMBRACING IT?

In terms of quantity, yes, more than any other social network – even Facebook. **We found 292 official airport Twitter accounts**, representing **87.1%** of European passenger traffic.

However, Facebook's slightly broader, more visual appeal gives it the upper hand in terms of depth of engagement. The 140 character limit per post is ideal for airports to share some of the stories, announcements and goings-on, without being overbearing about it.

WHAT ARE AIRPORTS USING IT FOR?

Twitter can be a very useful tool for any of the following activities: **corporate communications, relationship building, image-sharing, customer service** and as has already been very well established, it is **the ultimate crisis communications tool**. Our research with Socialbakers also found that c**ustomer Q&A is more popular on Twitter than on Facebook, with airports answering 2469 questions over 2 months on Twitter, compared with 409 questions answered on Facebook during the same period**.

THE POWER OF A SINGLE TWEET

We analysed the Top 3 tweets over our two month review (23 September to 22 November) and found the following:

London-Heathrow tweeted about a competition (using a photo) which prompted 1649 interactions (of which 1368 were retweets, significantly expanding the audience of the initial tweet).

Fraport AG, the operator of Frankfurt Airport tweeted a photo of the pop rock band 'Tokio Hotel' at the airport – this received 481 interactions (including 239 retweets).

As part of its ongoing relationship with local supercar manufacturer, Lamborghini, **Aeroporto di Bologna** tweeted a photo of the latest model on display in its terminal. This received 456 interactions (including 154 retweets).

THE FUTURE?

More than any of the other social networks profiled here, Twitter's future is the hardest to predict. It does not have the same degrees of information on its users as some of the other networks so it has less data with which to generate revenue. But it still has the upper hand on being the first stop for anyone seeking to find out the latest on emerging or unfolding events. However, its established flexibility means that its power is now well documented. In that regard, it has lost some of its power as the 'police radio' of the press and become another official channel for fast-moving information.

That said, in a shock-sensitive sector such as air transport, Twitter's appeal doesn't show any sign of waning. In fact, the majority of airport (and indeed airline) senior management are now mindful of its power – it can facilitate tremendously valuable dialogue with customers (and the opposite too). Indeed, the EU institutions are also now fully *au fait* with the need to have Twitter in thier arsenal. EU Commissioners, Members of the European Parliament, the Council and all the various agencies are now active on Twitter for a few years now – with EUROCONTROL having led the charge early on in 2010 (it now has over 68,000 followers!).

CASE STUDY:

The Tweeting Departure Board

The established golden rule with social media is to ensure that you speak with a human voice and that the tone should be suitably social. At first glance, the concept of a 'tweeting departure board' flies in the face of that rule, however the service is drawing more and more attention from airport operators in Europe and Asia-Pacific.

KMP Digitata's tweeting departure board promotes itself as giving users another reason to follow an airport on Twitter. It provides a useful, mobile tool in a format with which people are familiar (Twitter), while also empowering the user with regular, tailored updates about the status of their particular flight. Naturally, the relative novelty of the service also has the halo effect of being something that people like to use and talk about.

The nature of the app means that users have to follow the Airport's Twitter account to use the tool, this means they will then be exposed to the other content being posted on the airport's Twitter feed. In this way, the app allows the airport to extend twitter communications beyond the normal conversational level.

Automated responses allow the traveller to have real time information about their specific flight in a format that is convenient and mobile – putting functional service hand-in-hand with social interaction.

YouTube

YouTube is the biggest online video streaming website in the world. 100 hours of video content is uploaded to it every minute. It is owned entirely by Google and its main revenues are from advertising, based on your location and the searches you make on it. 40% of its users access the site via mobile devices.

WHAT WE KNOW:

YouTube is a channel that demands high quality audio-visual content – it requires more resources than any of the other networks in this report. As a result, it is the one that perhaps most favours the big airports.

YouTube Subscribers: Top 5 Airports	
Amsterdam Airport Schiphol	11,503
London-Heathrow Airport	5,836
Frankfurt Airport	2,373
Aéroports de Paris	1,234
Manchester Airport Group	1,158

Schiphol and Frankfurt both have dedicated TV channels that they use for internal communications within and around the airport site. These facilities provide excellent content for dissemination on YouTube.

| YouTube Video Views: Top 5 Airports	
Amsterdam Airport Schiphol	4,899,138
London-Heathrow Airport	2,049,971
Manchester Airport Group	1,343,787
Frankfurt Airport	747,003
Munich Airport	577,640

ARE AIRPORTS EMBRACING IT?

There are **141 European airports on YouTube, which welcome 55.4% of European passenger traffic.** The total number of uploaded views of their airport videos at time of writing was **13,890,290**.

WHAT ARE AIRPORTS USING IT FOR?

Airports are using it **to promote their videos on all kinds of different subjects** – from corporate videos to flash mobs, from on site reportage to animations about environment, security or passenger services and beyond.

YouTube's power should not be overlooked as an internal communications tool as well though. As a simple link to a YouTube video can be very useful way to communicate the latest developments at the airport to the entire company (and wider pool of stakeholders on the airport site).
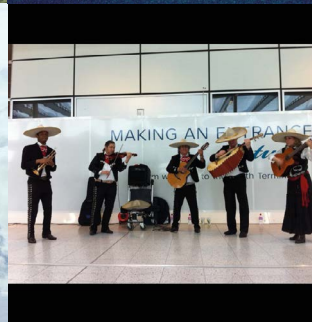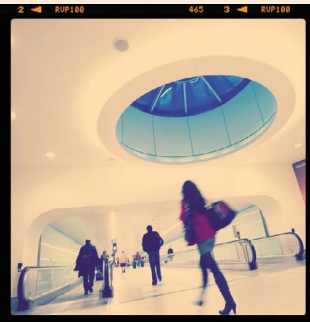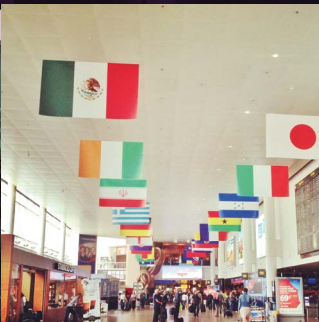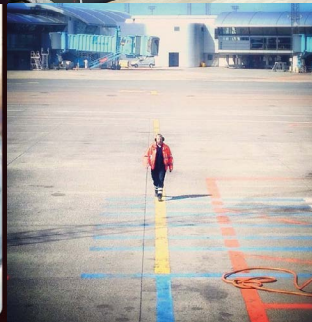
Instagram

Instagram is the most popular dedicated photo and/or short video-sharing social network in the world. Purchased by Facebook for the alarming sum of US$1 billion in April 2012, Instagram remains a separate brand, but its content can be syndicated very easily across other social networks – including Facebook, Twitter, Tumblr and Flickr.

The main functions of Instagram are only available on smartphones (via their dedicated App). It is effectively like a digital Polaroid camera on your phone – but with added filters and a very user-friendly set of functions allowing users to make even the most basic photo or video as appealing (and professional-looking) as possible. So, even more than Twitter, mobility is built into the DNA of Instagram.

A big part of Instagram's charm is that it empowers the user with creative tools that were previously the preserve of professional photographers. As a result, virtually anyone can make the visual report of their life look a lot more artistic and interesting – something that can be rewarding for the user, the viewer and in some cases, the subject.

Instagram executives describe it as being 'magazine-like' in its appeal, in that a brief look at some Instagram feeds invariably has an aspirational effect – whether creative or materialistic. This ties well with the aspiration and quasi-exclusivity of the theatre of life at the airport. Airports have a very rich seam of visual subject matter to draw from and as a general rule, people are always happy to tell others that they are on the move, upwardly mobile and flying off to interesting places.

ARE AIRPORTS EMBRACING IT?
Yes, but not quite with same vigour as the broader social networks like Facebook and Twitter. Our research found that **38 airports, representing 35.2% of European passenger traffic**, are active on Instagram. It is most popular in Northern and Western European countries, such as Denmark, Finland, Norway, Sweden, UK and Ireland.

WHAT ARE AIRPORTS USING IT FOR?
Instagram's specialised service offering means that airports can only really use it for 2 things – **sharing photographs and sharing videos**. However, hashtags (for marking conversation streams) are a key part of Instagram's social network functionality and the best way to expand your airport's audience on the platform. It can also be a useful platform for campaigns.

In this way, Instagram is effectively **a branding tool**, attracting people to the airport brand and the values it represents most visually. If an airport is brave enough, they can seek to collaborate with users, to document life on the airport site. Some airports are pushing the boundaries in this regard – really trying to use Instagram as a tool of its brand strategy. However there are many others who are mainly focusing on posting photographs of the hardware on the tarmac at their airports. While the results can be very beautiful, the subject in these cases is all too often the aircraft (e.g. an Airbus A380 or the Boeing 787 Dreamliner),

WHAT WE KNOW – KEY FIGURES:
As this report went to print, Instagram announced it now has 300 million active users, making it bigger than Twitter. Indeed it has spawned an entire sub-universe of photo-printing services and other merchandise-oriented services.

Followers On Instagram: Top 5 Airports	
London-Heathrow	9,891
Avinor Oslo Gardermoen	7,149
London-Gatwick	7,029
Dublin	6,717
Copenhagen	5,370

Engagement On Instagram: Top 5 Airports	
Avinor Oslo Gardermoen	21,155
Pulkovo Airport, St Petersburg	19,410
London-Heathrow	19,391
Göteborg-Landvetter	9,896
Copenhagen	7,961

much more than the airport itself. Such aircraft pictures appeal to a niche market of aviation geeks (#avgeek) who can be good ambassadors for your brand. But airports with broader content on their Instagram feeds have more followers, wider impact and best return on the time invested. Gatwick Airport used Instagram to great effect for its 'Gatwick #selfie' campaign in mid-2014.

THE FUTURE?

Instagram's most recent release was an additional App, called Instagram Hyperlapse, allowing users to produce seductive and silky smooth video with high speed timelapse as the central function. It may sound a little strange to non-users, but for the audio-visually attuned (of which many millennial connected travellers are), it offers a new reason to be on Instagram.

However, the very fact that some smartphone manufacturers have decided to incorporate the same functionality into their latest products (e.g.. the iPhone 6), potentially discounts some of the potency of this latest development.

Pinterest

WHAT IS IT?

Pinterest is a social network and mobile application that offers a visual discovery, collection, sharing, and storage tool. Users create and share the collections of visual bookmarks (pinboards). Boards are created through a user selecting an item, page, website, etc. and pinning it to an existing or newly created board. Users save and share pins from multiple resources onto boards based on a plethora of criteria, e.g., similar characteristics, a theme, birthday parties, planning a vacation, writing a book, interior decorating, holidays. Boards can develop projects, organize events, or save pictures and data together.

ARE AIRPORTS EMBRACING IT?

Yes, gradually, but tapping into its potential has been a slower, long burn process. **Our research found 12 airports on Pinterest, which welcome 21.5% of European passenger traffic.** As a platform, Pinterest takes a little time to learn, but once you have, it can prove quite addictive – as, like Instagram, it appeals to the user's creativity, by helping you harvest ideas and inspiration from all kinds of sources. This in turn allows users to create a very personalized picture of themselves, their projects, aspirations and desires.

WHAT ARE AIRPORTS USING IT FOR?

The airports who have set up Pinterest pages are using for a **myriad of different things**. Some are using it **to exhibit nostalgia pictures of the past**. Others are **promoting their routes using lush photographs of diverse cities and setting, to inspire visitors to book their next holiday**. Brussels Airport uses Pinterest for promoting a very broad range of content – including most imaginatively, a page devoted to stuffed toys lost in the airport during the holiday season, in an effort to reunite them with their owners.

WHAT WE KNOW

Our data on airports activities on Pinterest is limited by the fact that it is the only social network in this report which is not covered by SocialBakers extraordinary analytics, but they are working on adding it to their suite in the future.

As a result, our data was based on in-house research only and like Instagram, we had to run individual searches to find many of them.

WHAT'S YET TO COME

Pinterest's biggest potential lies in what marketing researchers call 'reverse showcasing'. Essentially, this is when someone 'pins' an image of something on their Pinterest and then goes and buys it in a bricks-and-mortar shop. For example, it could be a holiday destination, or a luxury item of the kind available in airport shops.

However, we have yet to see this promising aspect of Pinterest come to fruition for airports. Aéroports de Paris' presence on Pinterest appears to be designed very much around this goal – time will tell how successful it is.

AND A BRIEF WORD ABOUT... Linked in ®

LinkedIn is the biggest professional network in the world. It has company profiles, product/service pages, content posting functions and allows you to see who is looking at your profile and what kind of reach your profile has, based on the number of connections you have to other users.

18 AIRPORTS WITH 121,838 CONNECTIONS

MOST POPULAR WITH:

LinkedIn is designed specifically to appeal to the professional sphere. Strictly speaking, it is not a very 'social' place, as people tend to be guarded about posting information about their personal lives (we have yet to see a single informal #selfie on LinkedIn!).

However it is a powerful tool for recruiters, headhunters, companies and people looking for a new job. Given the keen,competitive business mindset of the European airport industry these days and with more and more outsiders entering the executive ranks at airports, an airport operator's presence on LinkedIn is a simple way of reflecting how digitally-aware they are and underlining other aspects of their brand values.

ARE AIRPORTS EMBRACING IT?
Yes, potentially. We found **18 airports welcoming 13.1% of European passenger traffic** are active on LinkedIn. Collectively, they have **121,838 followers**.

WHAT WE KNOW – KEY FIGURES:

As of November 2014, LinkedIn has over 330 million users.

THE FUTURE?

LinkedIn's potential *vis-à-vis* the passenger is minimal, as neither the airport nor the passenger would ever rely on it as an information source for travel or in case of a disruption or emergency.

However, LinkedIn is where the smart brands go to try to build their own presence and enhance their visibility online – thereby increasing their appeal to go-getting, digitally-engaged potential employees.

LinkedIn Connections: Top 5 Airports	
DAA (formerly Dublin Airport Authority)	4,440
Manchester Airports Group	3,643
Brussels Airport Company	3,300
Finavia	2,056
Geneva Airport	1,959

LinkedIn Engagement: Top 5 Airports	
SNC Lavalin Group	836 interactions over 2 months
DAA (formerly Dublin Airport Authority)	431 interactions over 2 months
Geneva Airport	337 interactions over 2 months
Shannon Airport Authority	178 interactions over 2 months
Munich Airport	130 interactions over 2 months
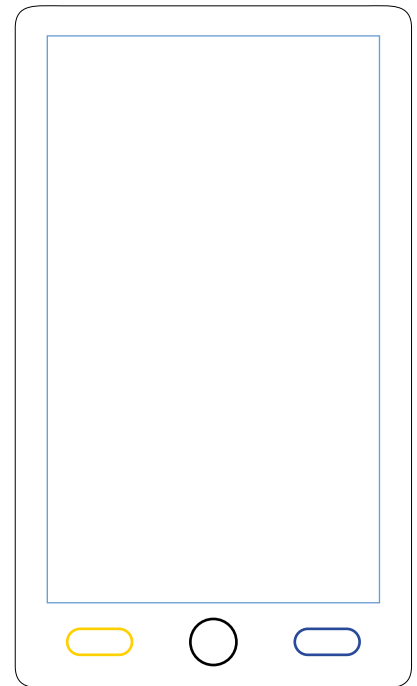
MOBILE

In partnership with **SITA**

Create success. Together

MOBILE & MOBILITY

With the steady rise of mobile as the central device for interaction between airports and passengers, for this edition we sought to delve deeper into the services that European airports have made available on smartphones. A recent passenger survey by SITA confirmed that over 80% of European passengers travel with a smartphone (41% with a tablet), so the potential to empower them through mobile is enormous.

THE APP
The natural starting point for this kind of research was to see which airports offer an App for smartphones and indeed, which smartphone platforms they accommodate.

Apps are now very established and quite a disposable part of digital life. Indeed we have seen several airports revise their Apps in recent times, to bring them more to up to speed with their brand, their services and growing functionality on offer.

In all, we found that there are **51 free, dedicated and branded airport Apps available, covering 164 airports in Europe**. In 2013, these airports welcomed **73% of European air passengers** through their doors. To put that into perspective that's **over 1.1 billion passengers**.

OPERATING PLATFORMS
As for what smartphone platforms are most favoured, there are few surprises, with Apple iOS (essentially, the inventor of the 'App') topping the poll. All available airport Apps can be downloaded from the Apple App Store. Very slightly behind them (at 97%), Google's Android system is covered by nearly as many Apple iOS. 58% are available on Windows Mobile platform and only 2.7% are available for Blackberry. If the last two figures sound slightly alarming, it is worth bearing in mind that the content of the majority of these Apps is also available on associated websites,

which respond to the size of screen of the device with which you are accessing them. Although, it is better to have App content available in a 'native App' – thereby allowing the user to view it even when the device is offline – it's not a dealbreaker.
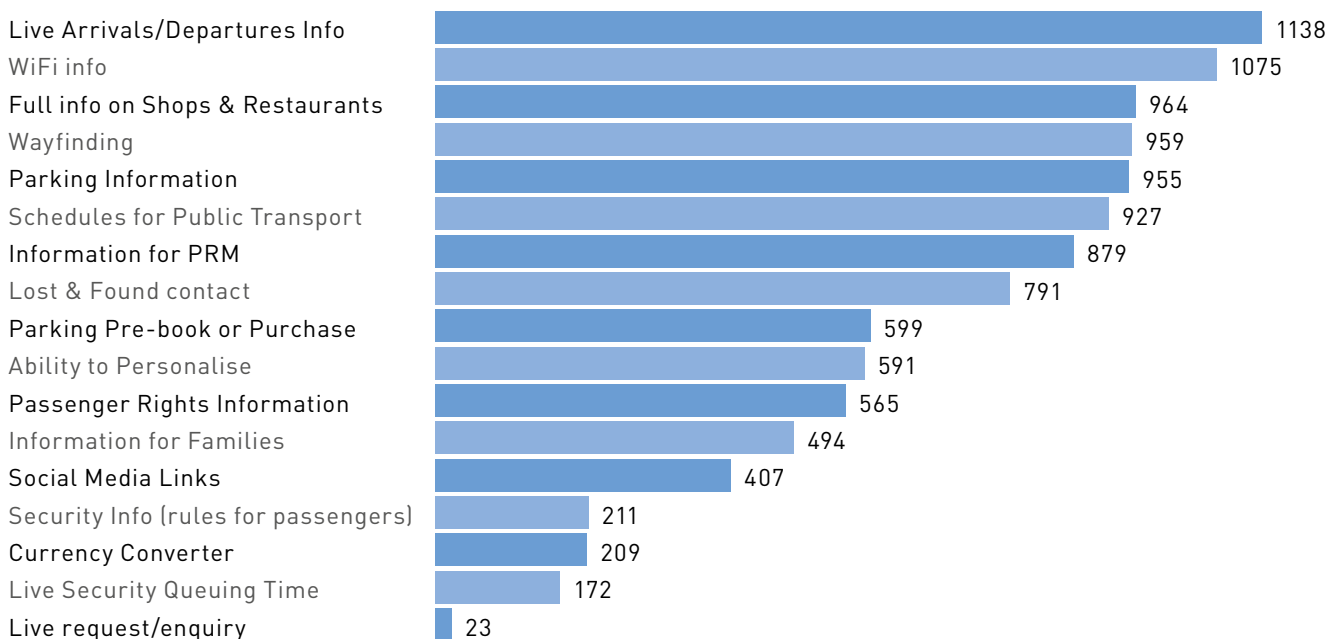
HOW THESE APPS EMPOWER PASSENGERS
So, what kind of information are airports putting in the hands of passengers?

As can be seen in the graph below, airport Apps can contain a vast array of features. Top of the list is **live updates on arrivals and departures, but among some of the other features**, it's particularly positive to see the prevalence of **information on wayfinding, public transport links and information for Passengers with Reduced Mobility**. We also expect the number of Apps offering **pre-booking of parking, live security queuing time and social media links**, will rise in the coming years.

While the results of our research provide a positive picture of the kind of empowerment airports are making available to passengers, there is the question of the number of downloads/users for these Apps. Here, we were unable to get the latest download statistics for the various Apps from Apple, Google and the others, but the received wisdom is

European passengers having access to the following features on airport applications (million passengers)

Feature	Million passengers
Live Arrivals/Departures Info	1138
WiFi info	1075
Full info on Shops & Restaurants	964
Wayfinding	959
Parking Information	955
Schedules for Public Transport	927
Information for PRM	879
Lost & Found contact	791
Parking Pre-book or Purchase	599
Ability to Personalise	591
Passenger Rights Information	565
Information for Families	494
Social Media Links	407
Security Info (rules for passengers)	211
Currency Converter	209
Live Security Queuing Time	172
Live request/enquiry	23

that people really only download the Apps of airports and airlines they use on a regular basis.

The question of whether airport and airline Apps are now actively competing with each other is also one that deserves attention, as while the passenger always has to check-in for their flight with the airline, the remainder of their time at the airport is focused on what they can do at the airport – surely the preserve of the airport operator itself.

According to the results of a joint ACI/SITA survey European airports reported user retention and loyalty performing well.

Judging by the mobile-based services to be offered by European Airports over the next 3 years (see graph opposite), it appears that airports are enthusiastically embracing the opportunity to empower their passengers even more in the years ahead.

WAYFINDING & GEOLOCATION SERVICES & THE HARDWARE BEHIND THEM

In our research, we noted that the majority of airports chose to map their own facilities for their smartphone Apps and in-terminal information points, rather than using third party providers such as Google Indoor Street View. This is a natural extension of their efforts to make the passenger experience as customized and up-to-the-minute as possible.

However, to really take stock of the possibilities coming on stream, it is useful to outline the potential by some of the hardware becoming availabe to airports and the full extent of the benefits they have provide, in terms of the visible side of the passenger experience (technology that passengers interact with directly), the less visible aspects of passenger facilitation (innovative solutions behind

the scenes, that can ultimately improve the passenger experience) and other benefits such as enhanced internal communications.
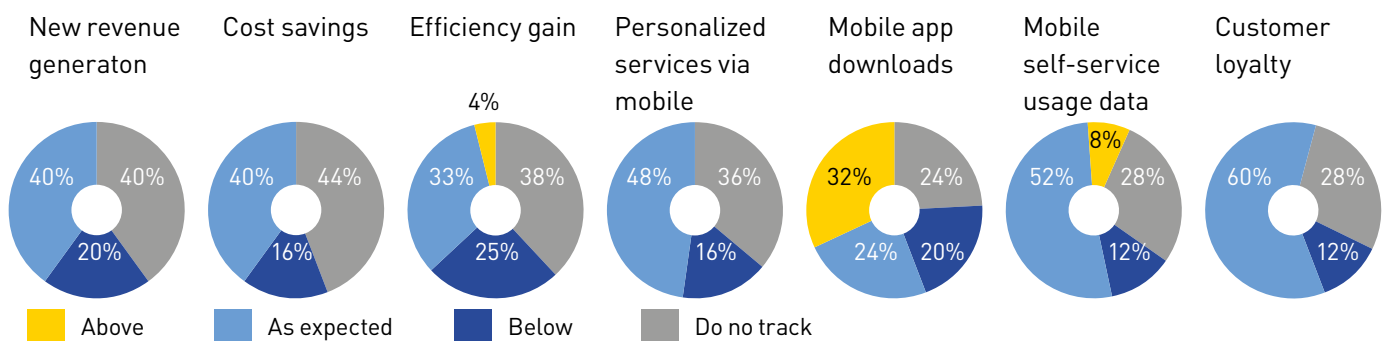
Near Field Communications – NFC allows smartphones and other enabled devices to communicate with each other using radio frequencies by either tapping or bringing them within a range of a few centimeters. NFC enabled smartphones can hold secure information such as passenger data, boarding cards, and credit card data. Working with airports, telecoms companies and device manufacturer, SITA has conducted NFC trials at Toulouse-Blagnac airport and Schiphol in Europe.

Beacons – Beacon devices are an indoor proximity system available in various shapes and sizes (can be as small as a USB stick) that transmit a signal using Bluetooth Low Energy, or BLE for short – the signal contains a unique identifier for that beacon. BLE is based on Bluetooth 4.0, which is a standard feature in current mobile devices. When a BLE-enabled device, such as a smartphone, moves within range of the beacon's signal it can trigger an action, like displaying a contextually relevant message on the phone.
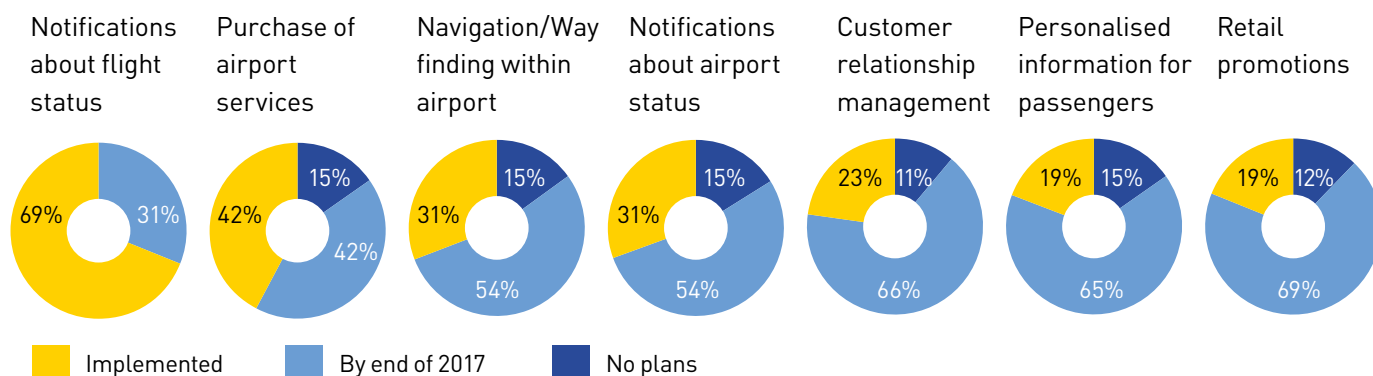
In a real world scenario, the beacon could trigger an app on a smartphone to send flight information, airport notifications, or promotional coupons as the user enters a specific zone, such as a departure area, specific retail store or airport lounge.

BLE-based beacons are low cost, energy efficient and are distance sensitive. Unlike GPS which is not yet effective indoors, when a smartphone detects a beacon indoors, it can determine the distance to the beacon down to the nearest meter. Beacon concepts for Apps have recently been trialed at London-Gatwick and Paris-Charles de Gaulle.

Performance of mobile services compared to Airports' expectations

| New revenue generaton | Cost savings | Efficiency gain | Personalized services via mobile | Mobile app downloads | Mobile self-service usage data | Customer loyalty |

Above | As expected | Below | Do no track

European Airports mobile-based services implemented or planned to be implemented by 2017

Notifications about flight status	Purchase of airport services	Navigation/Way finding within airport	Notifications about airport status	Customer relationship management	Personalised information for passengers	Retail promotions

Donut charts:
- Notifications about flight status: 69% / 31%
- Purchase of airport services: 15% / 42% / 42%
- Navigation/Way finding within airport: 15% / 54% / 31%
- Notifications about airport status: 15% / 54% / 31%
- Customer relationship management: 23% / 11% / 66%
- Personalised information for passengers: 19% / 15% / 65%
- Retail promotions: 19% / 12% / 69%

Legend: Implemented — By end of 2017 — No plans

A new meshed beacon solution is being tested providing the additional benefit of the device sending a small amount of data back to the beacon network, however security, battery and device management issues still need to be resolved before this replaces the individual beacon implementations in airports.

What's the difference between Beacon technology and Near Field Communication (NFC)?
The two technologies address separate use cases and concerns. NFC works well when two devices are very close to each other, but is ineffective for larger areas. Its strengths are secure exchange of data, such as boarding pass, from phone to a device reader.

Beacons provide a proximity-based alerting system that can trigger an App on a smartphone at a much greater distance. One travel example could be to display a boarding pass stored in mobile wallet like Passbook. It is important to note that the phone does not share any data with the beacon, it simply detects and reads the signal emitted from the beacon, and uses this signal to trigger an action on the phone.

AIRPORTS ARE PRIME LOCATIONS FOR BEACON TECHNOLOGY

Deployment of beacons in airports could open up a range of low cost possibilities for interacting with passengers, such as:

➜ **Navigating the airport:** Beacons could provide a far more precise and lower cost way for airport apps to guide passengers around the terminal and find the correct gate than triangulation technologies, such as WiFi and cellular signals.

➜ **Promotions at retail outlets:** The beacons are used to trigger contextually relevant messages to passengers who are in, or nearby, participating stores. These messages may tell passengers to redeem coupons, earn points or pick- up duty-free items before heading to the gate.

➜ **Passenger location:** Airlines in particular, with their apps stored on a passenger's phone, will be able to combine the app's knowledge of the passenger, such as who they are, where they are going, and their class of travel, with accurate knowledge of their location in the airport derived from detecting the nearest beacon.

➜ **Triggering mobile boarding passes:** Beacons placed at passenger touch points including check-in, bag drop, passport control and departure gates could be used to 'pull' mobile boarding passes onto the display of a passenger's smartphone just as they arrive.

➜ **Baggage reclaim:** A beacon in baggage reclaim could trigger a message to arriving passengers telling them which carousel their baggage will arrive on and when the first bag will arrive.

According to the ACI/SITA 2014 Airport IT Trends Survey, 76% of European airports responding stated that investing in geo-location technologies such as Bluetooth and WiFi – which can both be used to improve passenger flows and provide location-based services, are high on the agenda over the next three years. Similarly, 57% plan to pilot NFC, 54% beacon, and 23% wearable technologies between now and 2017.

CONCLUSION – ARE YOU READY FOR THE SECOND WAVE?

We believe that the digital revolution is now at a very interesting point in the travel and air transport sectors.

The quest for high quality **WiFi** that rewards both the user and the supplier is now on, and it will be interesting to see if HotSpot 2.0 becomes the new standard, or if something else elbows its way in. With the public becoming more data- aware and much more security conscious, we can also expect an **increased focus on the security of WiFi connectivity and the data inherent in that.**

The most established **Social Networks** have reached a certain point of maturity in terms of the interaction they offer, but the big expectation for the next 18 months is the expected rollout of e-payment systems on some of these networks. That development should pique the interest of commercial managers and franchise partners who may seek to explore these new services.

Smartphone functionality is getting better, faster, richer and is finally making its way onto associated **wearable technology like glasses and watches**. These devices have been hyped for several years, but are only really breaking cover now, with big sales expected. They will allow the user to walk through the airport without having to hold their phone in their hand all the time. That may sound superficial, but the theory is that wearable technology will also make passengers more relaxed and confident of their surroundings and as a result, more open to inspiration,interaction and commercial offers. That possibility is not to be underestimated in an information-overloaded environment like an airport, where gauging the right degree of interaction with the passenger is vital piece of the puzzle. The development of e-payment systems which work with smartphones – in particular the recently announced Apple Pay, could also alter the way passengers interact with vendors at the airport.

And perhaps the best part of it all is **that airports are now developing these facilities and services in an integrated, strategic way – involving their brand values, their passenger services, their facilitation strategy and much more**. This is important, because the Connected Traveller expects fluid and consistent service at all points of interaction, but also because a 360° degree approach is the best way for airports to get the most of their investment as well.

Ultimately, how airports choose to respond to these opportunities will determine how successful they are in making the most of the digital revolution – and their burgeoning relationship with the connected traveller.

METHODOLOGY

The websites of ACI EUROPE member airports formed the foundation of the majority of our research. The reasoning behind this approach was simple – passengers & airport visitors are more likely to enjoy and make use of services that are actively promoted by airports. We carried out our initial wave of research during the second half of July 2014, followed by a second wave in August and verification of the data during September.

Social Media – In order to facilitate our partnership with Socialbakers, we sought out links to social networks on airport websites. These data were then shared with Socialbakers, who in turn ran analytics on the source data provided for Facebook, Google+, Instagram, LinkedIn, Twitter and VKontacte.

The parameters measured by Socialbakers included check-ins, likes, shares and some other points. We then in turn correlated that data with the ACI EUROPE airport traffic statistics.

Analysing Facebook Check-Ins in a linear way across the membership of ACI EUROPE proved complicated. Airports are realizing that multiple terminals and sometimes separate airports within the same airport system, multiply the range of places/options that people have to choose to check-in at. That diversity then divides the number of check-ins between different points within what is technically the same airport system. However, many airports are currently reorganizing this aspect of their digital presence. That said, from the linear results we could view, the practice of Facebook Check-Ins by passengers at airports appears to have lost none of its appeal, with relatively consistent performance over the course of a year.

The social network Pinterest is not covered by Socialbakers yet, so our analysis of that is purely in-house.

In the cases of Instagram and Pinterest, the research was carried out by running direct searches for ACI EUROPE member airports on these networks and the only data deemed acceptable were ones indicating a clearly branded page for the airport (so, no informal fan pages).

Smartphone Applications – For smartphone applications, our research was carried out in 2 waves – the first in mid-July and the second in the final week of October.

EVERY FLIGHT BEGINS AT THE AIRPORT.

EVERY FLIGHT BEGINS AT THE AIRPORT.

ACI
EUROPE

**AIRPORTS COUNCIL
INTERNATIONAL**