Billund Airport Expands BlipTrack Technology to Provide Seamless Passenger Flow Visibility.

Billund Airport joins Amsterdam, Auckland and Bristol airports by implementing passenger flow solution from BLIP Systems. The open platform, which previously covered only the security process, now measures passenger flow, queue and dwell time throughout the entire airport area. This expansion now provides airport management with a clear, cohesive picture of passenger experiences, from entering the carpark, to departure, and everywhere in between.

To effectively measure queue and dwell times and ensure they are living up to key performance indicators, Billund Airport has for several years used the BlipTrack technology at their security process. Now, the airport, which is Denmark´s second largest, has expanded this platform to provide visibility on how passengers move through and use the entire airport.

The expansion enables the airport to retrieve both live and empiric information about selected passenger patterns, including walking routes, entrance and exit usage, and time spent in specific areas, like the car park, check-in, security, concession area, gates and so on.

The patterns can be averaged over a day, a week, a month, as well as a specific time of day, a specific holiday, etc. Ultimately, this enhances the understanding of how disruptions or changes affect standard behaviour and enables the airport to optimise the operations in areas of interest. The airport will also be able to add value to existing facilities and make new investments to unlock new business opportunities.

The complete and seamless view of passenger movements will eventually help the airport to improve operational efficiency and streamline airport processes, such as check-in, security and immigration.

In addition, Billund Airport will be able to use the data to encourage passengers to spend more time in the concession areas, effectively maximising non-aviation revenue, minimising operational changes impact to the passenger flow, and boost the passenger experience.

As the platform collects data in real time, it is also able to provide early warning about potential congestion. This rapid information will allow the airport to take fast, proactive measures before the situation escalates.

"The basic requirements for happy passengers are easy parking and check-in, speedy security processing, and comfort while waiting in airport terminals. These factors can make or break a passenger's airport experience and strongly influence how much money they spend in the concession areas. Handling passenger flow smoothly and efficiently is key to the success of an airport and its image. To understand and improve individual areas of airport operations, it is important to understand that each area influences another and that the passenger's journey is

seen as a single process, rather than as a string of isolated events, and is key to unlocking potential gains," says Preben Fugl Andersen, Sales Manager at BLIP Systems.

Billund Airport joins a host of other airports, including Amsterdam, Auckland and Bristol that are using the platform for passenger flow analytics. BlipTrack is employed in optimisation efforts in more than 25 airports, including JFK Airport in New York, Copenhagen, Oslo, Geneva, Milano, Birmingham, Brussels, Cincinnati and Keflavik.

About Billund Airport:
Billund Airport serves as one of the Denmark's busiest charter airports, although some regular airlines also offer flights there. The airport handles an average of more than three million passengers a year and is Scandinavia's tenth busiest airport.

About BLIP Systems:
BLIP Systems, founded in 2003, is a business intelligence company with headquarters near Aalborg, Denmark. The in-house designed BlipTrack sensor agnostic analysis platform was launched in 2007. The platform started out as a queue measurement tool to help airports evaluate key performance indicators. In 2010, the Queue Prediction module was developed to provide airports and their passengers with accurate wait time information. The BlipTrack Flow module was presented in 2012 to provide accurate information on the use of facilities, services and retail. In the last couple of years, several advanced capacity-forecasting modules have seen the light of day, to help managers efficiently match staffing resources with demand.

Contact:
Christian Bugislaus Carstens
Marketing Manager
BLIP Systems
+45 51168586