

## **Bristol Airport Adopts BlipTrack Kerb-to-Gate Technology to Streamline Operations and Boost Traveler Experience.**

Bristol Airport, one of UK's fastest growing airports, is implementing a queue and flow management solution from Denmark-based BLIP Systems to help enhance the passenger experience and improve operational efficiency. The solution, called BlipTrack, measures passenger flow and dwell times, which enables the airport to understand how travelers move through and use the airport.

Passenger numbers exceeded the seven million milestone for the first time in Bristol Airport's history in 2016. To ensure the passenger experience remains positive as volumes increase, the airport has enlisted the expertise of software specialists Gentrack to implement BLIP Systems' BlipTrack Kerb-to-Gate Solution. The technology will provide the airport with a cohesive picture of guest experiences—from the moment they arrive, to when they leave, and everywhere in between.

It will enable Bristol Airport management to retrieve both live and historical information about specific patterns, such as walking routes, entrance and exit usage and time spent in specific areas—such as car parks, check-in, security, lounges, gates and more. Managers will be provided with an understanding of how disruptions or changes affect standard behaviour, and how to optimise each and every area to operate optimally.

### **Accurate wait times ease travelers' minds.**

As the solution collects data in real-time, it is able to provide early warning if congestion occurs. This rapid information allows the airport to take fast, proactive measures before the situation escalates.

From a traveler's perspective, when the last phase of the central search development is complete the airport will be able to provide a positive travel experience by displaying accurate queue times on screens. This will allow passengers to reduce frustration by creating realistic wait time expectations.

The solution consists of dedicated WiFi/Bluetooth sensors and a sophisticated analysis platform. Bristol Airport is able to extract any combination of data, both real-time and historically, to provide the desired output. For example, management can review how long a typical customer spends in the check-in area. This pattern can be averaged over a day, a week, a month, as well as for a specific carrier, destination, time of day and more.

Paul Davies, Operations Director, Bristol Airport said: *"We wanted to introduce a state-of-the-art technical solution to the challenges airports face in improving customer flow management in the terminal. We had very high expectations prior to the introduction of the system, and I am very happy to say that the outcome has proved very successful. The system has capabilities of further enhancements which will provide other long term solutions in the future."*

*"To understand and improve individual areas of airport operations, it is important that the traveler's journey is seen as a single process, rather than as a string of isolated events. The understanding that all individual events influence each other is key to unlocking potential gains. Accurate flow and dwell time information helps to understand, optimize and improve airport process, and to maintain acceptable waiting times" says Christian Bugislaus Carstens, Marketing Manager at BLIP Systems.*

*“Airport queues are amongst the most frustrating passenger experiences during a journey. By implementing BlipTrack, Bristol Airport will be able to analyse the situation in real-time as well as predict any potential issues and act accordingly,” says Ilya Burkin, Business Development Manager at Gentrack.*

Bristol Airport joins a host of other UK airports, including Manchester, Dublin and Edinburgh, who are using the solution in optimisation efforts. BlipTrack is also deployed in the city of Portsmouth and the Port of Dover to help ease traffic woes. Internationally, more than 30 international airports use the Danish technology, including Schiphol Airport in Amsterdam, JFK Airport in New York, Copenhagen, Oslo, Brussels, and Auckland. The solution is also implemented in road traffic in Switzerland, New Zealand, Denmark, Sweden, Norway, Canada and Ireland. In recent years, it has been rolled out in train stations, ski resorts, amusement parks, and at events all over the world.

*Note to editors:*

**About Bristol Airport:**

Bristol Airport, serves the South West and Wales region of the UK. Bristol Airport has direct flights to 116 destinations and frequent daily services to major hubs including Amsterdam, Brussels, Dublin and Frankfurt. In the third quarter of 2016, Bristol Airport was ranked number one in the UK by the customer satisfaction benchmarking program, Airport Service Quality (ASQ), and has been the UK’s most punctual airport for the past two years according to league tables measuring on-time performance published by data specialist OAG.

A major development program continues to enlarge and enhance passenger facilities, with a £24 million terminal extension set to be completed this winter. This includes a new security search area, the first phases of which are already streamlining the security process for departing passengers. A £2.3 million upgrade to the immigration hall will deliver improvements for arriving passengers, taking the number of passport control points from the current ten to a total of 17 when it opens in spring next year. This will also see the introduction of ten of the latest ePassport gates which provide a safe, secure and speedy alternative to the conventional border control process. A further £2.3 million will be invested in a new reception centre and other improvements to the popular Silver Zone car park, often the first experience of the Airport for many passengers. An onsite 201-bedroom hotel will be opened in Spring 2017.

**About BLIP Systems:**

BLIP Systems is an information technology company with headquarters near Aalborg, Denmark. The company specialises in creating analytic tools to transform pedestrian and vehicular flow into value, and creating easy-to-interpret decision-making tools. Their BlipTrack solution helps decision makers in various verticals with visibility on how to reduce queue and commuting times, optimise staffing resources and revenue, and improve the traveler/guest experience.