



Airport Mobile Readiness

What is the issue?

Airports around the world are using technology to adapt to the needs of the mobile-connected traveler. Increasingly airport business models are shifting from businesses that generate revenues from infrastructure and landing fees to businesses that generate revenues from retail and experience based businesses. To help make this transformation airports are increasingly looking to use technology to enhance the traveller experience.

What did the researcher do?

Using a list of the Top 100 Airports from Flight Global, the researchers used both a mobile phone and desktop computer to identify mobile strategies used by airports. The goal of the research was to benchmark the airport industries use of mobile strategies for travellers. The study was done in collaboration with Chris Adams, Director of Research and Online Marketing at Miles and the commercial sponsor of the project.

Why is this research Useful?

With 97% of passengers carrying at least one digital device while travelling, they are increasingly using the devices to navigate and find services while at an airport. Airports with mobile friendly platforms have the ability to enhance the travellers time at the airport and potentially generate more business for their tenants.

What were the outcomes?

While the evidence to support the importance of mobile readiness by airports is increasing, the results of the study suggest that they are slow to respond. Only 34% of airports in the sample actually have a responsive website, whereas 39% of boutique hotels and 54% of destination marketing organizations have embraced responsive websites.

With only 34% of airports using responsive website design, it is recommended that airports:

- Launch or enhance their website as responsive
- Focus on developing web-based solutions which allow passengers to get real-time flight updates, baggage collection information and other services

About the Researcher

Dr. Chris Gibbs specializes on researching digital shifts related to the marketing of leisure industries. His research is focused on proving marketing leaders with the insight to plan and predict future shifts in digital marketing

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mobile readiness, airports, technology, hospitality and tourism

Hospitality & Tourism Research Institute

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