Digital passenger preferences at airports in Norway

Based on the findings of a survey of 6082 passengers at the departure gates of 8 airports in Norway (Oslo, Bergen, Stavanger, Trondheim, Tromsø, Bodø, Kristiansand, Molde)

Pre-order online



60%

Are interested in pre-ordering products or services online from the airport

25% Transport to/from the airport			24% Fast track security		21% Airport lounge access
17% Food or drink	13% Car parking		13% Shopping	8% Baggage home collection/delivery	
6% Assistance at the airport		4% Tax-free refunds		3% Rental of children's equipment	

Respondents could select any listed option and include their own options. The top 10 are listed above

Boarding pass



39% prefer to access their boarding pass via a mobile application 27% via a self-service kiosk 16% via text/SMS 15% with staff at a check-in desk 4% via a website

Bag tag & drop

Strong interest in permanent digital tags. Limited interest in off-airport drop options

Taq:

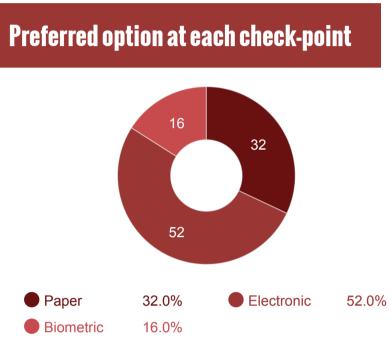
40% self-service kiosk 32% permanent «digital tag» 25% staff at a check-in desk 4% home printed tag



Drop: 66% self-service bag drop 25% staff at a check-in desk 6% before entering terminal 2% paid collection 1% other off-airport location



Personal ID



Security screening

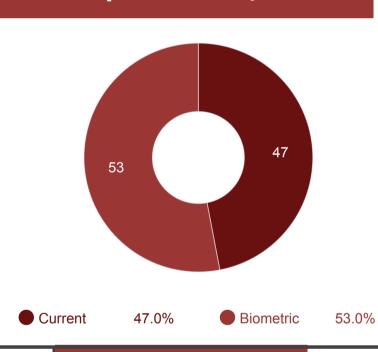
Use of infra-red cameras, facial

recognition and other technologies that scan me as I move so that I can walk through security without needing to remove items for screening

47% Current process of scanning or

showing my boarding pass, then removing items for screening before also being screened myself

Preferred option at security



Mobile payments

Customised information

92% Interested in receiving customised

information to their mobile device from the airport Main interest is for "functional" information:

 Flight status 68% Queuing times 42%

- Gate information 36%
- Baggage tracking 35%
- Disruption or emergency information 32%
- Location and waiting time for baggage 30%
- Status regarding local public transport 20% Destination information 15%
- Regulations and requirements 14%
- Airport wayfinding 13%
- · Airport products and services including offers and competitions 10%
- Travel tips 9%

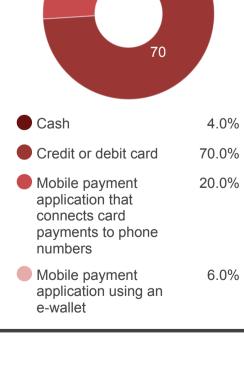
include their own options. The top 12 are listed above

Prefer to pay for airport products or services via mobile

20

26%

payments



Customer services

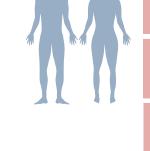
Respondents could select up to 5 listed options and

A human touch is still preferred for customer services but self-service technologies are also popular. A small proportion of passengers are ready to interact with

augmented reality and artificial intelligence

58%

Staff in person



18% Staff via phone or video link

Touchscreen self-service info. kiosk

Hologram - 3D image

18%

21%

Scannable QR codes

17%

Robot

Live online chat with staff 16% 14%

53%

Chatbot 13%

Respondents could select up to 5 of the options listed above



CREATED BY www.digitalairportsnorway.com

Mobile-based augmented reality

A Research Council of Norway funded project conducted by Kristiania University College (Norway), Cranfield University (UK) and Molde University College - Specialized University in Logistics (Norway), in collaboration with the Norwegian airport operator Avinor