

Digital passenger preferences at airports in Norway

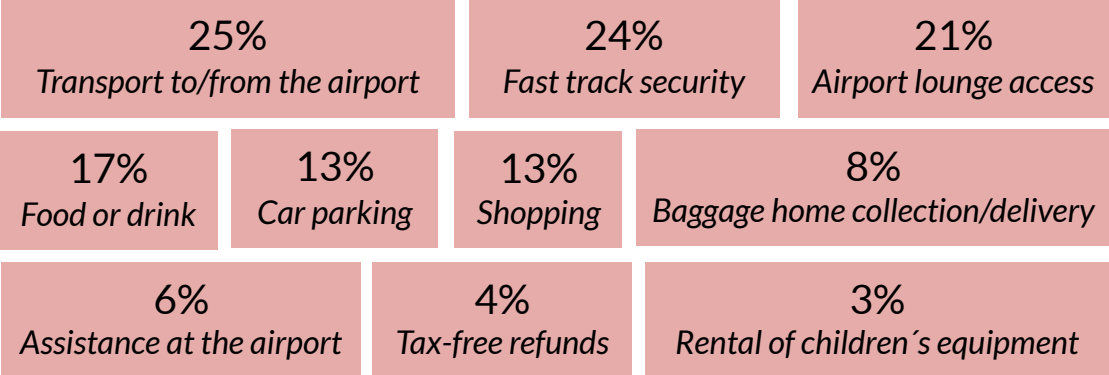
Based on the findings of a survey of 6082 passengers at the departure gates of 8 airports in Norway (Oslo, Bergen, Stavanger, Trondheim, Tromsø, Bodø, Kristiansand, Molde)

Pre-order online



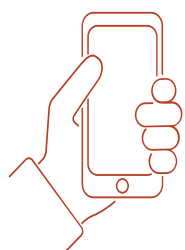
60%

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



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

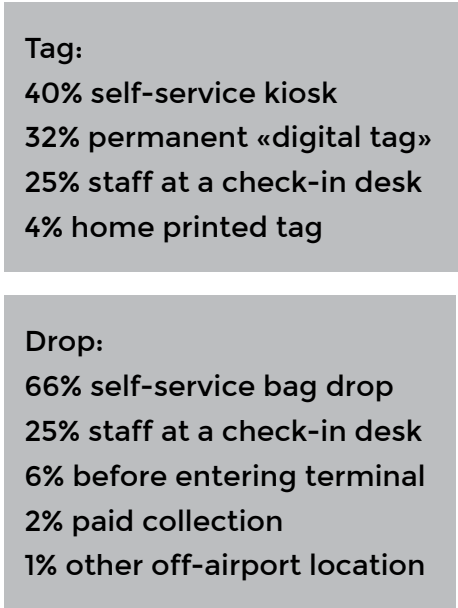
Boarding pass



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

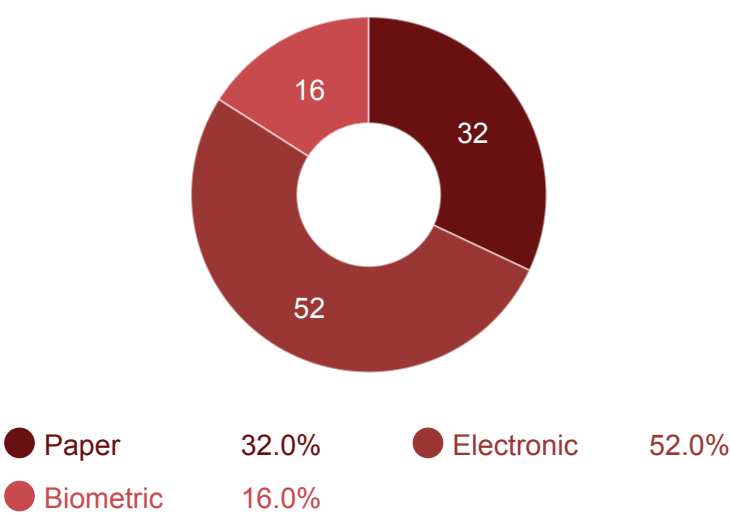
Bag tag & drop

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



Personal ID

Preferred option at each check-point



Security screening

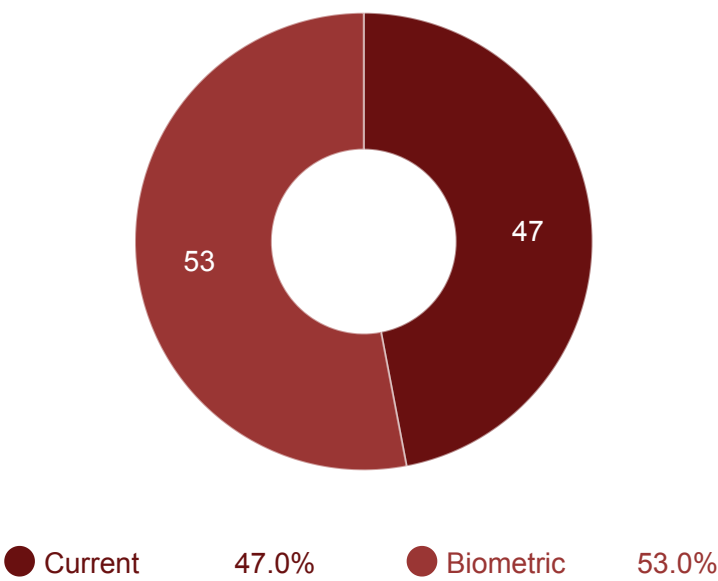
53%

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



Customised information

92%

Interested in receiving customised information to their mobile device from the airport

Main interest is for "functional" information:

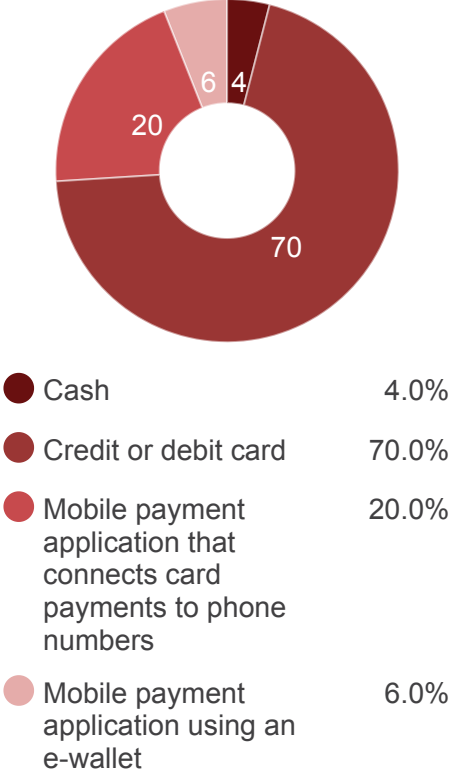
- Flight status 68%
- Queuing times 42%
- Gate information 36%
- Baggage tracking 35%
- Disruption or emergency information 32%
- Location and waiting time for baggage 30%
- Status regarding local public transport 20%
- Destination information 15%
- Regulations and requirements 14%
- Airport wayfinding 13%
- Airport products and services including offers and competitions 10%
- Travel tips 9%

Respondents could select up to 5 listed options and include their own options. The top 12 are listed above

Mobile payments

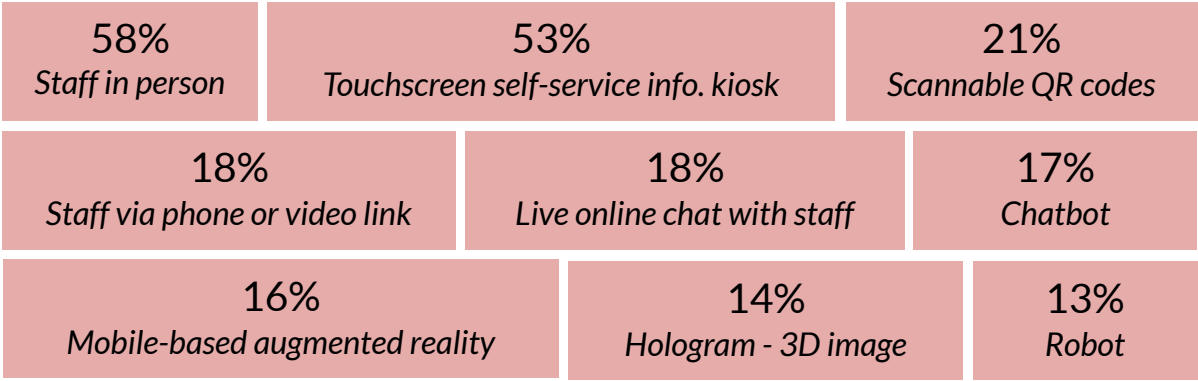
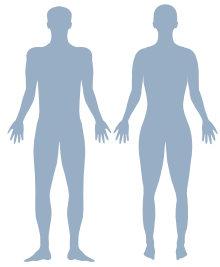
26%

Prefer to pay for airport products or services via mobile payments



Customer services

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



Respondents could select up to 5 of the options listed above



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