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, Trondheim, Tromsø, Bodo, Kristiansand, Molde)

Pre-order online

60%
Are interested in pre-ordering products or services online from the airport

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

60%
Are interested in pre-ordering products or services mobile application
27% via a self-service kiosk
16% via text/SMS
15% with staff at a check-in desk
4% via the website

Bag tag & drop

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

Preferred option at check-point

Tag:
- 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

Preferred option at security

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

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

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

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