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Press Release: THE ITALIAN PAVILION AT PASSENGER TERMINAL 2024 SHOWS A UNIQUE END TO END AIRPORT SET UP

As excellent passenger experience is critical for the profitability of airports, Air Tech Italy showcases how airports can improve the passenger experience for airports and airlines.

Airlines and airports share the need to develop customer-centric strategies to improve the passenger experience in all phases of air travel. This is where Air Tech Italy, the Italian Association grouping the leading Italian providers of airport and airline solutions, will present a unique way of illustrating how its Members address the airport's transformation to become truly passenger centric.

At the Passenger Terminal Expo Air Tech Italy Members A-ICE, Datalogic, Engineering Ingegneria Informatica, Ewo, Gilardoni, Informa Sistemi, Italcer, Mobimesh, Naitec, One Works, Reco 3.26 and Tecno have joined forces to present the leading innovations and solutions to enhance the travel experience.

At the event, Air Tech Italy Members showcase jointly the full journey of a passenger at the airport, from arriving at the airport, to understanding where (s)he needs to go, from a hassle free biometric ID check to smoothly getting a boarding pass, passing through security and moving to the airport facilities to relax and shop and benefit from a great entertainment offer while waiting comfortably to be called to the gate.

What makes this collaboration unique is the seamless flow by which passengers move faster to the gate from where they can fly to any destination in the world.

The airport set-up enabling the optimization of operational processes and passenger flow management.

Passenger experience is all about establishing a series of seamless transitions from one aspect of the airport customer journey to another. From check-in to facial biometrics security, from security to the lounge or retail area, every part of the journey is linked together through a series of airport customer experiences. Realizing a great end-to-end experience starts with the full design of the airport facilities and is supported by digital twin technology that accurately replicates

The easiness by which passengers travel through airports has a substantial financial benefit, **according to ACI research, every 1% increase in global passenger satisfaction generates an additional 1.5% in non-aeronautical revenue** and that doesn't even consider the impact of loyalty on returning passengers.

Airports are faced with three challenges:

- the digitalization of airport operations
- the uniqueness of the passenger experience through innovative approaches and solutions and
- the need for far going sustainability.

These challenges are all addressed by Air Tech Italy and its Members, closely collaborating to create important benefits for airports and airlines, who get access to all the latest passenger experience solutions through one partnership.

Aviation is one of the most important segments for the Italian industry and Air Tech Italy represents the most important solution providers that support airports, airlines and ANSPs worldwide. For more information on how Air Tech Italy and Members help, check out; <https://airtechitaly.com/about-us/>

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