

Introducing

# Airport Analytics

Measure What Matters for Real-Time Passenger Insight

## Raise Your Passenger IQ

Today, the world's top airports understand that the key to success in an ultra-competitive market is **passenger insight**. Boingo's industry-leading Airport Analytics platform will unlock valuable data that will help you...

- ✓ Increase passenger satisfaction
- ✓ Improve operational efficiencies
- ✓ Increase revenues, reduce labor costs
- ✓ Enhance the airport experience

## Airport Analytics Platform Overview

The Airport Analytics platform includes these unique modules to help you understand passenger behavior like never before.



**Queue Management** gives you control of one of the most important passenger satisfaction drivers: waiting in line.



**Dwell Time** tells you where they spend their time and how long they linger at certain areas.



**Heat Mapping** shows you traffic patterns to optimize passenger flow.



**Wayfinding** helps passengers reach their destination and find points of interest quickly and easily.



**Pathing** helps you identify the routes passengers take to navigate your airport.



**Wi-Fi Usage Analytics** reveals in-depth information about how passengers use Wi-Fi in your airport.



An extra  
**10 min.** =  
in Security



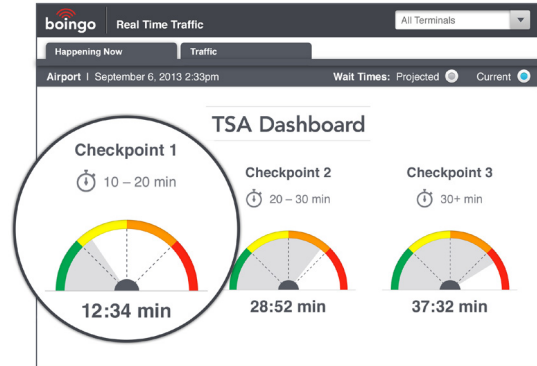
**-30%**  
Avg. Passenger  
Retail Spend

*Wait times impact the bottom line. An extra 10 minutes in security reduces average passenger retail spend by 30%.<sup>1</sup>*



## Queue Management

Take control of one of the most important passenger satisfaction drivers at the airport: waiting in line. Queue Management provides a real-time display of current wait times, enabling passengers to understand exactly how long they can expect to wait in line. You can also use the data to make staffing decisions for TSA, ticketing, concessions and gates.



*User-friendly reports are delivered in real time.  
All data is aggregated to preserve privacy.*



## Heat Mapping and Pathing

When passengers enter your airport, where do they go? How do they get there? How long does it take them to get from point A to point B? Heat Mapping shows you real-time and historical traffic patterns of passengers throughout the day to highlight the most frequented areas, bottlenecks and cold zones to optimize passenger flow. Pathing helps you identify the actual routes passengers take, from the moment they enter the door...to ticketing, TSA, shopping/concessions, airport facilities, and departure gates.



## Wayfinding

Let's face it: airports can be big, intimidating, confusing places to navigate. Passengers are stressed before they even walk through the door. What are you doing to relieve that anxiety? The Wayfinding tool can be implemented within your airport website, Wi-Fi walled garden, or airport app to help passengers navigate where they are going and show them points of interest along the way.



## Dwell Time

Where do passengers spend the most time inside the airport? How long do they spend in each area or zone? Dwell Time answers these questions to help you drive passenger satisfaction and revenue by maximizing additional airport services and retail opportunities.



## Wi-Fi Usage Analytics

Every airport offers Wi-Fi today and it's one of the most important tools for business travelers and leisure travelers alike. But beyond simply providing Wi-Fi to passengers, you can gain rich information from them. Here are just a few interesting stats the tool provides: usage, location, session length, device type, operating system, browsing behavior, and more.

For more information, visit [www.boingo.com/analytics](http://www.boingo.com/analytics)

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1. <http://www.sita.aero/content/move-with-flow>