

# THE REVOLUTION IN POST-PANDEMIC AIRPORT AMENITIES

EXPLORING THE REALITY OF EXPERIENCE-BASED  
COMPETITION FOR U.S. AIRPORT TRAVELERS

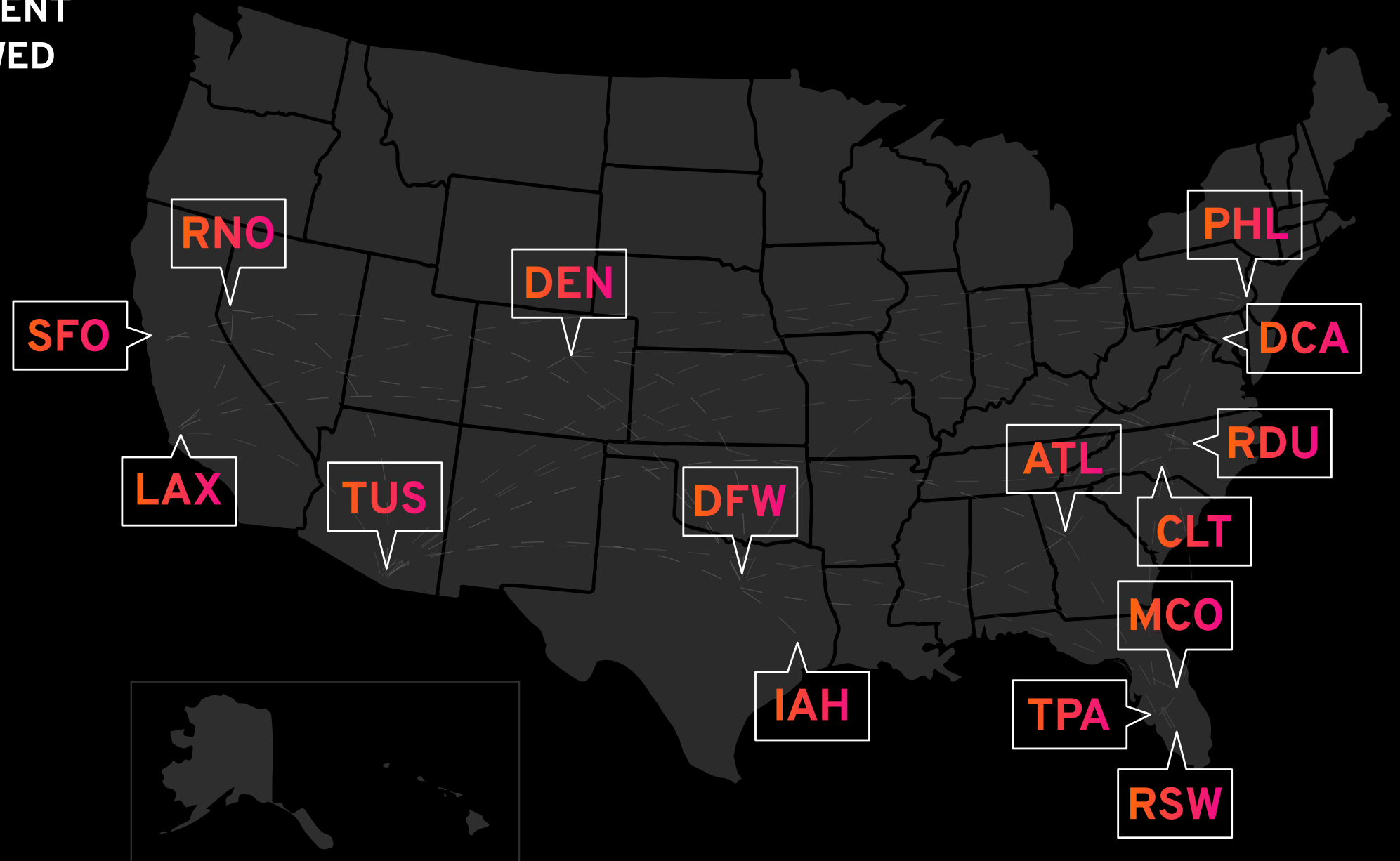
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## REPRESENTATIVE SAMPLE OF AIRPORT DEVELOPMENT EXECUTIVES INTERVIEWED BY AIRPORT

Data was collected via phone interviews by an independent research company from decision makers of 50 major airports.

- Atlanta International Airport
- Charlotte International Airport
- DFW International Airport
- Denver International Airport
- Florida International Airport
- Halifax International Airport
- Houston International Airport
- Los Angeles International
- Orlando International Airport
- Philadelphia International
- Raleigh-Durham International
- Reno International Airport
- San Francisco International
- Tampa International Airport
- Tucson International Airport
- Washington Reagan International





# IN 2022, NEW AMENITIES WERE CUTE AND QUICK

## “BEST NEW AIRPORT AMENITIES OF THE YEAR” BY THE POINTS GUY:

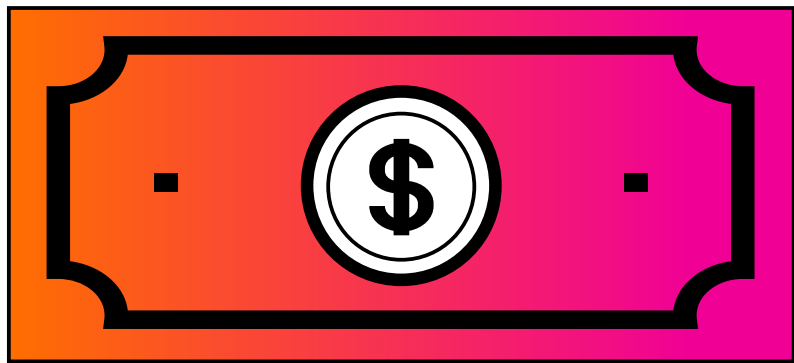
1. Reno International’s (RNO) “Kindness Takes Flight” team dished out flattering comments to travelers.
2. Portland International Airport (PDX) debuted a new bar, “Juliett”, honoring women in aviation.
3. Tampa International (TPA) finished a 21-foot-tall sculpture of a pink flamingo.
4. Milwaukee Mitchell International Airport (MKE) brought back its winter coat check service.
5. Minneapolis-St. Paul International Airport (MSP) installed a 33-foot-long mock aircraft cabin in one of its terminals.





# 2023 WILL BE A WATERSHED YEAR FOR PLANNING IMMERSIVE AIRPORT EXPERIENCES

**86%** Expect Significant  
Public Funding



**28%**

Report a public  
sector grant is  
**funded**

**26%**

Report a public  
sector grant is  
**planned**

**32%**

Report a public  
sector grant is  
**likely**



## THE MOMENT VAULT ORLANDO INTERNATIONAL AIRPORT, TERMINAL C

An interactive installation immersing guests in a 360° immersive world built in Epic Games' UNREAL Engine. Up to 30 full-body users' movements are tracked in 3D in real-time and transformed into interactive silhouettes on screen, featuring scenes from Mars, swims with manatees, fireflies and fish.





# A CRISIS IN CUSTOMER SERVICE

60% OF TRAVELERS HAVE NEGATIVE VIEWS OF AIRPORT CUSTOMER CARE SERVICES



68% of airport development officers see **experiential technology** as key to improving guest satisfaction



**NEWARK LIBERTY INTERNATIONAL AIRPORT, TERMINAL A**

An interactive space with multi-sided LED pillars that uses traveller movement to change content in real time.





#### INITIATIVE STATUS

38% FUNDED

18% PLANNED

16% DISCUSSING

22% RESEARCHING

# 94%

of responding airports are **planning or implementing traveler self-service options in 2023** such as e-gates, automated boarding pass and passport verification and interactive digital signage.



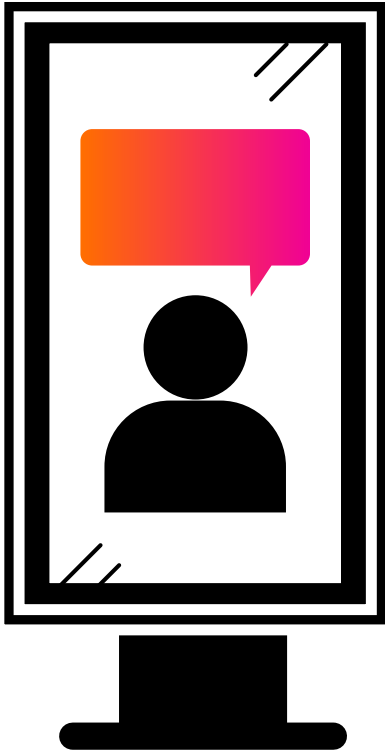
# A11

BOSTON  
B6 180

# BOSTON



# INVESTMENT IN NEXT GENERATION INTERACTIVE SIGNAGE IS BEING CONSIDERED BY 84% OF RESPONDING AIRPORTS.



## SYSTEM STATUS REPORT

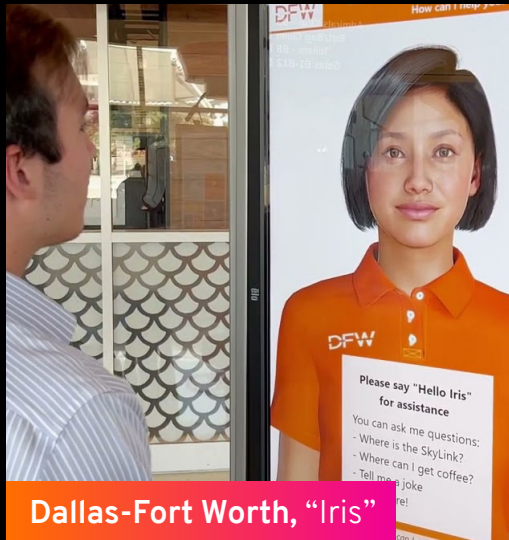
Interactive “Siri” -like displays that allow travelers to ask any question in natural languages and receive guidance in that language are being introduced at airports around the globe.

- 32%** have implemented such a system
- 14%** have funded such a system
- 16%** are planning such a system
- 22%** are researching such a system

## VIRTUAL ASSISTANTS AROUND THE WORLD



Frankfurt, InfoGates



Dallas-Fort Worth, “Iris”



Dubai, Virtual Assistant



## CASE STUDY

# WINDOWS TO ORLANDO

In Orlando International Airport's Terminal C, Electrosonic re-imagined a triptych of 32-foot-high screens spanning 114 feet that give the illusion of three windows that open up onto mesmerizing scenes celebrating Orlando. These unique interactive moments connect travelers with the place they are traveling through.





## TECHNOLOGY-ENABLED ATTRACTIONS ARE ESTABLISHING BRAND IDENTITIES FOR MAJOR AIRPORTS

Rich, tech-enabled experiences will provide a turbo boost to airport branding, revenue and traveler satisfaction.

**82% of airport respondents are considering major technology enabled attractions.**

1



3



2

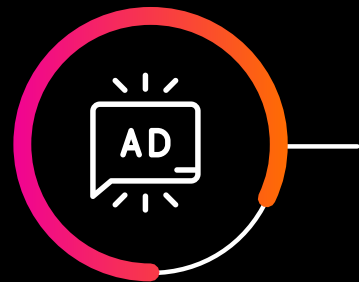


## LOVING YOUR LAYOVER

1. **Vienna airport's "Birdly"** takes participants on virtual flights through Jurassic landscapes.
2. **Hong Kong International Airport** boasts a state-of-the-art golf simulator where golfers can sharpen their game between flights on 8 different acclaimed courses.
3. **Portland airport's "Hollywood Theatre"** is a free 22-seat microcinema showcasing short films by Oregon filmmakers.



**INTERACTIVE VIDEO ACTIVATIONS IN COLLABORATION WITH BRANDS ARE BEING USED IN MANY AIRPORTS TO PROVIDE UNIQUE SHOPPING EXPERIENCES AND SELL AD SPACE FOR LARGE BRANDS.**



**82%**

of airport authorities interviewed were actively implementing or considering interactive retail partnerships with brands.





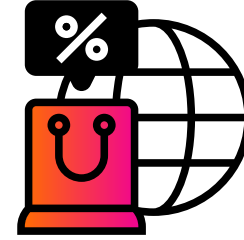


Changi Airport, Suntory Whiskey Interactive



Heathrow Airport, Prada Interactive

## SUMMARY OF AIRPORT AUTHORITIES TAKING STEPS TO IMPLEMENT INTERACTIVE RETAIL PARTNERSHIPS



**24%** have implemented a brand partnership

**16%** have funded a partnership

**24%** are planning a partnership

**18%** are interested in a partnership



Birmingham Airport, Cadbury Football Selfies



## CASE STUDY

# NEXT GENERATION TERMINAL AT LAX

In 2013, when the Tom Bradley International Terminal of Los Angeles International Airport (LAX) opened, travelers encountered an oasis of calm and harmony en route to their flights. Electrosonic partnered with Moment Factory to create experiential and interactive multimedia features to help people see their journey with fresh eyes. This collaboration re-invents the passenger experience and brings back the romance, magic and wonder of travel.





# LET'S TALK

Take your project to the next level with local service backed by global resources.

Create memorable experiences that last by transforming your project with Electrosonic. With more than 60 years' experience developing, delivering and supporting innovative, award-winning projects around the world, let us guide your vision with expert advice.

*Photography of Los Angeles International's Tom Bradley International Terminal and Newark International Airport Terminal A courtesy of Moment Factory.*

*Photography of Orlando International Airport Terminal C courtesy of Gentilhomme.*

From initial design and blue-sky ideation sessions to support and managed services, Electrosonic has the global expertise to help you with your experiential technology decisions.

**Schedule a Charette**



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