



Airport International Group
مجموعة المطار الدولي

E-TRAVELER:

BACK TO THE FUTURE

DEEMA ANANI

MEADFA

NOVEMBER 2015

Technology Advancement: Less Travel?



Apparently Not..

- *Number of International Arrivals has jumped from 527 million in 1995 to 1,103 billion in 2014*
- *Total Contribution of travel & tourism to global economy is 7.5 trillion in 2013*
- *Accounts for 277 million Jobs worldwide*
- *Will grow at a faster pace than Global Economy*



- *Emotional Experience “Nothing beats the feeling”*
 - *Nurturing*
 - *Nourishing*
 - *Enriching*
 - *On the to do list*
 - *Accessible with all those online booking platforms*
 - *Affordable with the emergence of Low cost carriers*



So What changed?

- **TRAVELERS STILL VALUE THE *SAME* THINGS THEY HAVE ALWAYS VALUED**
- **THE AIRPORT PATRONS HOWEVER *CANNOT* CONTINUE TO DELIVER THOSE VALUES IN THE SAME WAY THEY USED TO IN THE PAST**
- **DELIVERING THOSE VALUES SHOULD BE ALIGNED WITH THE PASSENGER *EXPECTATIONS*, I.E. DESIGNED WITH HIM IN MIND , NOT US!**

Stress Free Trip (minimal at least!)

CHECK IN



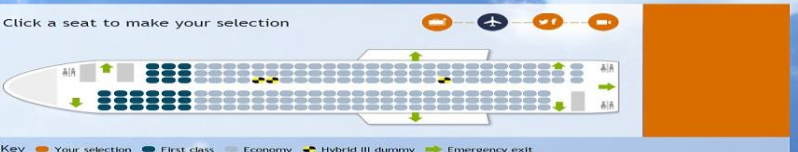
Online Check-In

In an unprecedented event, two pilots will board a Boeing 727, fly it over a vast, empty desert, set it to crash land and parachute from the plane. Filmed for Channel 4, the resulting high-speed crash will provide scientists with invaluable information about how planes react in potentially fatal accidents.

Here, you can check in and choose a seat on our flight to discover how this choice would have affected your chances of surviving our crash. Once you're checked in, you'll be rewarded with an exclusive preview of the show. Come back after the show airs to find out how you would have fared in your seat...

Welcome aboard, Martin

Click a seat to make your selection



Key: ● Your selection ● First class ● Economy ● Hybrid III dummy ● Emergency exit

Don't worry, plane crashes are rare and it is extremely unlikely you will ever be involved in a real one. All crashes are different - the feedback you'll receive on your seat choice is based on the analysis and knowledge of our crash experts and relates only to this particular crash.

- ***TRAVELERS VALUE CHOICE***
 - ***RETAIL MIX***
 - ***DESTINATION TARGETING***
 - ***CUSTOMIZED OFFERS & PROMOTIONS***
 - ***CROSS SELLING***
 - ***5 STAR HOTEL CUSTOMER SERVICE***

Fun Experience & Good Memories



Fun Experience & Good Memories



- ***TRAVELERS WANT TO STAY CONNECTED***
- ***WI-FI ACCESS IS RANKED AMONG THE HIGHEST POINTS OF INTEREST FOR TRAVELERS***
 - ***FREE WI-FI IS ALWAYS WELCOME. FREE WI FI WITH AN AD EVERY 5 SECONDS..HMM***
 - ***FREE WI-FI WITH ADS AND ALERT NOTIFICATIONS ON CHANGES -BETTER***
 - ***MOST USERS OF WI-FI USE IT TO STAY CONNECTED WITH THEIR LOVED ONES AND ON THE SOCIAL MEDIA***

Sharing, Liking, etc: Ride the Wave With them

facebook Registrarte

Correo electrónico o teléfono Contraseña

Iniciar sesión

No cerrar sesión ¿Olvidaste tu contraseña?

Queen Alia International Airport está en Facebook.

Para conectarte con Queen Alia International Airport, crea una cuenta en Facebook.

Registrarte Iniciar sesión

Crear página

Reciente

2015

2014

2013

2012

1983

Queen Alia International Airport

Aeropuerto

Biografía Información Fotos Opiniones Más

PERSONAS

★★★★★

634 700 Me gusta

466 575 visitas

INFORMACIÓN

HIMITYAH

TEA AL ALI HALDUM AL SOMAQ

Amán

(06) 401 0250

http://www.qaiairport.com/

APLICACIONES

Flight Status

Queen Alia International Airport

6 h · 🌐

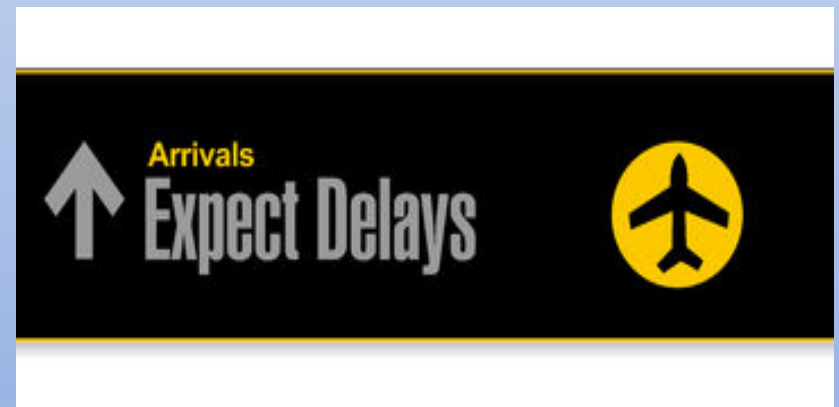
الطهور نحن لبيتها، فما بالك المسافر
شكراً Ibrahim Khaled Al-zoubi على هذه الصورة

Queen Alia International Airport

مطار الملكة علياء الدولي

8:23 PM
22-Nov-15

- **TRAVELERS VALUE TRANSPARENCY**
 - **“SORRY FLIGHT GOT CANCELLED” WONT DO THE TRICK**
 - **“BYPASSING QUEUES UNDER THE EYES OF THE AIRPORT OPERATOR IS NOT ACCEPTABLE”**
 - **PASSENGERS ALSO EXPECT GATE CHANGES AND DELAYS TO BE COMMUNICATED**



- ***EMOTIONAL TRAVELER***
- ***AIRPORT PATRONS SHOULD DESIGN PASSENGER EXPERIENCE WITH “EMPATHY”***
- ***THE AIRPORT IS THE STARTING POINT FOR THE TRIP SO MAKE IT ENJOYABLE AND EXCITING***
- ***IF YOU DO SO, POSITIVE EFFECTS WILL EXTEND OVER THE WHOLE EXPERIENCE***