



OUR WARMEST THANKS TO OUR SPONSORS



DAY
2



THE IMPACT OF BIG DATA, TECHNOLOGY AND INNOVATION



PANEL 4

Using big data and new technologies to transform airport areas into tourist destinations





PANEL 4

Using big data and new technologies to transform airport areas into tourist destinations

MODERATOR



Kiran Merchant
Merchant Aviation

SPEAKERS



Whistler **CHERUBIN**
TRIP / In Live



Arja Lukin
City of Vantaa



Claude Bannwarth
Tourism Academy
Paris



Joël Couillandeu
Merchant Aviation



Huai-Hui Hsieh
Taoyuan
International Airport
Company



Carrie Burns
Atlanta Movie Tour

Smart Airport to Smart Aero-Cities



DATA LED TRAVELLER EXPERIENCE TRANSFORMATION JOURNEY

- Historical data to customize the traveler's journey;
- Understanding diverse interests to maximize dwell-time activities;
- Data-driven technologies for seamless experience;
- Informed travelers spend more.

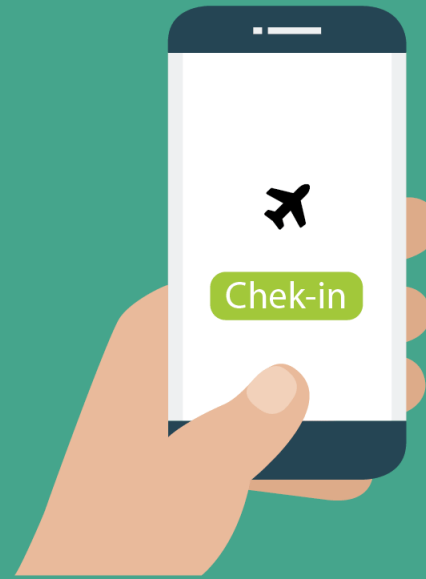




A super traveller
takes

96

trips a year,
spending more
than **200** days
away from home.

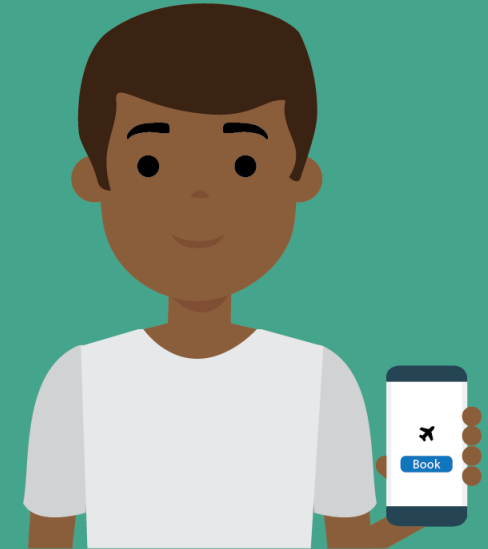


66%

of millennials
booked their travel
from mobile
phones and

97%

of these shared on
social media.



Only

11%

of airports current-
ly allow mobile
check in, expect-
ed to be **29%** in
2021.

74%

would use alerts on flight and gates status pushed to their mobile phones



64%

of surveyed travellers would like to track their bags throughout the journey using a mobile app



81%

of passengers would consider pre-ordering at least 1 product type before boarding



92%

would consider using biometrics to passport/boarding pass



93%

of travellers are open to interacting with the experiential strands in the airports



82%

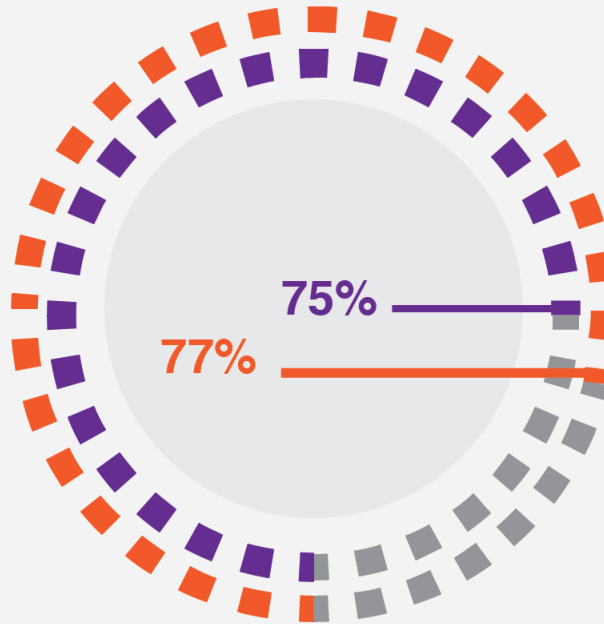
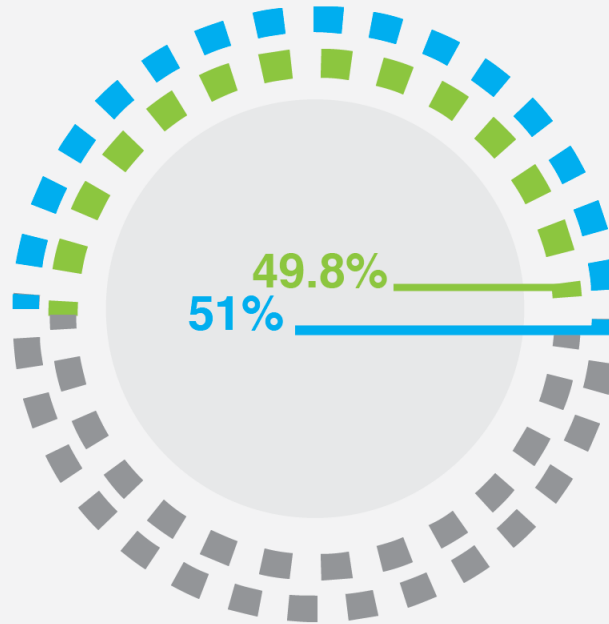
of travellers want a digital passport on their smartphones





of mobile time is spent on apps

51% of travellers would prefer text messages alerts 10 mins to boarding time while **49.8%** would like to have notifications sent directly to their mobile phones.



75% of travellers want real time updates on expected boarding times, **77%** want information on estimated security wait times.

DATA DRIVEN MARKETING STRATEGIES

- New ways to travel;
- Existing technology;
- Efficient and convenient communication;
- Information beyond the screens.



DATA FOR INNOVATION and OPPORTUNITIES

- Collaborating with airports and city authorities to facilitate innovative products and added-value to the travel industry;
- Existing platforms;
- Funding to support research for innovation.



CONCLUSION

- Optimise the usage of devices : cameras ;gates; etc as data collection points.
- The goal is to use existing familiar ways to provide more experiences, tailored made journey.



SAAIS 2019

THANK YOU

THE ROLE OF BIG DATA



PANEL 4

Using big data and new technologies to transform airport areas into tourist destinations

MODERATOR



Kiran Merchant
Merchant Aviation

SPEAKERS



Whistler CHERUBIN
TRIP / In Live



Arja Lukin
City of Vantaa



Claude Bannwarth
Tourism Academy
Paris



Joël Couillandeu
Merchant Aviation



Huai-Hui Hsieh
Taoyuan
International Airport
Company



Carrie Burns
Atlanta Movie Tour

Helsinki Airport and Airport City Aviapolis

Vantaa, Finland

**TRANSFER HUB BETWEEN
EUROPE AND ASIA**

One of the most growing airports
in Europe

**TEMPTING AND SUSTAINABLE
CITY OF OPPORTUNITIES**

For business owners, workers, residents and
tourists – 24/7 for all





KEY FIGURES

Helsinki Airport, Finland

21M passengers **↑10,7%** growth in international traffic
162 flight connections **22** direct flight connections to Asia
150 920 tons airfreight **↑15%** growth
20K jobs **260 MEUR** turnover **↑+9,5%** growth

Airport City Aviapolis

19K inhabitants **37K** jobs **3550** ha

mains sectors :

diverse ecosystem of businesses

2000+ companies

Main current project

- Airport expansion, 1 000 MEUR
- Real estate projects (offices, hotels, housing, school and kidergartens, shopping mall)
- Light trail / tram, 300 MEUR

THREE PROPELLING FACTORS

The fastest growing business hub in Finland

Our **Airport area** is a great place to do business. Here are some **reasons** why:

- Direct connections from Helsinki alone reach over 320 million people in the world
- Diverse and stable ecosystem of businesses with easy access to world-class tech talent, the most dynamic startup scenes, and a vibrant R&D environment
- A unique combination of workplaces, housing, services and recreation is taking shape right next to the airport. New residents are moving into the area.





AUKIO

HELSINKI AIRPORT
CENTRAL SQUARE
(OPENED 2019)

HELSINKI AIRPORT
TRANSFER TRAFFIC
EXCLUDING EUROPE

+20%

TOURISM
IN FINLAND



LAPLAND



DOWNTOWN
HELSINKI

10 HOTELS
WITH 71% OCCUPANCY RATE
2 MORE TO BE BUILT IN NEAR FUTURE



HEUREKA
SCIENCE CENTER



2 NATIONAL PARKS

**Experiences few minutes from
the airport**
(STOPOVERGUIDE.FI)



BACKAS MANOR
HISTORICAL SITE



FAZER EXPERICE CENTER



JUMBO + FLAMINGO
- SHOPPING AND
ENTERTAINMENT CENTER, 1ST
BY SALES IN NORDICS



RESTAURANTS, CAFES,
FOOD GARDEN



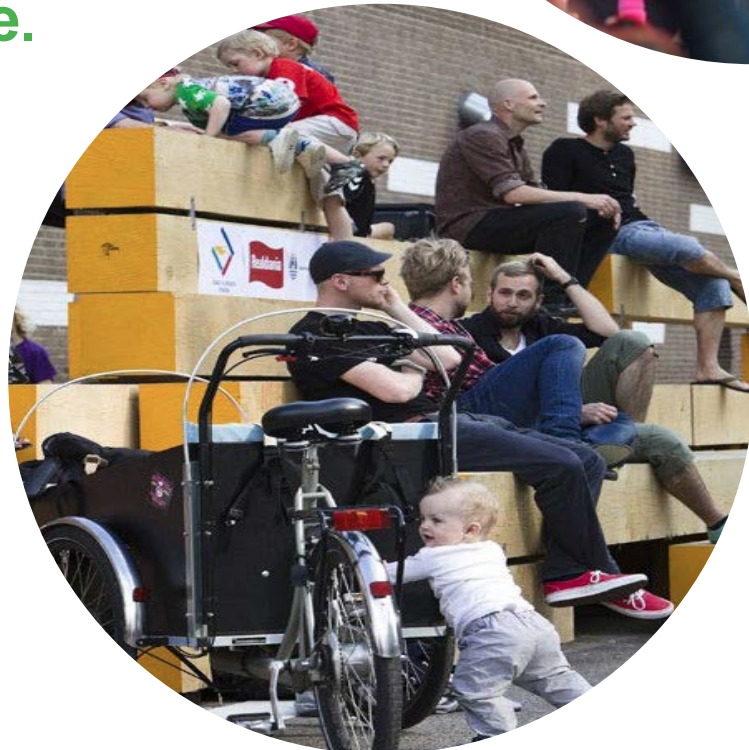
AVIAPOLIS X
TEMPORARY
EVENT CENTER



AVIATION
ACADEMY



ART RESIDENCY
PROGRAM



SAAIS 2019

THANK YOU

THE ROLE OF BIG DATA



PANEL 4

Using big data and new technologies to transform airport areas into tourist destinations

MODERATOR



Kiran Merchant
Merchant Aviation

SPEAKERS



Whistler CHERUBIN
TRIP / In Live



Arja Lukin
City of Vantaa



Claude Bannwarth
Tourism Academy
Paris



Joël Couillandeu
Merchant Aviation



Huai-Hui Hsieh
Taoyuan
International Airport
Company



Carrie Burns
Atlanta Movie Tour

SAAIS 2019

**A SKILLS BOOSTER FOR A
BETTER TOURIST EXPERIENCE
AROUND PARIS AIRPORTS**

MOOC PARIS-AIRPORTS : FRANCE WELCOMES THE WORLD

CASE STUDY



FRANCE
WELCOMES
100 MILLION VISITORS
THE
WORLD

The background of the text is a vibrant collage of French-themed icons and symbols. It includes the Eiffel Tower, a Notre-Dame cathedral, a croissant, a glass of red wine, a bunch of grapes, a red beret, a red mustache, a yellow palette, a red bicycle, a red high-heeled shoe, a blue rooster, a map of France with the French flag colors, and several small red hearts and blue stars.

CASE STUDY



9TH ANNUAL SAAIS 2019

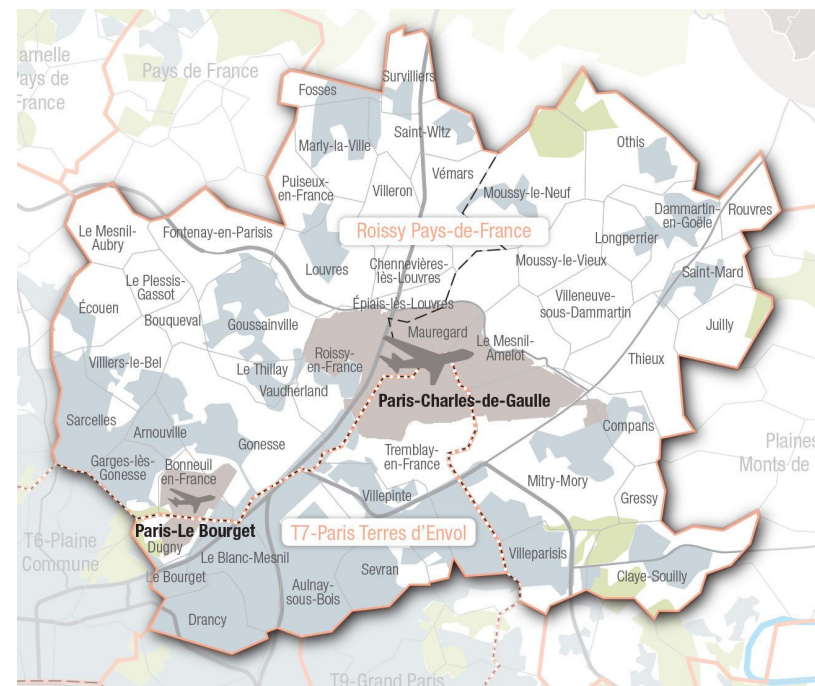


CASE STUDY

MOOC PARIS

CHARLES DE GAULLE

La France accueille le monde

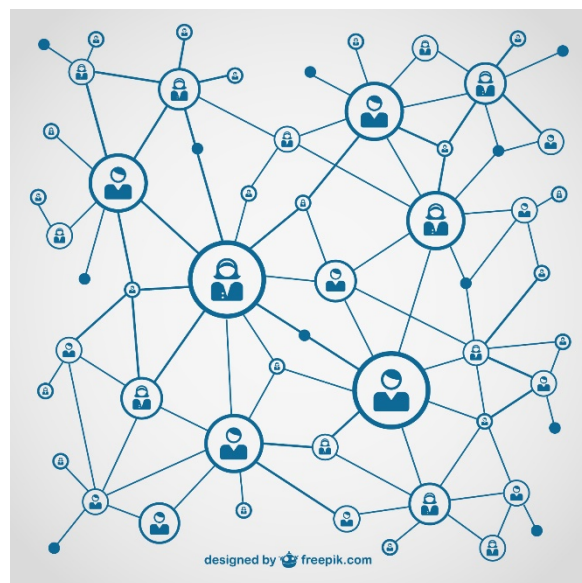


UN PARTENARIAT



tourism
academy






MON CLASSEMENT

Visualisez votre position par rapport aux 20 apprenants ayant obtenu le plus grand nombre d'étoiles.

All


1



★68103

AWA F.


2



★67381

ROSINE TIENTCHEU MONKAM

3

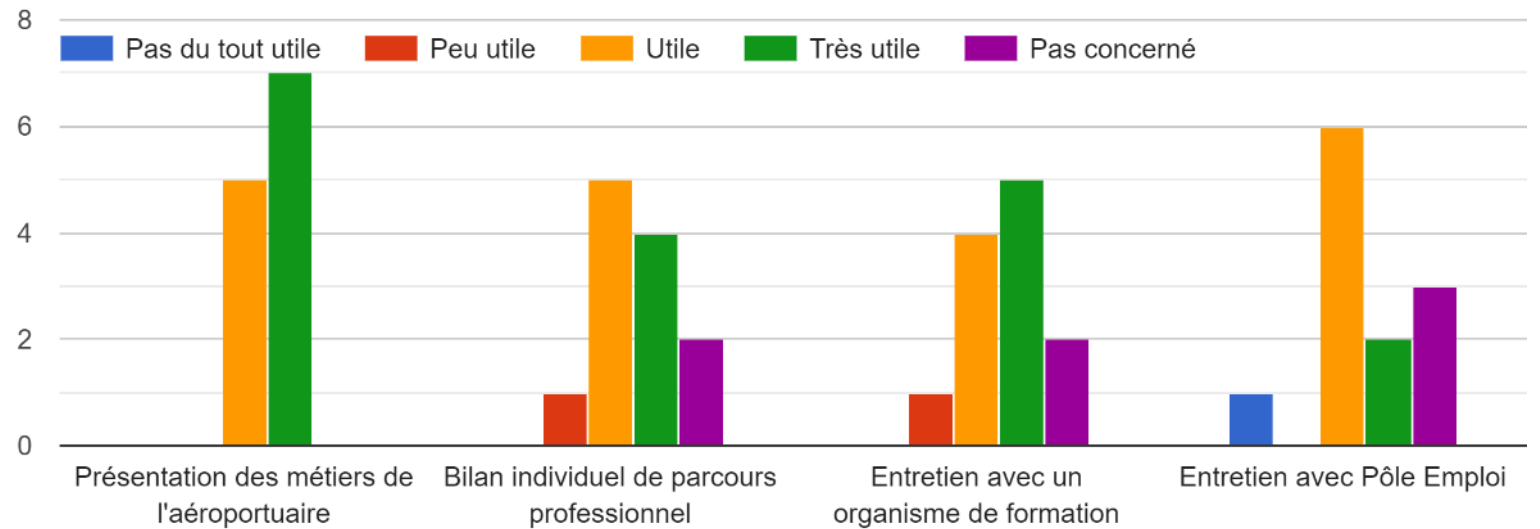


★57775

YASMIN M.

4.	SORY F.	56668
5.	PRUDINCE RAISSA DUMAS	54304
6.	NAWEL GALOPIN	52819
7.	VERONIQUE D.	8353
8.	HASSEN SAFI	4118
9.	PACO TEVERINI	4049
10.	MARIE ANGE NGUYEN	3228
11.	RACHIU I.	3179
12.	JAYAKUMARAN DJEASSITTARAME	2900
13.	ABY L.	2809
14.	HICHAM EL MAKOUDI	2792
15.	GILLES DUVAL	2686
16.	NORA B.	2652
17.	ECHATI CHAMI	2640
18.	TESSY GEOFFROY	2635
19.	FATIMA RARAHY F.P. BELKREDEM	2629





1st results

Q3 2018

MOOC

PARIS

CHARLES DE GAULLE

La France accueille le monde



443 learners

Q1 2019

MOOC

PARIS

AÉROPORTS

La France accueille le monde



594 learners

Target Q3 2019

1 100 learners !



SKILLS BOOSTER

Thank you for your attention

Claude Bannwarth

Cofounder & Head of development - c.bannwarth@tourism-academy.com - +33 6 82 03 77 30



PANEL 4

Using big data and new technologies to transform airport areas into tourist destinations

MODERATOR



Kiran Merchant
Merchant Aviation

SPEAKERS



Whistler CHERUBIN
TRIP / In Live



Arja Lukin
City of Vantaa



Claude Bannwarth
Tourism Academy
Paris



Joël Couillandeu
Merchant Aviation



Huai-Hui Hsieh
Taoyuan
International Airport
Company



Carrie Burns
Atlanta Movie Tour



PANEL 4

Using big data and new technologies to transform airport areas into tourist destinations

MODERATOR



Kiran Merchant
Merchant Aviation

SPEAKERS



Whistler CHERUBIN
TRIP / In Live



Arja Lukin
City of Vantaa



Claude Bannwarth
Tourism Academy
Paris



Joël Couillandeu
Merchant Aviation



Huai-Hui Hsieh
Taoyuan
International Airport
Company



Carrie Burns
Atlanta Movie Tour



TAOYUAN: An Airport City for Industries and Tourism

The Role of Big Data

Sustainable Airport Areas International Seminar

Atlanta

October 14 – 16, 2019

Huai-Hui Hsieh
Senior Researcher

Taoyuan International Airport Co., Ltd.

About Taoyuan International Airport (1979-)



Passenger Volume
46,535 thousands



Cargo Volume
2,322 thousands mt



Aircraft Volume
256 thousands flights



Airlines
(Flight & Cargo)
93 airlines



On Scheduled Flight
129 cities



FTZ Trade Value
444 billion

Corporatized in Nov. 2010, Taoyuan International Airport Co., Ltd. hires 610 staffs including a 147-member fire brigade.



Location of Taoyuan

Shortest average flight time to the major Asian cities (2.55 hours)

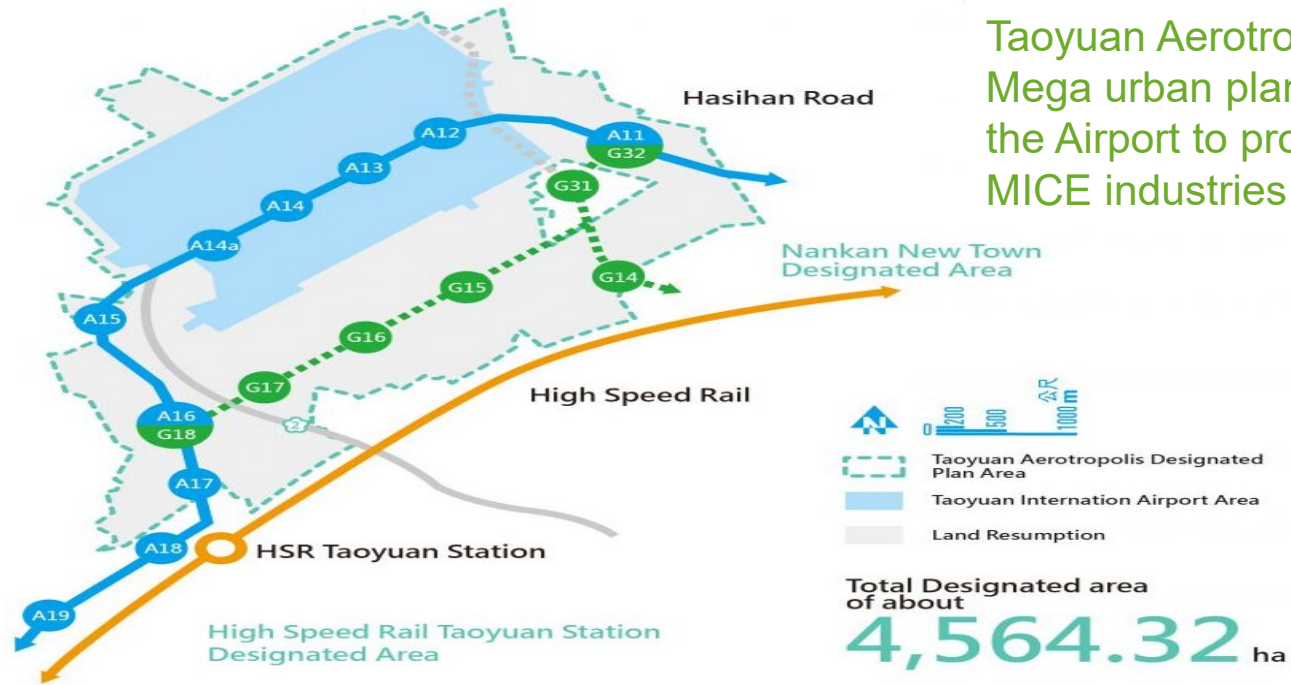
Center of the Northeast and Southeast Asia



Closely linked with the Northern Taiwan Metropolitan Area

Sea-air dual port development of the Taoyuan International Airport and Taipei Port

Current Project in the Area



Taoyuan Aerotropolis Project:
Mega urban plan and the third runway of the Airport to promote Logistic, MRO, and MICE industries in the area

T3 Construction Project
in the Airport



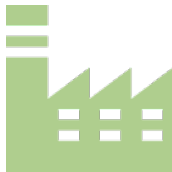
Taoyuan City at a glance



2.24 Million inhabitants
820,261 Households



17 Colleges



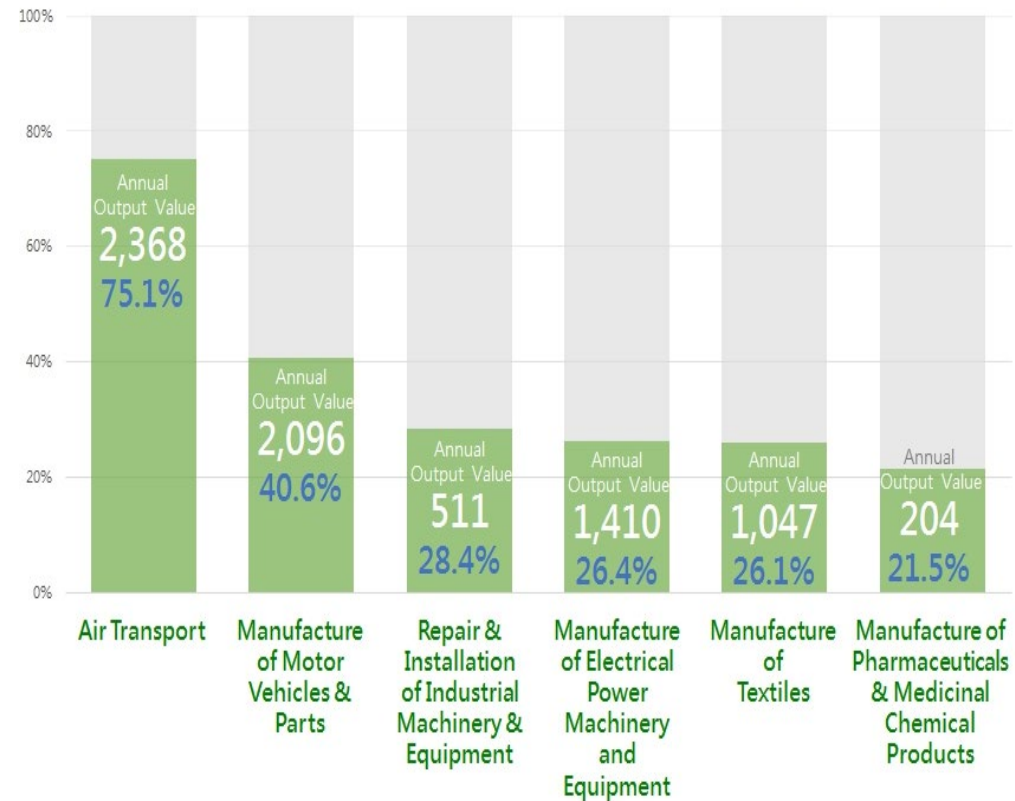
32 Industrial Zones
7,000 hectares



Annual Industrial
Output Value
87 Billion USD

Taoyuan's Industrial Output,
as a Percentage of Taiwan's Total Output

Unit : NT\$ 100 millions



Taoyuan's Industrial Advantages

Industry	Annual Output (USD billion)	% of Taiwan Total Output	Rank in Taiwan
Auto & Auto Parts	6.99	40.6	1
Maintenance & Installing of Industrial Machine Equipment	1.70	28.4	1
Electricity Power Equipment Manufacturing	4.70	26.4	1
Textile	3.49	26.1	1
Pharmaceutical Manufacturing	0.68	21.5	1
Air Transportation	7.89	75.1	1
Machinery Equipment Manufacturing	4.49	13.7	2
Food & Pet Food Manufacturing	2.61	13.6	2
Electronic Component Manufacturing	19.50	14.3	3
PC, Electronic Products & Optical Product Manufacturing	6.81	13.6	3

An Industrial Airport City for Tourism

Tourism in Taiwan (2018)



26.8% of tourists with groups

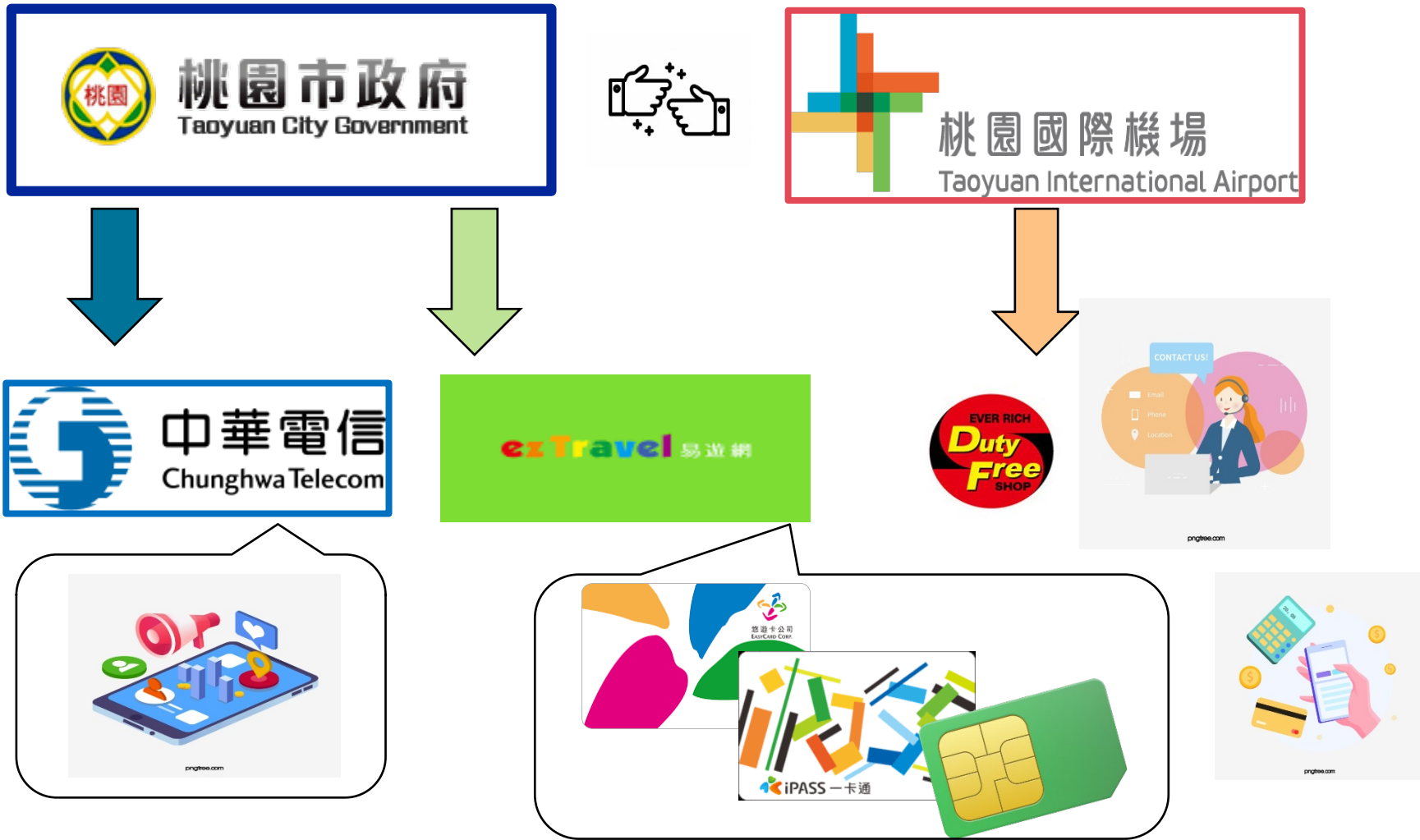
40.2% of tourists and more than 50 % of business visitors for individual tours.

13.7 billion USD (annual revenue from the inbound tourists); 2.3% of the GDP

Number of foreign visitors: 11.06 million
Number of passengers of Taoyuan International Airport: 46 million

Most popular: Taipei City (84%) ; Taoyuan City 1.58%, ranked 13 among 22 cities. (Decided by the locations of the popular tourist sites)

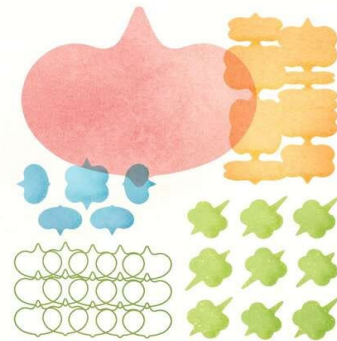
Big Data for Tourist Promotion



Other Strategies for Tourism in Airport City

First/Last night in Taoyuan

International Events



桃園
農業博覽會
TAOYUAN
AGRICULTURE
EXPO

2019.09.28(六) — 10.27(日)

@ 新屋氣象站旁

指導單位：行政院農業委員會 桃園市政府
主辦單位：桃園市政府



2015 Lantern Festival



金牌好棧
玩桃園住好棧
行李免費配
Free luggage delivery to
TAOYUAN HOTELS

5月起桃園入境並入住桃園指定旅店，享行李免費宅配服務！
Starting May 1st 2019, get free luggage delivery to a Taoyuan hotel from the Taoyuan International Airport. Just book a room at one of TAOYUAN HOTELS. Let us take the load off, while you enjoy Taoyuan.

申請步驟 How to apply

- Step 1** 預訂入住指定好棧。
Scan QRcode and book TAOYUAN HOTELS.
- Step 2** 線上預約行李直送服務。
Make an online reservation for free luggage delivery.
- Step 3** 入境一二航廈時，到宅配通櫃檯出示配單條碼或單號、好棧訂房紀錄，並交寄行李。
Bring your barcode, reservation record, and check the luggage at Taiwan Pelican Express counter at Terminal 1 or 2.
- Step 4** 每人可免費配送標準行李一件。
One passenger can only enjoy one piece of luggage free of charge.
- Step 5** 14點前交寄當日19點前送到。
Make sure to check your luggage before 14:00, luggage will arrive at hotels by 19:00 on the same day.

行李直送服務
旅館訂房
Free Luggage
Delivery Hotel List

Challenges



Personal
Data
Protection
Act



Mainly
Group Tours




Infrastructure
& Marketing
of Tourist
Sites




Collaboration
of City &
Airport





Thank you &
See you in Taoyuan!





PANEL 4

Using big data and new technologies to transform airport areas into tourist destinations

MODERATOR



Kiran Merchant
Merchant Aviation

SPEAKERS



Whistler CHERUBIN
TRIP / In Live



Arja Lukin
City of Vantaa



Claude Bannwarth
Tourism Academy
Paris



Joël Couillandeu
Merchant Aviation



Huai-Hui Hsieh
Taoyuan
International Airport
Company



Carrie Burns
Atlanta Movie Tour

ATLANTA MOVIE TOURS

Film Tourism through Technology

Black Panther - Driving Miss Daisy

The Walking Dead - Stranger Things

Hunger Games - Avengers

Ozark - Vampire Diaries - The Resident



KEY FIGURES

ATLANTA MOVIE TOURS

7 Years **65,000** guests **#1** TripAdvisor Tours in Atlanta
11 tours **2,800** 5-star TripAdvisor reviews

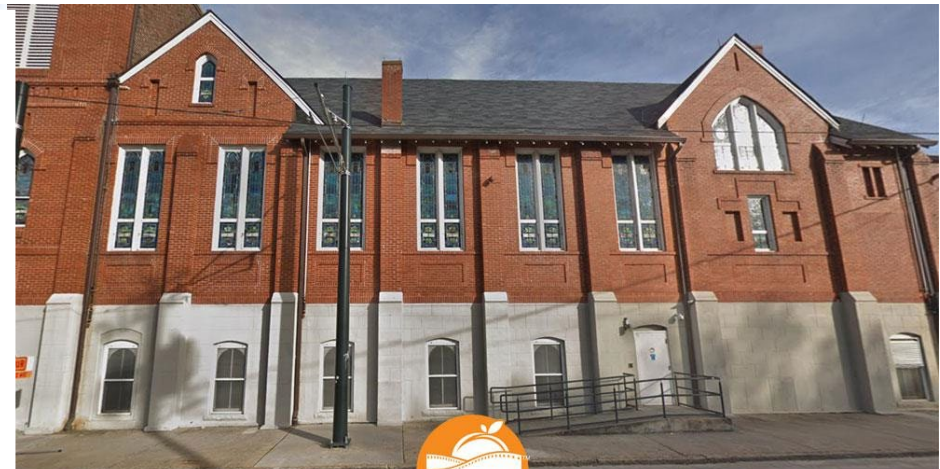


GEORGIA FILM

1500+ movies/tv shows **\$9.5bn** economic impact
90,000+ jobs **\$3.5bn** direct spend

#GEORGIAFILM





ATL **EXPERIENCE** STARTS AT THE AIRPORT

GET IN. GEEK OUT.

- Atlanta Airport to showcase #GeorgiaFilm via tech
- ATL Airport District film tourism
- Geotargeting/app integration
- Mobile, Mobile, Mobile!
- Social media interaction
- Workflows



WHAT'S NEXT???

ATLANTA MOVIE TOURS TECH 2.0

- Audio/Visual Enhancements
- Mobile Push Technology
- IGTV/Podcasting
- Partner/Affiliate Integration
- Online Shopping
- More Wow's!!!



SAAIS 2019
THE ROLE OF BIG DATA

THANK YOU

ATLANTA MOVIE TOURS
CARRIE BURNS - CEO/CO-FOUNDER
CARRIE@ATLANTAMOVIE TOURS.COM
SOCIAL MEDIA - @FILMFUNATL



PANEL 4

Using big data and new technologies to transform airport areas into tourist destinations

MODERATOR



Kiran Merchant
Merchant Aviation

SPEAKERS



Whistler **CHERUBIN**
TRIP / In Live



Arja Lukin
City of Vantaa



Claude Bannwarth
Tourism Academy
Paris



Joël Couillandeu
Merchant Aviation



Huai-Hui Hsieh
Taoyuan
International Airport
Company



Carrie Burns
Atlanta Movie Tour



WE WELCOME YOU AT THE **10th SAAIS** **2020**



Something new

PARIS CDG ALLIANCE

GIP EMPLOI CDG
HUBSTART ALLIANCE

Pilots for recruitment issues,
training and communities
A REVIEWED ALLIANCE WITH A BUSINESS AND SUSTAINABLE VISION,
inclusion development of the Paris CDG
FOR THE COMPANIES DEVELOPMENT AND THE COMMUNITIES
INCLUSION Airport Area


WEDNESDAY OCT 16

AFTERNOON



2:00 - 4:30 PM - ATLANTA AIRPORT AREA TOUR

ONLY FOR DELEGATES, SPEAKERS AND MODERATORS

- 
- **ATL Next - \$6 billion capital improvement program**
 - **Porsche / Kimpton Hotel**
 - **Flint River**
 - **Gillem Logistics Center**

- **Gateway Center**
- **Fort McPherson / Tyler Perry Studios**
- **Woodward Academy**
- **StationSoccer East Point**

SAAIS 2019

THANK YOU

THE ROLE OF BIG DATA

OUR WARMEST THANKS TO OUR SPONSORS

