

Vantage
GROUP

TRAVEL TRENDS

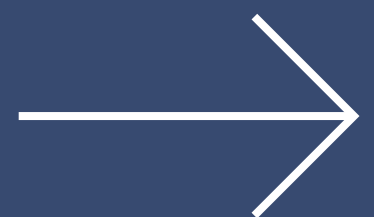
**Here's How Airports Are Using
Data And Technology**





AI, data, and forecasting tools are helping airports identify operational pain points before they happen.

Airports have an abundance of data on different touchpoints throughout the passenger journey. And they're using that data to improve operations: some Vantage locations have trialed forecasting tools that run datasets through AI engines to proactively reduce congestion in areas like security lines. Other teams are exploring digital twins and AI-powered predictive models, which help them forecast passenger volumes, queue times, and anticipate pain points hours in advance. One example is curb management: with intelligent traffic systems, teams can identify any adjustments that need to be made, improving the very first step in the passenger journey.



Data and technology are empowering flexible passenger journeys.

Modern terminals are designed around choice, as every traveler has different preferences. Data on passenger behavior is allowing airports to proactively engage travelers to meet their preferences, giving more choice in big and small ways through mobile check-in, self-tagging bag drops, and agent-assisted kiosks. Upon opening, the brand new JFK Terminal 6 will offer flexibility in navigating the passenger journey — starting with a biometric-enabled, self-service bag drop while still offering full-service kiosks and agents for passengers who prefer more hands-on assistance.



“At Vantage, we’re building data-driven ecosystems, not just transportation hubs. And we’re constantly trying to figure out how technology can improve or enhance the passenger experience.”



Edward D'Angelo

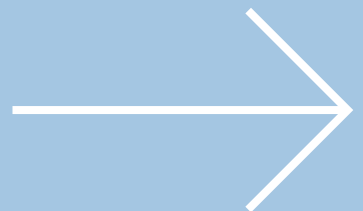
*Senior Director, Global IT Operations
at Vantage Group*





Airports, airlines, and agencies are working toward a shared biometric system.

Biometrics are being widely deployed and they're redefining the passenger experience — particularly across processes like check-in, security, and boarding — requiring fewer document checks. Airports are using biometrics to minimize the number of touchpoints where passengers need to present documents, contributing to a more seamless experience while maintaining security and privacy.



The future of the guest experience is defined by data.

Data also allows airports to better understand passengers, such as their pre-boarding habits and preferences. AI-powered tools and data help airports make more informed decisions to better cater to passengers based on their unique preferences.

It's not just about adopting more technology — it's about using data intelligently to create a smoother journey. As AI, biometrics, and analytic capabilities continue to mature, airports will be able to make more informed decisions that enable proactive operations, drive commercial revenue, and provide a seamless, flexible guest experience.

