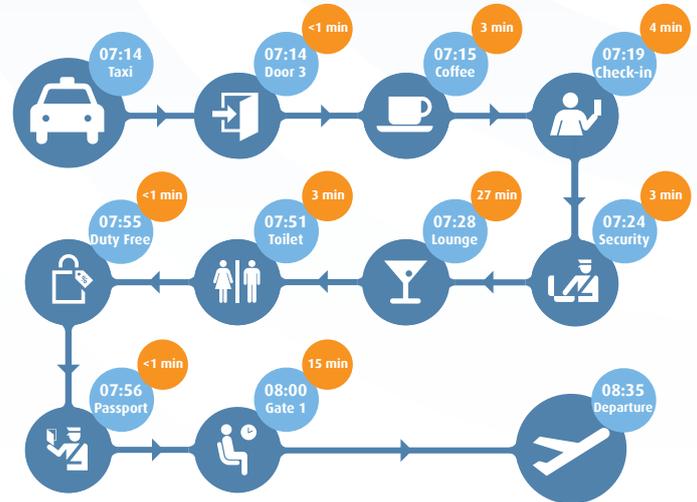# BlipTrack
Full Passenger Journey

The success of an airport, and its image, is heavily influenced by the ability to handle passenger flow smoothly and efficiently. The more efficient the process is, the more satisfied the passengers are.

Documentation of passenger movement patterns is crucial to greater efficiency when planning and optimizing the position of airport retail outlets, gates and services. With BlipTrack, airport management are able to obtain specific and accurate statistical information on each passenger, their dwell time and movement patterns—from the moment they arrive at the airport, to boarding the plane, and everywhere in between.

To understand and improve individual areas of airport operations, it is important that the passenger's journey through the airport is seen as one process, rather than as a string of isolated events. The understanding that all individual events influence each other is key to unlocking potential gains.

BlipTrack provides key passenger information on the use of airport retail and facilities, enabling the airport to optimize each and every area to operate optimally. It also enables the airport to understand passenger behavior, and to understand how disruptions or changes affect standard behavior.

Examine time spent in Duty Free based on these Specific patterns:

Date: **May 16, 2014**
Time of day: **08:00**
Transportation type: **Train**
Check-In procedure: **Desk**
Security procedure: **Fast Track**

The solution reviews the flow of each passenger to retrieve information about specific patterns such as an individual's airport arrival transportation method, type of passenger, shopping patterns, service use, check-in and boarding procedures, airline and travel destination.

Airport management are able to extract any combination of data, both real-time and historically, to provide the desired output. For example, airport management can review how long a typical passenger spends in duty-free shopping areas. This pattern can be averaged over a day, a week, a month, as well as a specific time of day, a specific holiday, etc. These statistics can be measured in any area of the airport: check-in, security, restaurants, retail, and more. The statistical combinations are as general or precise as the management wishes it to be for review and optimization purposes.

BlipTrack provides reporting capabilities with live and historical information in a web-based, intuitive user interface with graphs and dashboard views. The Platform enables data extraction in any combination, exportable in various formats, allowing quick and efficient integration into existing management systems.