Planning the future ownership & sustainability of the passenger pilot project

Content

1. Future ownership and sustainability of the passenger pilot project

This document provides an overview of the future ownership and sustainability aspects of the LAirA pilot project concerning passenger surface access at Milan Airports (Linate and Malpensa). The pilot concerned the development of an Information Technology tool for travel planning.

1.1. Future ownership

SEA Milan Airports procured the deployment and test of a travel planner addressed to Milan Airports passengers. The pilot project focussed on enhancing Milan Airports' web site and App with surface access functionalities; it aimed at helping passengers to plan their journey to the Airports by public transport, and generally by transport solutions which are more environmentally sustainable than driving.

The pilot was part of the wider surface access strategy that SEA is developing. In particular, the pilot project was complex and encompassed different types of activities and related providers, as reported in the following Table.

Table 1: Providers contracted to develop the travel planner

Provider	Activity
piksel	User experience design and interface, CO_2 calculator
PluService.net	Back-end and algorithm
airport.ai	Chatbot
Great Pixel	User test

Source: SEA Milan Airports

The pilot project included activities funded by the LAirA project and activities paid with SEA's own budget; in particular, the back-end, algorithm (a core part of the travel planner) and chatbot was paid by SEA and not funded by LAirA.

Concerning the ownership of the pilot products, SEA owns them, except the Chatbot, which is a proprietary solution and for which SEA has bought a licence for project purposes. The Intellectual Property Rights of all products remain to the providers.

Concerning the travel planner public availability and eventual pilot project revenues, the travel planner is made available for free to all potential users (SEA aims at fostering its use) and SEA has not revenues from the pilot project. All pilot project results are public and aim at sharing Milan Airports' pilot experience with partners and with the wider Central Europe community.

1.2. Sustainability

The LAirA pilot allowed testing the travel planner with users, identifying improvements needed, as well as analysing user behaviour. The pilot activities and results inform and provide guidance to the LAirA partners, and other Central Europe airports which wish to develop a travel planner, on project phases, critical success factors and challenges.

The LAirA pilot project is strictly contributing to SEA strategies for sustainable surface access and SEA is committed to the travel planner long-term sustainability, both in terms of maintenance and future enhancements.

Concerning functionality upgrades, SEA will assess future interventions in the following main areas:

- Home-to-gate travel planning; this feature considers the suggestion by users to link travel planning solutions with flight departure information;
- Digital wayfinding features / in-door navigation; the in-door navigation project is ongoing, and SEA will evaluate the integration between the travel planner and the digital wayfinding at terminals;
- Real time information provision and step-by-step guidance to passengers in their journey, based on real time monitoring of their journey progress;
- Ticketing functionalities; this will need additional engagement of transport providers and definition of commercial agreements to sell tickets; and
- More generally ensuring that the travel planner evolves as technology progresses.

Due to the collapse of passenger volumes caused by the Covid-19 pandemic, that grounded almost all airlines and led to the closure of both Milan Linate and Milan Malpensa Terminal 1, with the few remaining flights concentrated at Malpensa Terminal 2 for more than three months, all transport operators reduced - and in many cases cancelled - their services to/from airports: for this reason SEA decided to temporarily suspend the travel planner functionality on its official web sites and app.

Recently, with increasing flights and passengers and the relocation of flight operations at Malpensa T1 and Linate, also transport services to/from Milan airports were rescheduled, and as a consequence the travel planner tool was reactivated (the functioning link is in the last section and has not changed), in order to support passengers in their door-to-gate trips.

Information on transport services available on the tool are constantly updated, because transport operators are continuously rescheduling routes and frequencies according to the increasing in demand.

SEA is strictly committed in the development of IT solutions that could improve passengers travel experience and will continue to invest in MaaS applications: the travel planner developed within LAirA is a very first step towards this ambitious project and will be continuously improved and enhanced in order to be integrated with real time information, indoor navigation, queue and time at security check points, smart ticketing etc.