

D4.3.7 Zadar Airport pilot site



Document Control Sheet

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Author (s)	Vanja Lipovac (Driope d.o.o.)
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1. Introduction

1.1 Purpose of this document

This document serves as a showcase of Zadar Airport STEP-UP pilot project. The pilot project was part of the work package 4 aiming to improve Zadar Airport intermodal and infomobility capacities. This document will elaborate the ways in which pilot project was implemented and the reasons for it.

2. Pilot description D3.2.2. Zadar Airport

Zadar Airport lacked an information system that will satisfy the demand, and this pilot project will be increasingly more important with further development of the information accessibility on Zadar Airport. Although the airport is connected with Zadar bus terminal and Port Gaženica via designated bus line, information on this had to be more accessible.

In that regard, pilot project will provide quality information on regional transport fast. Zadar Airport yearly has over 600.000 passengers, with majority of them incoming for touristic season. For that reason, an information system that will show regional road lines, ferry lines and air lines is a good opportunity to raise the quality of the Airport service. This was also an opportunity to promote intermodal info-mobility: the pilot project has provided information on bus lines on islands too, thus connecting the airport with ferry lines and bus lines. Pilot project has enabled travellers to get relevant information at the site of their arrival.

2.1 How the pilot is accessible by the end-users

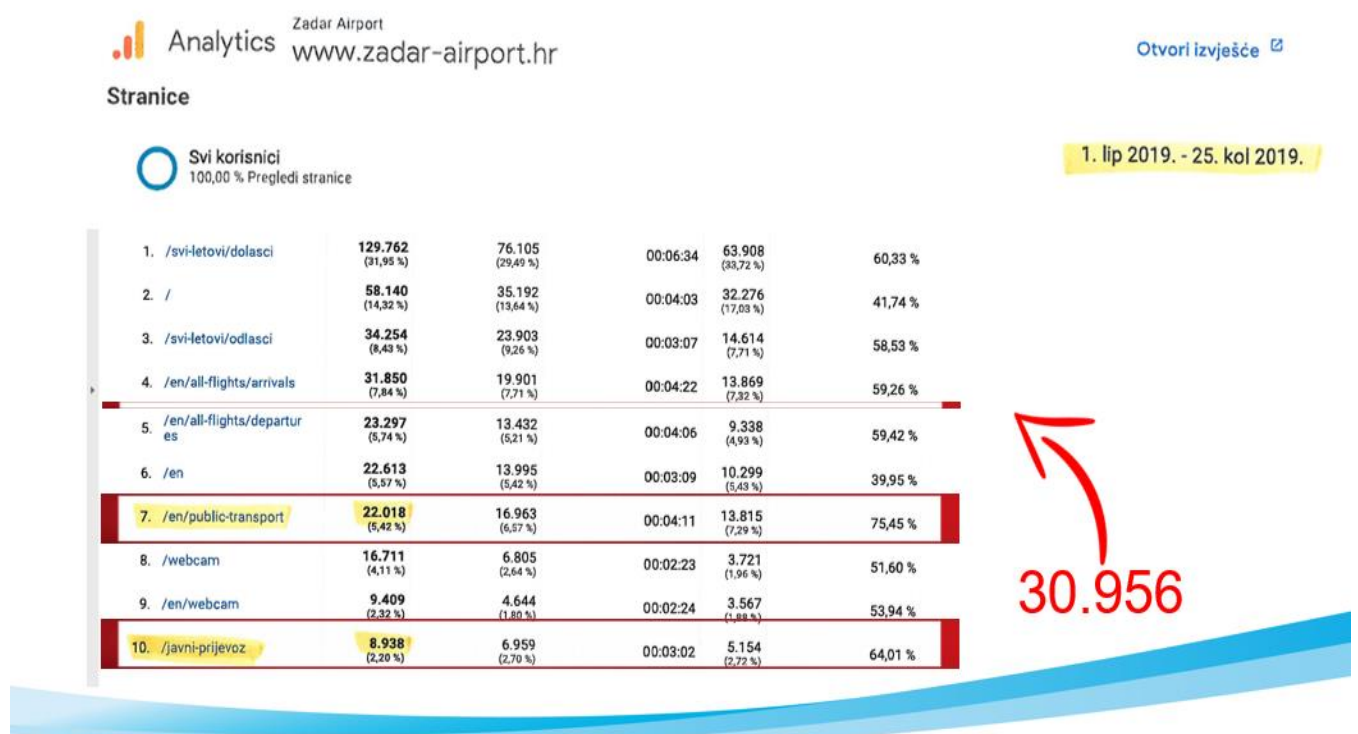
The pilot project is accessible to end-users via on-line platform that enables the passengers, or anyone else interested, information on multimodal travel solutions for the region. This is especially helpful on-site, while landing on Zadar Airport or any other major transport point. The platform itself is easy to operate – picking a starting point and end point, while at the same time recommending popular destinations. This platform is accessible on Zadar Airport website but even more relevant, on the info-panel at the entrance to the Airport so any passenger in need for information can access it with ease.

3. Zadar Airport info-mobility platform

Having an easy to approach information point in the area of the airport was an important issue to solve to ease the pressure from our employees but foremost as a response to our passenger's needs.

One of the most noticeable figures is shown in the picture bellow.

PILOT ACTIVITY RESULTS



The data shows that approximately 31.000 clicks on the Zadar Airport web page was related to public transport. Having an on-site information point for tourists without internet access or tourists that doubt the credibility of the data is an important step towards easing the passenger flow of the Airport.

The end users have an option of selection different modes of transport and receive additional data about the region. The interface looks like this:

ZADAR - BIBINJE - SUKOŠAN



Sukošan is a town and small harbour in a vast bay, 11 km south-east of Zadar. Main occupations include farming, viniculture, olive growing, ...

Recommendation:

STEP 1:

Bus transfer - Zadar airport → Main bus station- [view time table](#)

One way bus ticket price is 25 kn, baggage transportation included.

STEP 2:

Bus transfer - Zadar → Bibinje → Sukošan - [view time table](#)

One way bus ticket price is around 20 kn, baggage transportation included.

Alternative:

Rent a Car or Taxi

Gallery: Murter



ZADAR - FERRY, MAIN AND CENTER BUS STATION'S



D - Zadar airport → C - Gaženica ferry port (bus station near the terminal) →

B - Main bus station Zadar → A- Poluotok (Center)

There are two ways to get to the main bus station: bus or taxi.

The main bus station is 10km from the airport and the ride takes about 15 minutes.

Recommendation:

[Bus transfer - more info & time table](#)

One way bus ticket price is 25 kn, baggage transportation included.

Alternative:

Rent a Car or Taxi

Gallery: Zadar



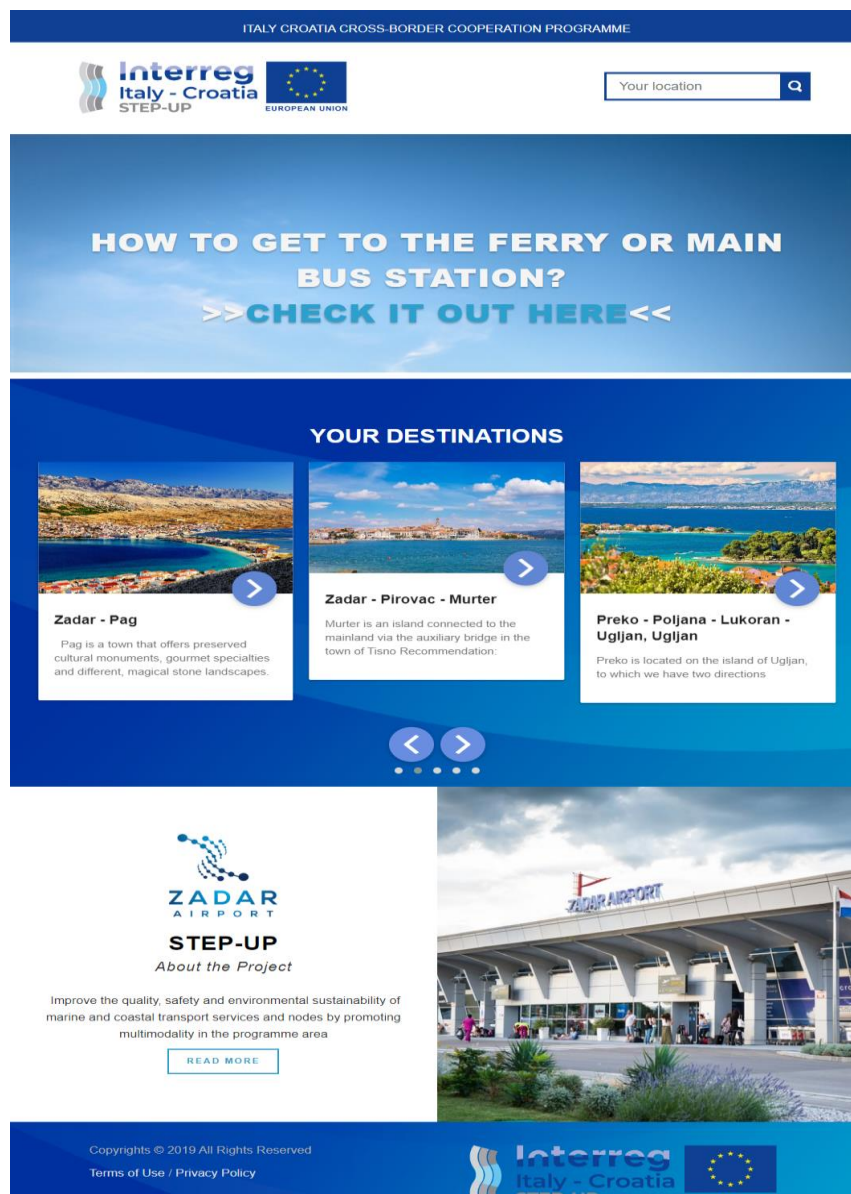
The interface was designed user-friendly and approachable, while the big screen of the info-panel allows easy management options.

The info-panel is placed in close proximity of the entrance. It's placed on a covered area so some adjustments in the airport infrastructure were necessary. These works included connecting a stable internet line so there wouldn't be any issues with the internet connectivity, as well as isolation so it could be accessible and functional despite weather issues.



3.1 Zadar Airport info-panel with multimodal transport information data platform

The basic idea was to develop an intermodal transport data platform and place it in the airport. This was done for two reasons, firstly as a response to our passenger needs and by placing it on an info-panel with Zadar Airport logo, STEP-UP project marks and other visibility materials we wanted to ensure that passengers feel comfortable and assured that it is a valid and dependable platform. Its scope for now is limited mostly on Zadar Airport passengers and is located on Zadar Airport servers, but if any opportunity arises this platform could be accessed from any location. Second reason was general improvement of intermodal transport information services as the region itself lacks such data. To develop this platform coordination with other relevant stakeholders was necessary so, as through the whole STEP-UP project, this pilot action worked on improving the visibility of info-mobility services in the region.



4. Results of the Zadar Airport info-mobility platform

Zadar Airport has reported a constant increase in passenger arrivals over the last few years and this year was no exception. August has recorded a 30% increase in passenger arrivals compared to the results from the last year. While September will have a lower influx of passengers, data gathered from the web-page indicate that the information reliability and access is an important factor regardless.

The info-panel placed near the entrance ensures the visibility of the STEP-UP project and serves as a credible source of information. This info-panel is 43 inches wide screen, with intractable surface. It's covered with anti-vandalism protection and is made for external conditions, meaning it can endure rain and temperatures up to 50C and bellow 40C.



5. Considerations

The Zadar Airport info-mobility platform responded for an immediate need for info-mobility services but it's a first step in a larger process. The regional transport data platform is a good start to connect the end users to their destinations, but to fully develop this service further cooperation with other vital transport points in the region (and beyond) is a necessity. Distribution of passengers going from Zadar Airport onward shows that approximately half of the passengers stays in Zadar county region, while the other half proceeds onward south, towards Šibenik and Bosnia and Herzegovina. This is important to keep in mind development of the platform – beside stronger cooperation with regional transport points, to fully satisfy passenger needs data gathered so far should expand. Beside the data on transport, these databases set up new locations and possibilities for visiting tourists and create demand instead of just reacting to it so long term it might be a viable investment opportunity.

Keeping that in mind, developing and using platform like STEP-UP planner is would increase the scope of info-mobility services on a much larger level. For this to come in practice for Zadar Airport will keep on developing understanding on info-mobility services in the region and how they accommodate/develop passenger needs.

Along with the info-mobility services, Zadar Airport should keep an outline of creating better connectivity to Zadar and Port Gaženica. This needs to include sustainable modes of transport especially bike services for example, to fully use close proximity of Zadar Airport to the other relevant touristic and transport points.