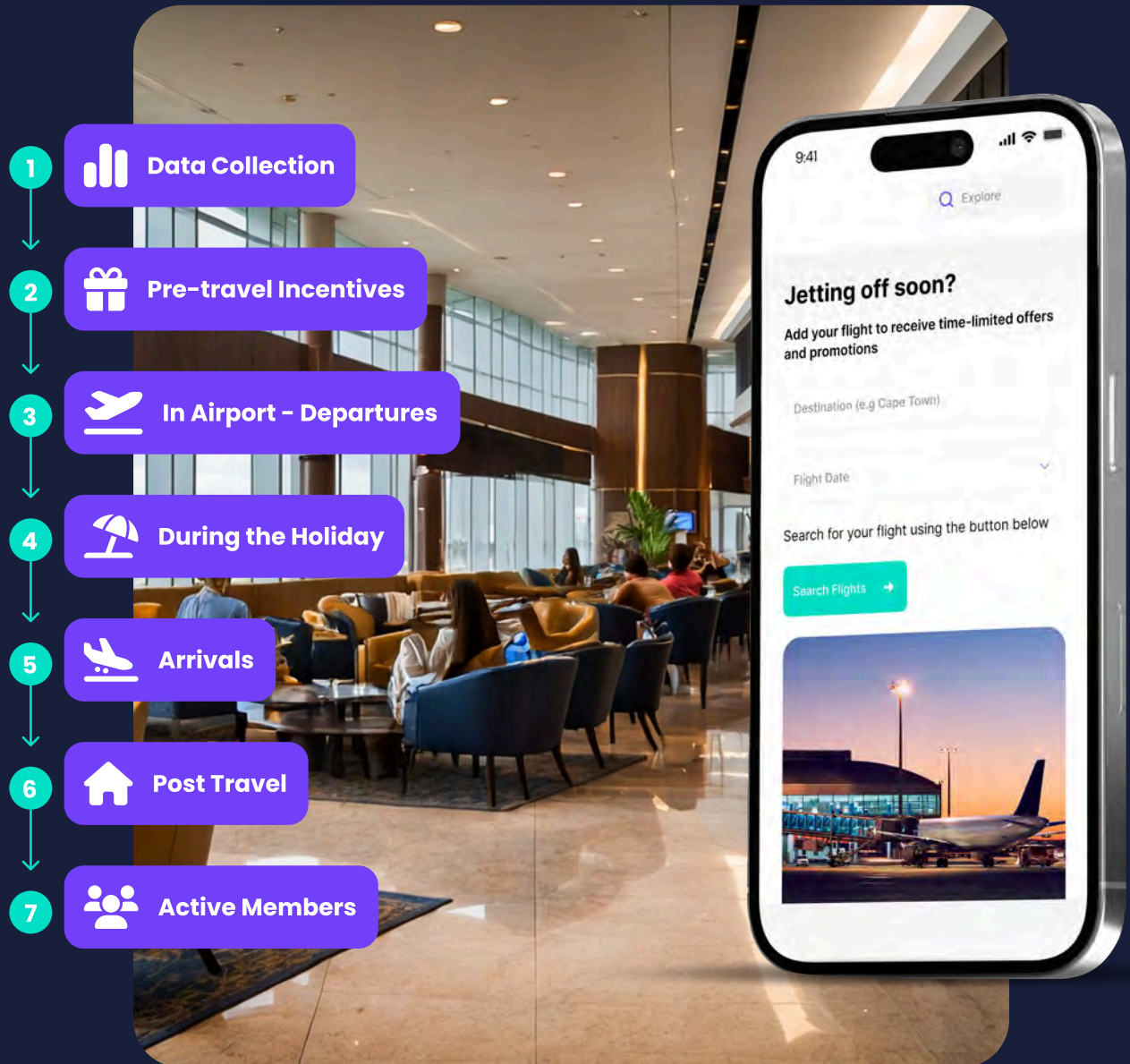




How Airports Can Reward Passengers at Each stage of Their Journey

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Why Loyalty Matters for Airports

Even the most successful businesses need help to retain 80% of their customers year over year. Airports face this same challenge—but with millions of travellers passing through their terminals annually, the stakes and opportunities are far greater.

Every day, thousands of these valuable customers come through your gates. They use your services, from car parks to premium facilities, and choose your airport as their gateway to the world. Yet, like the **70% of consumers who make single purchases and never return**, these travellers remain anonymous. Their value goes unrecognised, their preferences unknown, and their loyalty untapped.



The Hidden Cost of Disconnected Customer Experiences

You host thousands of daily travellers, but what do you really know about them? A disconnected customer experience means you're:

- Unable to track high-value customers across visits
- Missing opportunities to drive increased spend on airport services
- Lacking a mechanism to encourage repeat visits
- Lacking tools to create personalised and memorable customer experiences
- Losing potential revenue to off-airport alternatives
- Unable to build meaningful relationships with frequent travellers
- Missing crucial customer feedback on preferences and behaviours
- Unable to measure and improve customer satisfaction

These operational headaches can also directly impact the bottom line. Which is why it's critical for airports to evolve from a mere transit point to a preferred travel partner. Especially at a time when it's no longer viable to rely solely on revenue streams traditionally sought by airports.

That's precisely why airports are diversifying their offerings at every stage of the customer journey. We've defined seven key stages of the customer journey, each presenting opportunities to collect data or implement reward mechanisms.

How Airports Can Reward Passengers at Each stage of Their Journey



Stage 1. Data Collection

Reward Programme Sign Up: Customer Data in Exchange for Rewards

Airport promotes the loyalty programme on the website, app and other customer touchpoints.



Stage 2. Pre-travel Incentives

Upon becoming a loyalty programme member, the customer is offered incentives that are relevant and beneficial at the pre-travel stage.

- ➔ **Car Parking:** Priority meet & greet services and discounted long-stay rates for members
- ➔ **Travel Insurance:** Comprehensive coverage including trip cancellation, medical emergencies, lost baggage, and flight delays with preferential rates for programme members
- ➔ **Hotels:** Discounts and offers on accommodation
- ➔ **Travel Accessories:** Cashback or points for purchasing travel essentials via programme partners.
- ➔ **Travel to Airport:** Discounts travel services to your airport including coach and rail

Example Propello partners offering 'Pre-Travel' incentives:



Stage 3. In Airport - Departures

Relevancy of rewards progresses to the departure stage. Here, rewards focus on the customer's comfort and convenience as they wait to depart.

- ➔ **Lounge Access:** Complementary drinks, quiet spaces, and business facilities
- ➔ **Retail Promotions:** Duty-free promotions and discounts in partner retail outlets
- ➔ **Priority Check-in:** Dedicated counters plus porter service for all baggage
- ➔ **Digital Services:** Premium WiFi access
- ➔ **Priority Security Access:** Fast-track lanes

Example Propello partners offering 'In Airport' benefits



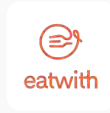


Stage 4. During the Holiday

The airport maintains engagement with the traveller even while they enjoy their holiday, via partner rewards. The airport becomes an integral part of the holiday experience – not just a place of transit.

- ➔ **Resort Travel:** Discounted taxi/shuttle services to nearby attractions and locations, through localised partners
- ➔ **Theme Park Access:** Member-only ticket prices with fast-pass inclusion
- ➔ **Tourist Attractions:** Partnerships with local attractions and excursion providers with bonus rewards for purchasing multiple attractions
- ➔ **Activities:** Discounts and rewards on activities including cycle and ski hire
- ➔ **Dining Experiences:** Members-only restaurant deals with priority table booking

Example Propello partners offering incentives for 'During the Holiday':



Stage 5. Arrivals

This stage is pivoted around the customer's comfort and convenience on the return journey back to your airport

- ➔ **Travel Services:** Exclusive rates on taxis and premium transport options for homeward journeys
- ➔ **Shopping Collection:** Priority collection points for pre-ordered duty-free items
- ➔ **Express Passport Control:** Fast-track immigration lanes for members
- ➔ **Parking Incentives:** Discounted airport parking for their next trip
- ➔ **Valet services:** Car wash services to have their parked car cleaned during their trip

Example Propello partners offering Incentives for the journey home to 'Arrival' stage:





Stage 6. Post Travel

After the holiday, customers are invited to take part in surveys, sharing their experiences on socials, and referrals in return for premium rewards. Exclusive rewards also help to retain customers next time they go on holiday.

- ➔ **Feedback Surveys:** Rewards for sharing loyalty programme and airport experiences
- ➔ **Referral Campaigns:** Incentivise members to refer friends by offering bonus points or tier upgrades for successful referrals.
- ➔ **Premium Rewards:** Unlock new rewards or programme tiers for travelling via the airport on their next trip.
- ➔ **Rebooking incentives:** Offers for next flights and hotels
- ➔ **Partner Previews:** Early access to new deals plus exclusive trial periods

Example Propello partners offering incentives at the 'Post Travel' stage. Incentivise holiday rebookings and offer giveaways, prize draws and eGifts for completing feedback or making a referral



Stage 7. Active Members

Even after the holiday is over and customers return to their everyday lives, the airport can secure long term engagement until the next trip.

- ➔ **Gamified Challenges:** Introduce interactive challenges like quizzes and travel trivia with rewards for next airport visit, to keep members active.
- ➔ **Birthday and Anniversary Rewards:** Surprise and delight members with points or special offers on their birthdays.
- ➔ **Milestone Rewards:** Rewards for reaching spending/points targets
- ➔ **Lifestyle Rewards:** Incentives on non-travel but relevant brands and products
- ➔ **Exclusive Events:** Member-only airport experiences and previews

Example Propello Partners Offering Always On Rewards:



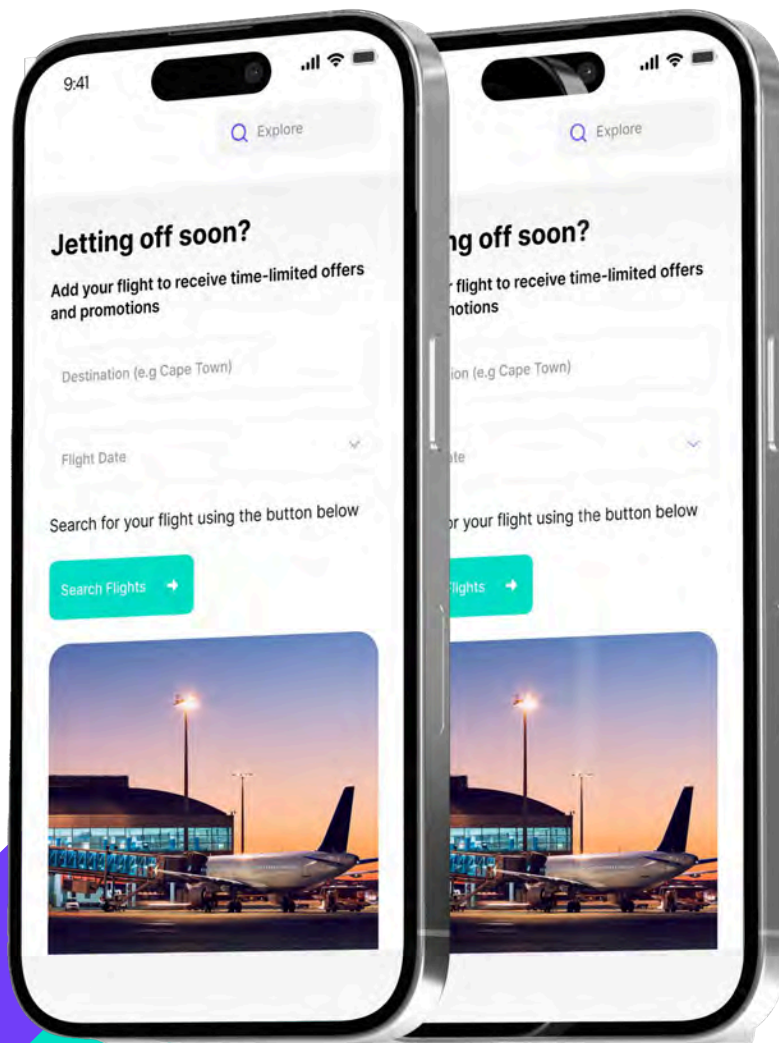
At each stage, your airport has the opportunity to monetise brand partners. For example, through revenue share or commission from purchases at the partner site, which originate from your loyalty programme. This is most important during the 'Active Member' stage when engaging customers between airport visits.

Transform Anonymous Travellers into Loyal Customers

A tailored airport loyalty programme rewards your customers and adds tangible value to every interaction. It provides a platform for you to create memorable experiences that build affinity and boost revenue.

Our white-label loyalty solution will help you:

- Convert one-time visitors into repeat customers
- Increase utilisation of premium airport services
- Boost ancillary revenue streams through targeted promotions
- Create personalised experiences that distinguish your airport
- Build lasting relationships with your most valuable travellers



Take the Travel Experience to New Heights: Propello Cloud's Airport Loyalty Solution

Today's airports are so much more than their arrival and departure data. Our white-label loyalty solution helps airports thrive using other data points that transform anonymous travellers into engaged customers:

- Recognise and reward frequent flyers across all airport touchpoints
- Build lasting relationships with business and leisure travellers alike
- Convert transit time into valuable experiences
- Create a unified airport experience from parking to departure

Comprehensive Data Capture & Analytics

Transform raw passenger data into actionable insights through:

- **Customer journey analytics:**
 - Track the complete customer journey from parking to departure
 - Analyse dwell time patterns across terminals
 - Monitor service utilisation by passenger segment
 - Identify high-value customer preferences and behaviours
 - Map cross-terminal movement patterns
- **Revenue intelligence:**
 - Measure revenue per passenger across services
 - Track loyalty programme ROI in real-time
 - Analyse pricing effectiveness
 - Identify untapped revenue opportunities
 - Monitor seasonal spending patterns
- **Operational optimisation:**
 - Predict peak usage periods
 - Optimise staff allocation
 - Improve capacity planning
 - Enhance resource utilisation
 - Reduce operational bottlenecks
- **Customer experience enhancement:**
 - Track satisfaction metrics
 - Identify pain points in the passenger journey
 - Measure service level compliance
 - Monitor feedback in real-time
 - Analyse complaint patterns

Programme Management

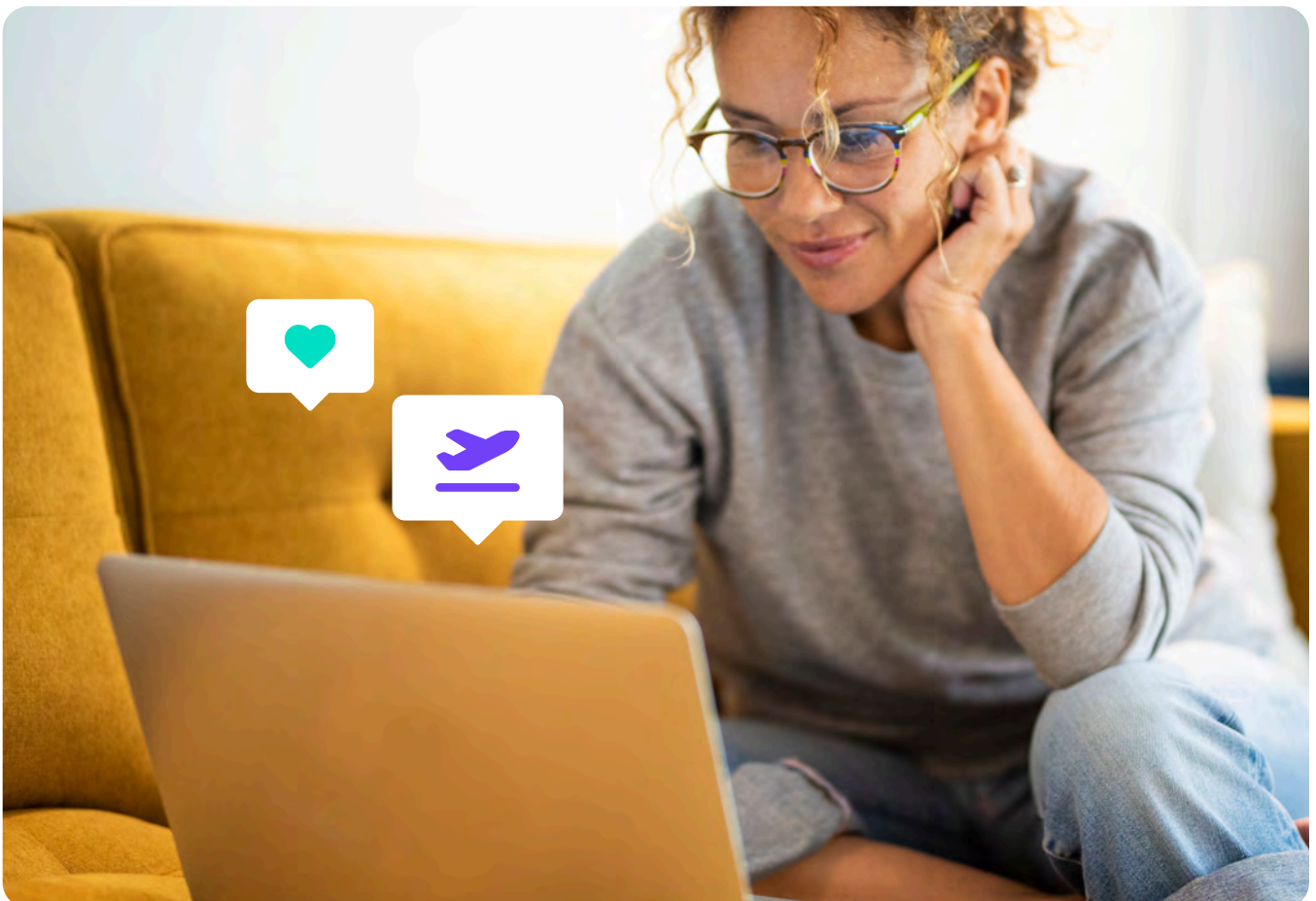
Focus on your operations while we drive loyalty through:

- ➔ Ongoing programme optimisation
- ➔ Complete technical support
- ➔ Partner relationship handling
- ➔ Dedicated customer service

Customisable Programme Structure

Tailor the programme to your airport's specific needs by:

- ➔ Focusing rewards on highest-revenue services
- ➔ Customising messaging by travel purpose
- ➔ Creating terminal-specific campaigns
- ➔ Targeting specific revenue streams
- ➔ Adjusting benefits based on passenger segments
- ➔ Aligning with airport growth objectives
- ➔ Configuring seasonal promotions



Expected Outcomes: The Power of Loyalty in Numbers

Our proven loyalty solutions deliver transformative results across industries:

Revenue & ROI

- 6,700% average programme ROI
- 20% increase in overall revenue
- 5,700% increase in premium membership activation
- £123 average annual savings per member

Customer Engagement & Retention

- 2x increase in customer retention rates
- 33% higher NPS scores
- 20,000+ successful referrals generated
- 500% expanded marketing reach

Expected Airport-Specific Outcomes

For airports specifically, these proven capabilities translate to:

- **Revenue Growth**
 - 25% increase in parking revenue
 - Higher premium service adoption
 - Improved capacity utilisation
 - New partnership revenue streams
- **Operational Benefits**
 - Better parking capacity planning through advance bookings
 - Optimised resource allocation
 - Better peak time management
- **Customer Engagement**
 - 2x increase in advance parking bookings
 - Higher service utilisation rates
 - Improved customer satisfaction scores
 - Strong referral programme participation
- **Data-driven investment decisions**
 - Stronger vendor relationships
 - More effective seasonal promotions

Customer Engagement & Retention

Launch your airport loyalty programme without operational disruption:

- Integrate with existing airport systems
- Deploy branded rewards portal within weeks
- Maintain consistent brand experience
- Scale based on passenger volumes
- Adapt to seasonal demands



Ready to Unlock These Benefits?

Start building loyalty today! Book a consultation now to:

- 👉 See a live platform demo
- 👉 Calculate your potential ROI
- 👉 Discuss your airport's specific needs
- 👉 Start your journey to enhanced revenue

Book your free consultation today!

[Book a demo >](#)



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