

Airport Dimensions launches airport e-commerce platform

[Airport Dimensions](#) has launched a new e-commerce and passenger loyalty platform called Connecta. The new platform brings together an integrated airport-branded relationship, loyalty and frictionless e-commerce capability across the airport.

Connecta is a digital platform that enhances the passenger journey through the airport, and the contactless elements give passengers the confidence to travel and purchase post-lockdown and beyond. The system allows users to shop for duty free, order food, book a lounge space, pay for car parking, and find their way around the airport, all from the convenience of their smartphone. They will also be able to receive status benefits and reward points, encouraging them to spend.

Suited to all airports at different stages of development and budgets, Connecta enables airports to fast-track their relationships with their customers. It streamlines the process of capturing and expanding customer data, offering performance insights that enable airports to deploy programs that recognize needs, offer better, more customized experiences and, as a result, increase all-important non-aeronautical revenue.

Underpinned by parent company Collinson, which announced recently that it is launching on-arrival PCR tests at airports to help get the travel sector back on its feet, the platform can be seamlessly linked to other Collinson brand offers. These include the world's largest and most prestigious independent airport lounge program Priority Pass; Grab, an e-commerce platform connecting passengers to airport restaurants and retailers; and Inflyter, which allows passengers to pre-purchase duty free goods with convenient locker collection.

Mignon Buckingham, Chief Executive Officer at Airport Dimensions, said; "It is undeniable that the current global pandemic has forced change on the industry, but the fact is that non-aeronautical revenue per passenger had already fallen by 10 percent globally in the five years before COVID-19 hit. The more foresighted airports already understood the importance of this changing traveler behaviour and were looking to tap into the relationship earlier and provide a frictionless, digitally connected experience."

Buckingham continued: "The impact of the pandemic means the imperative to accelerate progress has never been more compelling. We at Airport Dimensions, supported by the many years of experience of Collinson, understand the commercial and operational needs of the airport, and we're in a unique position to support recovery plans and a return to sustained growth. Connecta will go a long way towards helping airports link the physical and digital traveller experience and rebuild revenue in a radically changed world."

[1] Airports Council International 2019