Off-airport baggage handling; changing the perception from process to **product**

What is **off-airport** baggage handling?

Different models exist, with handling from fixed locations, to or from home. But this product vertical should not be confused with shipping.

$290

Average cost to ship two 23kg bag Europe to US

3

Days average delivery time when choosing express.

Departing. Arriving.
Door to door.

Multi-leg and global availability will drive airline and customer adoption.

4

possible journey legs on which customers may want or need service.

Why is it so **powerful**?

Baggage today is a blocker to airport journeys and transport choices. In the same way it can be an enabler to different choices.

Covid-19 the **catalyst**.

Off-airport was talked about pre-Covid and accelerated consequently.

For customers **baggage** service, has fast become a priority.

44% want to see check-in happen entirely off-airport

80% more likely to check a bag if they can track it

67% interested in home pick up and delivery of baggage

50% would use an electronic bag tag attached at home

And for the industry **sustainability** is a priority.

Infrastructural and environmental footprints must reduce, leading to a more resilient future for air transport.

Introducing airportr

The only truly scalable platfrom-based solution transforming baggage from pain point into product, and from cost center to value creator.

With a **big vision**.

To create a connected network of airports and cities around the world with the product available 'multi leg' touching millions of bag journeys each year with our technology and contributing to more sustainable transport systems.

Founded from **personal** experiences.

Standing in lines, waiting at baggage reclaims, struggling with bags on trains, taking more expensive and less reliable taxis.

Stop thinking
process.

Traditional mindset needs to change.
This is not a bag drop off airport.

>3x

Stronger preference
for 'at home' product
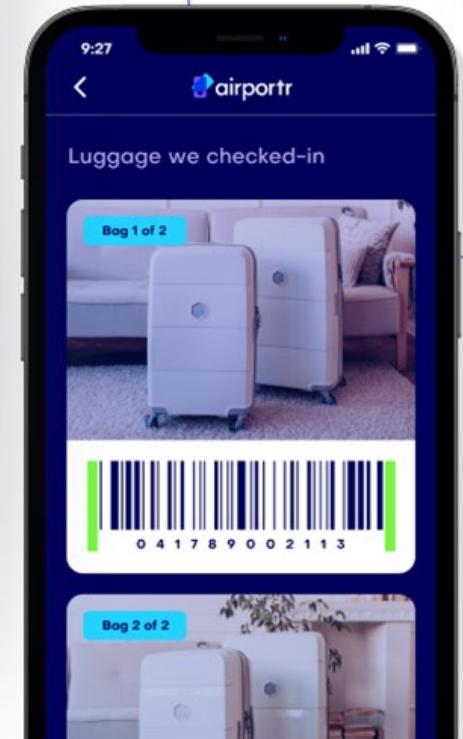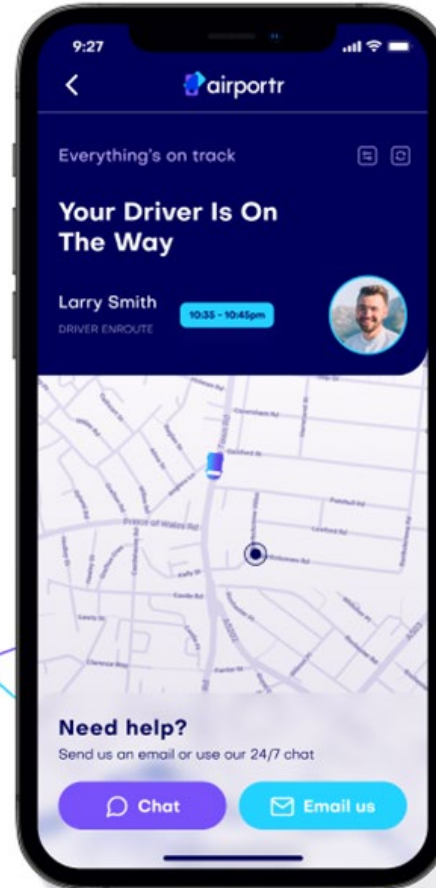than off-airport bag
drop options.

Start thinking **product**.

Digital consumer. Amazon, Deliveroo, Uber. Focus on user experience.

3

Minute transaction time on doorstep for multi bag and pax process.

We focused on the **4P's**.

Not the many potential limitations. But price, place, promotion and product.

$62
Average order value, multi-bag and pax.

40%
Users repeat usage within 12 months.

Leading to **success**.

With clients, partners and users. We're working with big names to scale up a truly global offering, delivering high quality and satisfaction, with up to thousands of daily transactions.

89
Net Promoter Score from thousands of users.

BRITISH AIRWAYS

SWISS

American Airlines

virgin atlantic

swissport

But it wasn't **simple**.

✈ Changing customer behavior.

✈ Selling a product effectively.

✈ Working in a highly regulated industry.

✈ Delivering quality, whilst relinquishing control.

✈ Convenience comes at a cost.

✈ Lack of infrastructural readiness.

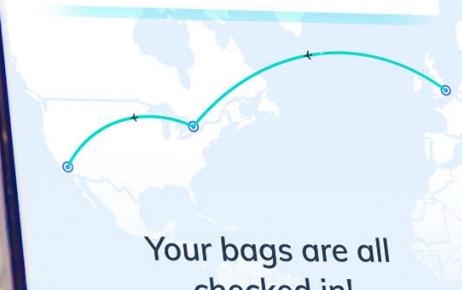**6** years of R&D and commercialization

$25m private venture investment.
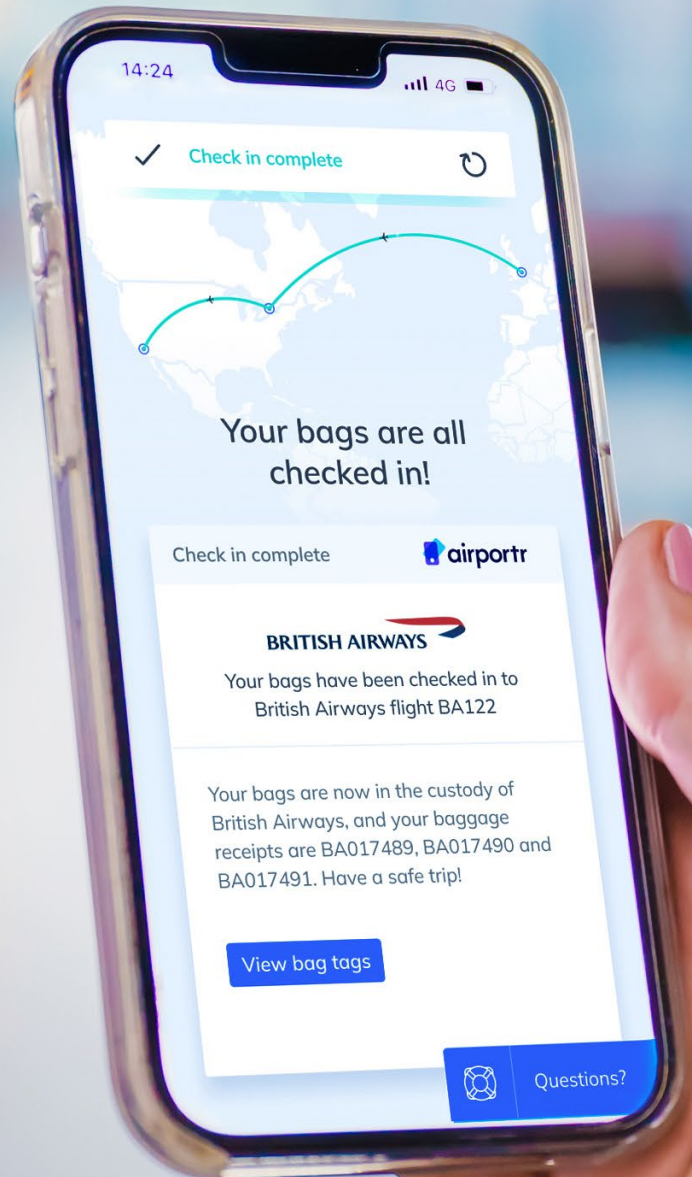
14:24

Check in complete

Your bags are all checked in!

Check in complete   airportr

BRITISH AIRWAYS

Your bags have been checked in to
British Airways flight BA122

Your bags are now in the custody of
British Airways, and your baggage
receipts are BA017489, BA017490 and
BA017491. Have a safe trip!

View bag tags

Questions?

The role of **technology** and **automation**.

- ✈ Accessibility, usability and intuitive apps.
- ✈ Merchandising through airlines.
- ✈ Policy compliant workflows and digital validations.
- ✈ Providing tools and analytics to monitor compliance.
- ✈ Delivery algorithms to optimize and consolidate.
- ✈ Plug and play, with stepped integration for airports.

>35m
Digital artefacts and messages exchanged

100k
For every hundred thousand bag delivery orders

Value creation throughout the air transport supply chain.

Customers.

Airlines.

Airports.

Ground handlers.

Logistics providers.

Extending into **mobility**.

In Switzerland we're collaborating with **SWISS** and **SBB** to create an interconnected, affordable and seamless AirRail and baggage free travel system.

2x Typical conversion rate seen when sold as AirRail product.

Baggage is key to **intermodal**.

3/5 of passengers were already using rail to or from the airport.

2/5 of passengers would have taken a car or taxi, but switched to train when free of baggage.

And to **infrastructural** change.

- ✈ Reduction in private vehicle movements to or from airports.

- ✈ Rail and multimodal transport hubs core to airport design.

- ✈ Charging ports for EV's handling baggage instead of car parks.

- ✈ Highly efficient and automated baggage factories.

- ✈ Reduced terminal footprints for check-in and reclaims.

Contributing to **Net Zero.**

Aggregated system benefits estimated to be equivalent to 0.5 kg CO2 reduction per passenger. With 10 million passengers using such a system, it would equate to offsetting of 41 million passenger kilometers.

Using models created by Cranfield University for the Decarbonisation Investment Towards Environmental Sustainability Report, 2022.

The **airport of the future** will be built on the simple principle.

Decentralized processing, with more sustainable and fluid movement of **people**.

★★★★★   5 Oct 2022

It's a no-brainer

Easy to book. Courier arrived early but was happy to have waited until the appointed time if I'd wanted. He was friendly and professional, not at all put out by having to lift a heavy bike box. Received a reassuring text to say my luggage had been checked in. I saved the cost of using the service by taking the tube to Heathrow rather than a taxi. So overall it cost no more and meant I could stroll straight to security with my hand luggage. Using Airportr really is a no-brainer.