

THOUGHT-STARTER: COULD BOARDING PASSES HYPER-PERSONALISE AIRPORT RETAIL?

By Rhiannon McGregor and Kathryn Bishop

12 : 09 : 2018 Food



Air-Hybrid by Simba Sleep

With vast amounts of data already tied up in boarding passes, let's use it to transform the airport retail experience, says Lee Carroll, interaction and experience designer at Seymourpowell.

Despite the fact the global duty-free industry expected to grow to about \$67bn (£51bn, €58bn) by 2020, according to the world's largest travel retailer Dufry, luxury, fashion, CPG and dining brands that rely on these spaces – not to mention the airports themselves – are not yet maximising passenger data.

If they did, they could provide a contextual, immersive and hyper-personalised retail journey for the billions of people that pass through airports each year.

Key to enhancing the airport retail experience is the humble boarding pass. With passengers' personal, flight and destination data already stored in this one place, it could become a digital trigger **that activates personalised retail** experiences throughout the entirety of the space.

For more, read the full opinion piece [here](#).