



Interchange Matters – Heathrow’s approach to Interchange Improvements

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Heathrow
Making every journey better

HEATHROW: KEY FACTS AND FIGURES 2017

Heathrow

NUMBER OF PASSENGERS ARRIVING AND DEPARTING:



BUSIEST DAY EVER RECORDED:



259,917
PASSENGERS

BUSIEST YEAR EVER RECORDED:



78m
PASSENGERS

PEOPLE EMPLOYED ACROSS HEATHROW: **76,500**

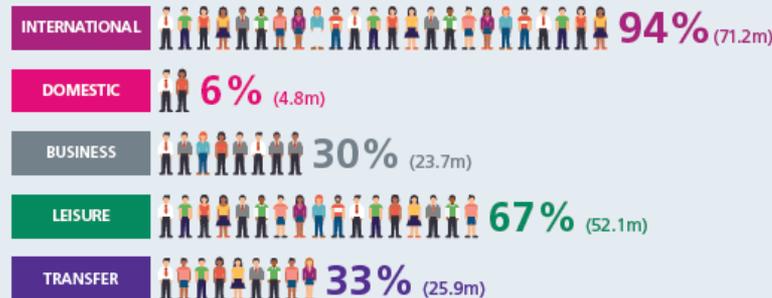


SHOPS AND LOUNGES AT HEATHROW:

300+



PERCENTAGE OF PASSENGERS:



PASSENGER VOLUME BY TERMINAL:



CARGO VOLUME:



DESTINATIONS AND AIRLINES

Number of airlines:



Most popular destinations:



Destinations served:



FLIGHTS



Number of flights:

ANNUAL 474,033

DAILY AVERAGE 1,299 per day

AIRCRAFT STANDS

133 The number of aircraft stands served by an airbridge

64 Number of remote stands

15 Number of cargo stands



SIZE

Total size of Heathrow Airport:

1,227 HECTARES

Number of runways:

x2

Length of runways:



Let's consider the challenges set through the interchange evaluation process....

Key Challenges:

- Heathrow has many access points
- Distances at Heathrow can be long
- Infrequent visitors may find Heathrow a challenge
- There are many ways of getting to London

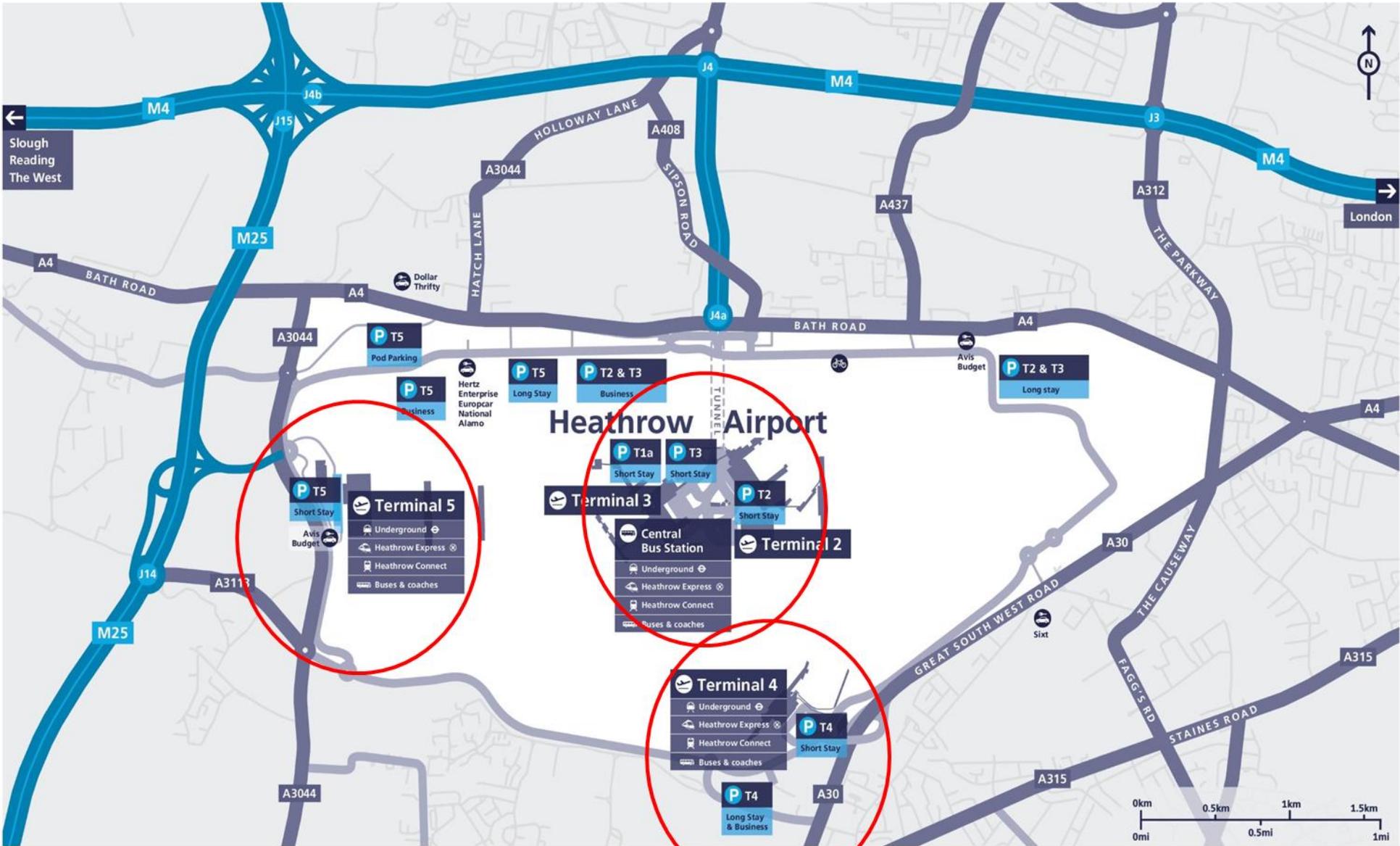
Getting to a five star rating:

- Trolley parking
- Seating
- Disabled passengers
- Signage
- Travel choice – Hex is not always the answer

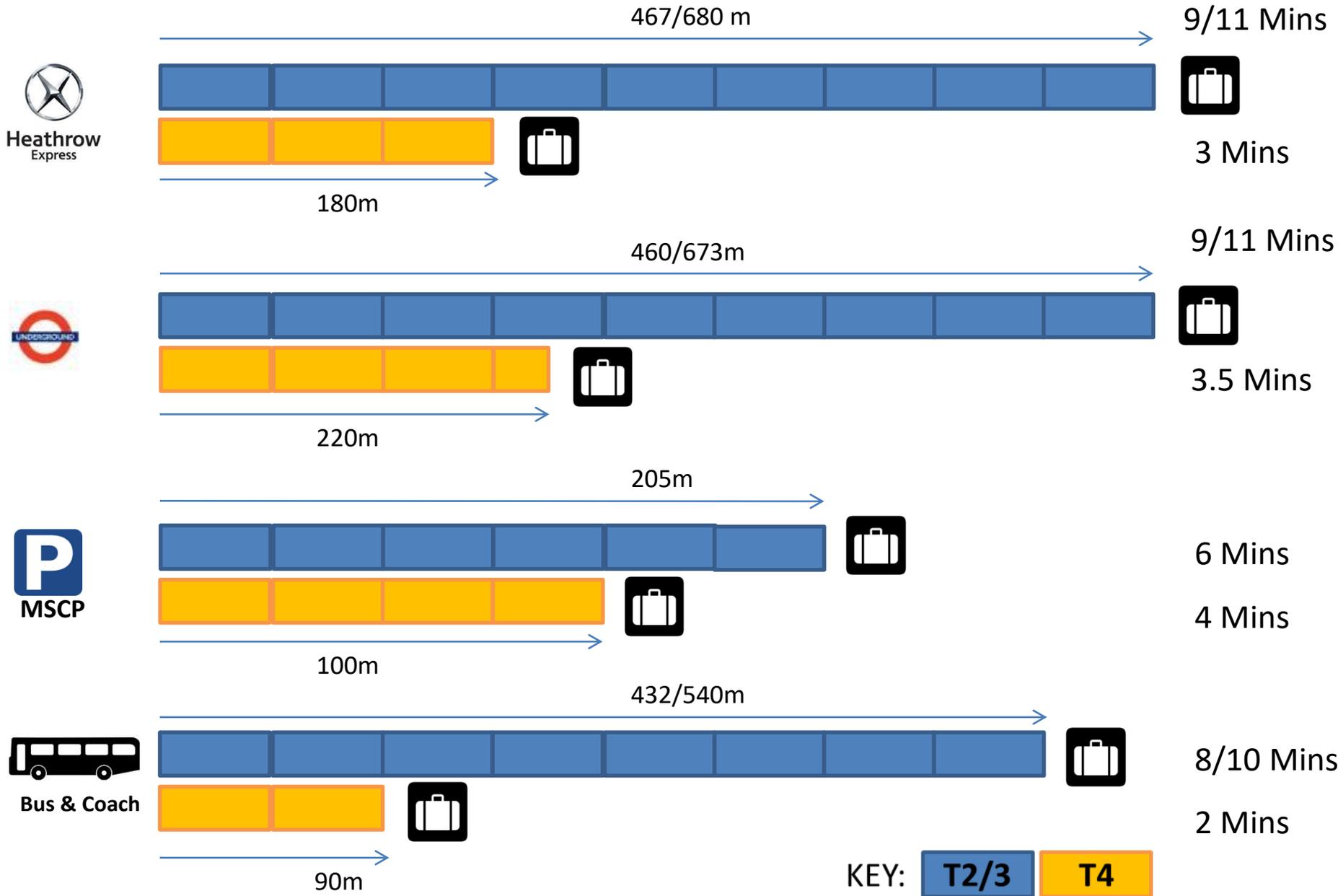
Heathrow has some interesting quirks..

- Heathrow is really three distinct campuses
 - Terminal 5
 - Central Terminal Area (Terminal 2 & 3)
 - Terminal 4
- Although 33% of all our passengers connect, less than 2% of these move between terminals landside.
- 25% of all coach users from Heathrow are non-flying passengers

Heathrow does have many access points

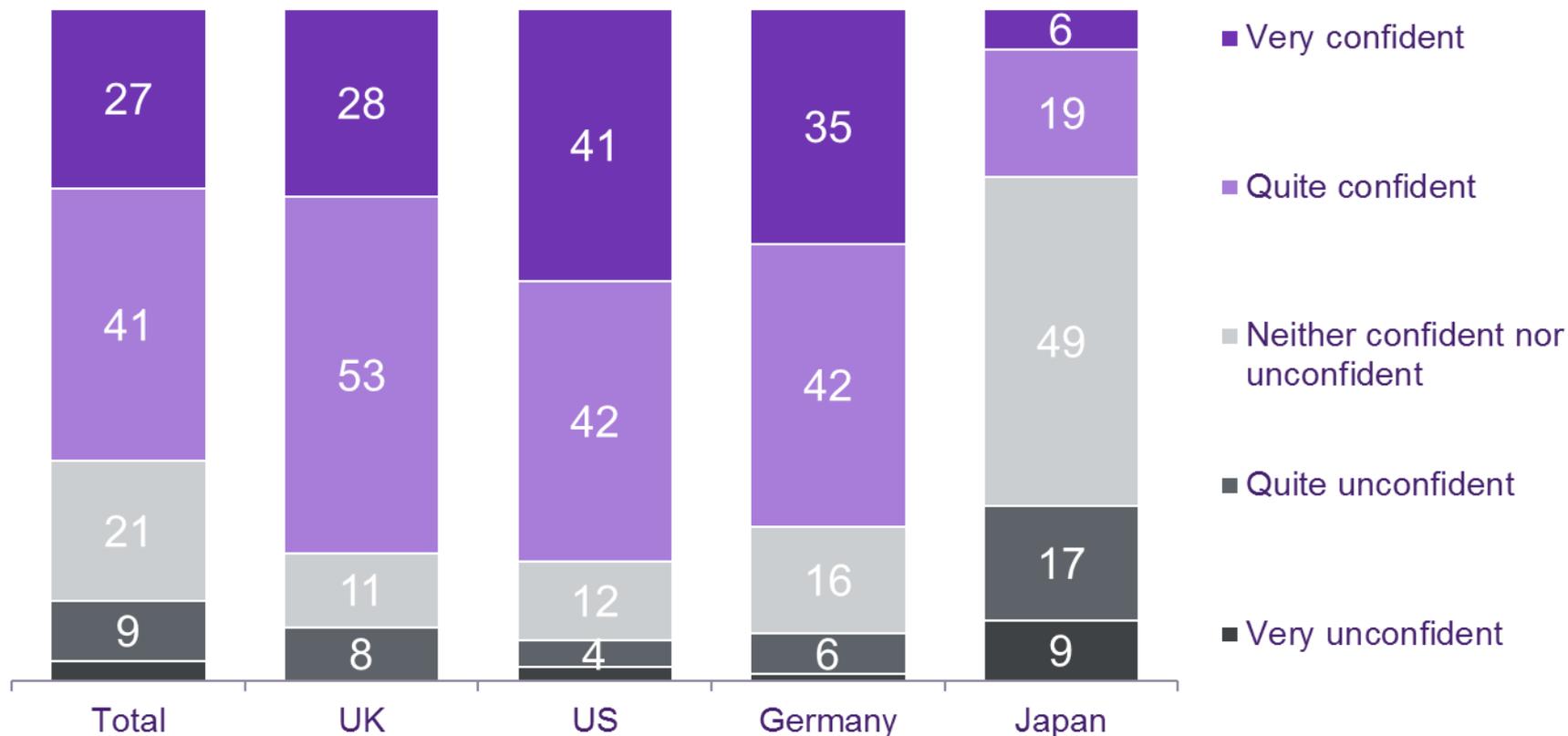


Walk distances from PT to Terminal can be long



Most people express a level of **confidence** when travelling through an airport which they haven't used before...

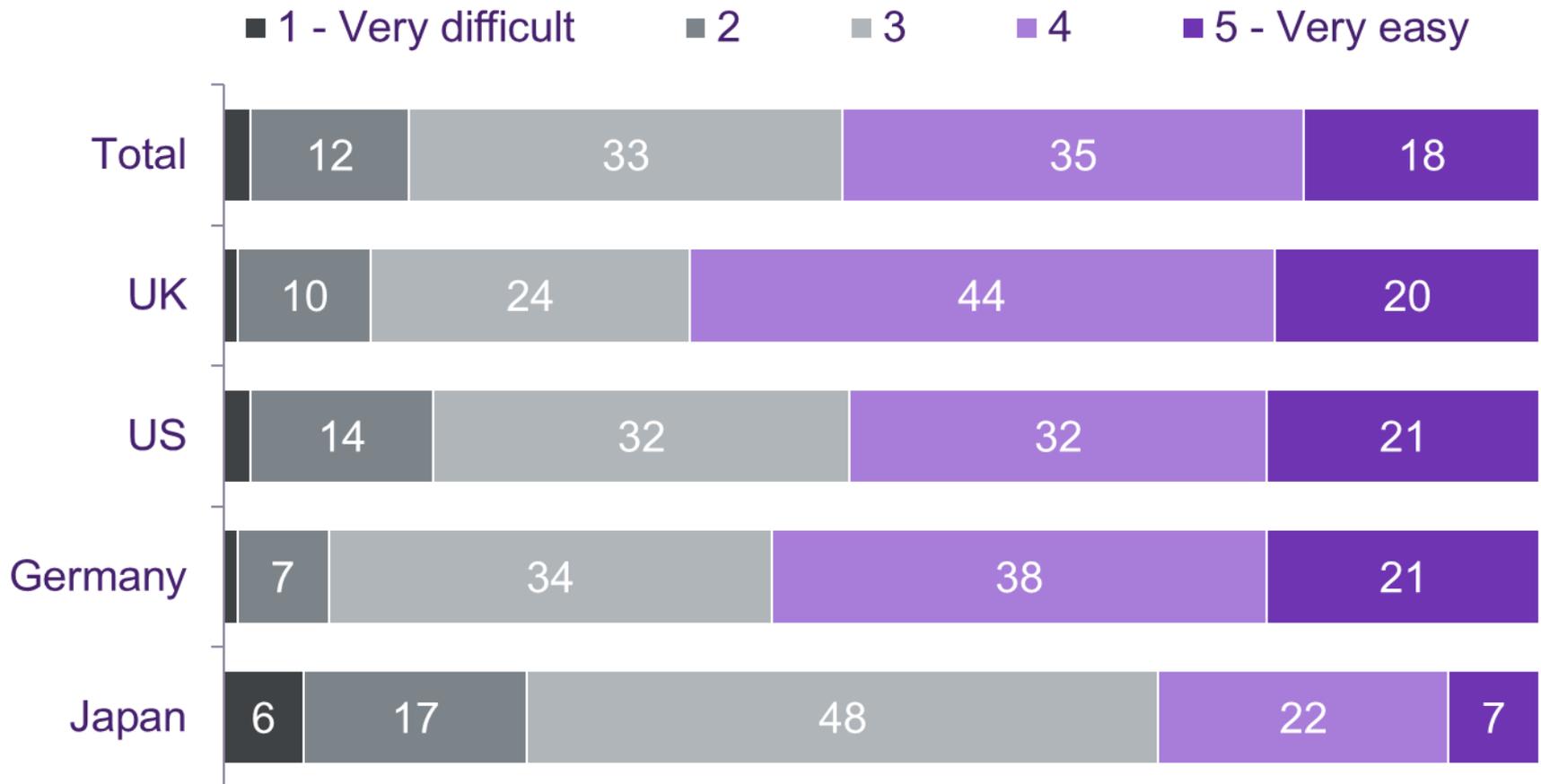
Airport behaviour - confidence



Base: Total sample
 QB2: How confident do you feel when travelling through an airport that you haven't used before?

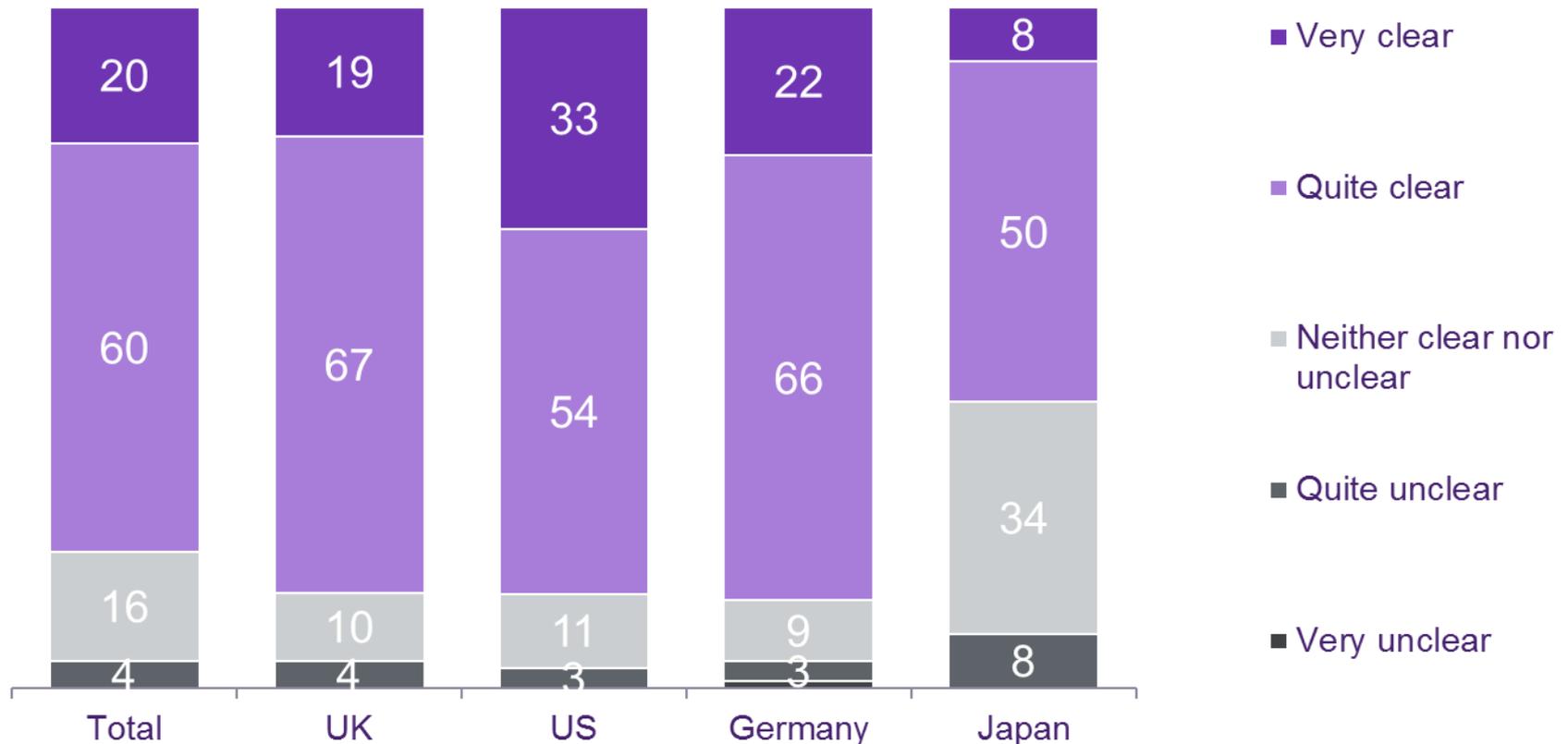
In general people find navigating through an unfamiliar airport **fairly easy**, although there is more difficulty felt by the Japanese

Ease of navigating through an airport



In general people find airport signage directing them to the exit or onward travel **fairly clear and easy to follow**

Airport behaviour – how clear is signage



Base: Total Sample
 QD3: In general how clear and easy to follow do you find signage to help you find your way through an airport, to the exit or onward travel within an airport?

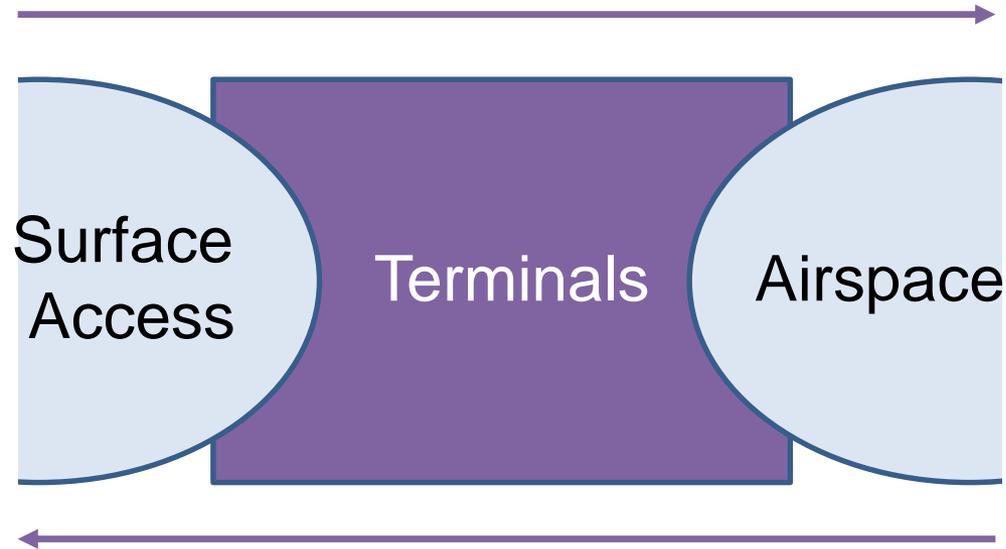
Overwhelmingly **people follow signs** rather than people when making their onward journey...

Signage is mainly used for reassurance

Less confident travellers follow people rather than signs



Our vision: To give passengers the best airport service in the world



Passengers don't see their journey in this way so we shouldn't either.... And we should be data led too.

We also look at the end-to-end journey to develop our plans...

- Journey phase
- Touchpoints
- Channels
- Emotional Journey
- Pain Points
- Gain Points
- Opportunities
- Data / Evidence

We are looking at things end-to-end



Transforming the proposition



Trolleys – The battle between supply and demand



A better pick-up regime from lift areas and near the Underground Station in place

Seating near the Underground



Seek to introduce seating near Underground Station in CTA

Support our passengers that need special assistance



We continue to develop and deliver our support to disabled passengers



We will be transforming our experience in Terminal 5



We will be transforming our signage in Terminal 4



A brand new journey planner for 2018...

Always starting with destination not mode of transport.

The screenshot displays the Heathrow Journey Planner interface. On the left is a navigation sidebar with icons and labels for Home, Arrivals, Departures, Flight Connections, Transport and directions, Heathrow parking, Driving to Heathrow, Car rental, Trains, Underground, and Buses and coaches. The main content area is titled 'Journey planner' and includes a breadcrumb trail: Home > transport and directions > Journey planner. Below the title is a descriptive text: 'Plan your route to or from Heathrow by road or public transport. Our journey planner gives you a complete door-to-door guide with times and directions.' There are 'Print' and 'Share' buttons in the top right. The main form is divided into two tabs: 'To Heathrow' (selected) and 'From Heathrow'. The heading 'Where would you like to go today?' is displayed. The form fields are organized as follows: 'Where' section with 'From' (text input 'Enter city or postcode') and 'To Heathrow' (dropdown 'Select'); 'When' section with a date input '19/01/2018' and a 'Leave at' dropdown '16:30'. On the right side, there is a 'P Airport parking' section with a 'Terminals' dropdown 'Select', 'Entry date' '20/01/2018', 'Entry time' dropdown 'Select', 'Exit date' '21/01/2018', and 'Exit time' dropdown 'Select'. A purple 'Get quote' button is located below these fields. At the bottom right, there is a small image of a building facade.

We believe we can meet the challenges set through the interchange evaluation process....and get that 5 star rating

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