

ACI releases series on strengthening non-commercial revenue

After two years of monumental losses, it's imperative that airports the world over begin to drastically increase revenues. Airports Council International (ACI) World has released a new series of guidance material that will help airports to recover, with particular focus on improving the traveler experience and strengthening commercial revenue.

The financial impact of the pandemic on airports has only served to highlight the importance of non-aeronautical revenue in the aviation ecosystem, especially when viewed from the perspective of recovery and sustainability.

While the first of the series focuses on ground transport, the rest of the series will offer guidance in the areas of concession agreements, duty free, digital transformation, and food and beverage.

"As transportation options evolve and the preferences of customers change, airports must respond to meet the needs of their primary customers—both passengers and employees," said ACI World Director General Luis Felipe de Oliveira. "This requires airports to improve operating procedures, offer enhanced technologies, and upgrade infrastructure—particularly as travel picks up with the easing of travel restrictions.

"This might include increased digitalization, electric vehicle charging stations, the amount of available curb space, number of public parking spaces, need for remote parking lots, and the infrastructure required for bicycle access, for instance. When managed correctly, airports can enhance the customer experience and their revenue by effectively working with their service providers while striving to provide an exceptional customer experience.

"I encourage airports to leverage the *Optimal Integration of Airport Ground Access Services Handbook*, and the *Sustainable Airport Ground Access Policy Paper*, as well as the upcoming guidance in support of non-aeronautical activities and revenues, to improve the traveller experience and contribute to the sector's recovery."