



Edel Redmond

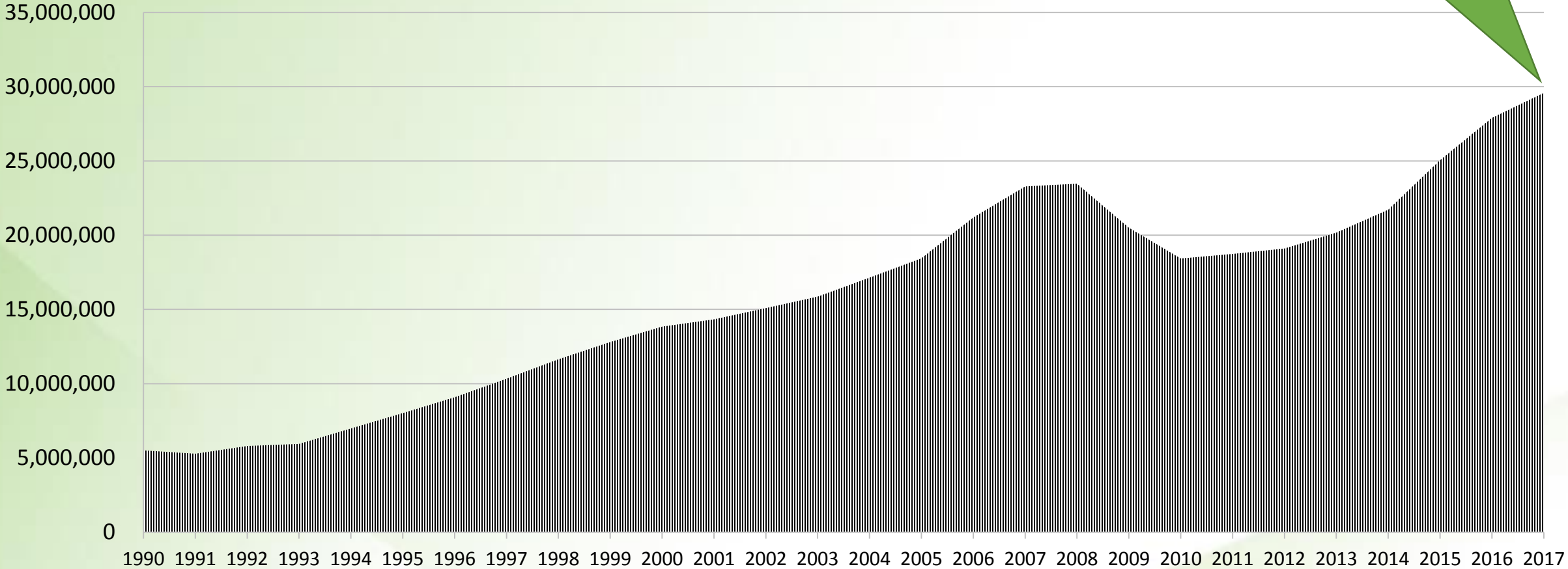
Dublin Airport

# Dublin Airport China-Ready

# Total Growth at Dublin Airport

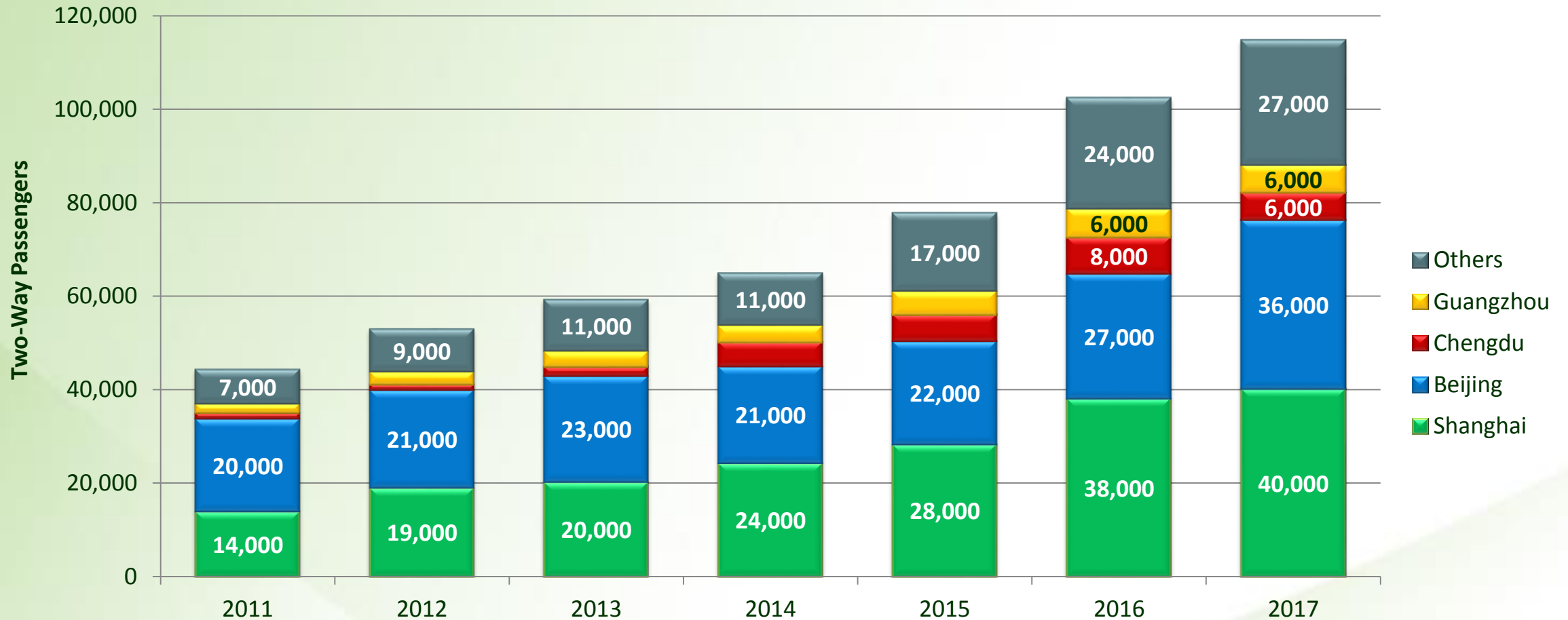
Overall traffic back in-line with long-term trend.

Annual Passengers 1990 - 2017



# Growing Connecting Traffic to China

Connecting Passenger Traffic from Ireland to Top 4 Chinese Cities



# The key ingredients for route development



# Asia Pacific Breakthrough for 2018!



CATHAY PACIFIC

**A 06:45**

**D 11:45**

*Mon, Wed, Thu, Sat*



**A 06:00 (PEK)**

**09:10 (EDI)**

**D 08:00 (EDI)**

**11:10 (PEK)**

*Tue, Thu, Sat, Sun*

Dublin-Hong Kong from June 2018



Dublin-Beijing from June 2018



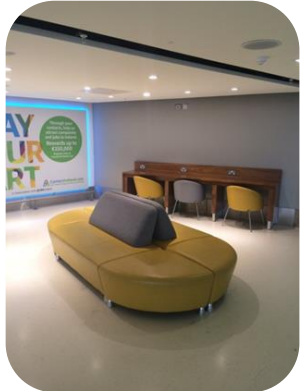
# The Dublin Airport Brand – guiding principles for passenger experience



We put the human at the heart of everything we do



We want passengers to feel cared for and looked after





China-Ready steering group  
launched in Feb/2017



Fortnightly meetings  
with key internal cross-  
functional stakeholders



Extensive research and  
benchmarking to identify  
key areas of improvement  
and airport solutions

**“Improve Chinese  
passenger experience,  
making Dublin Airport  
more convenient,  
approachable and  
prepared”**



**CONVENIENT**

---

To feel familiar and  
easy to deal with

**APPROACHABLE**

---

To build our  
Irish brand in China

**PREPARED**

To increase stress-free  
dwell time  
To avoid confusion  
and disruption

1

## WAYFINDING

Signage (physical and digital),  
Ambassadors, Security Infographics

2

## THE DIGITAL WORLD

Social Media (WeChat &  
Weibo) & e-Payment (AliPay)

3

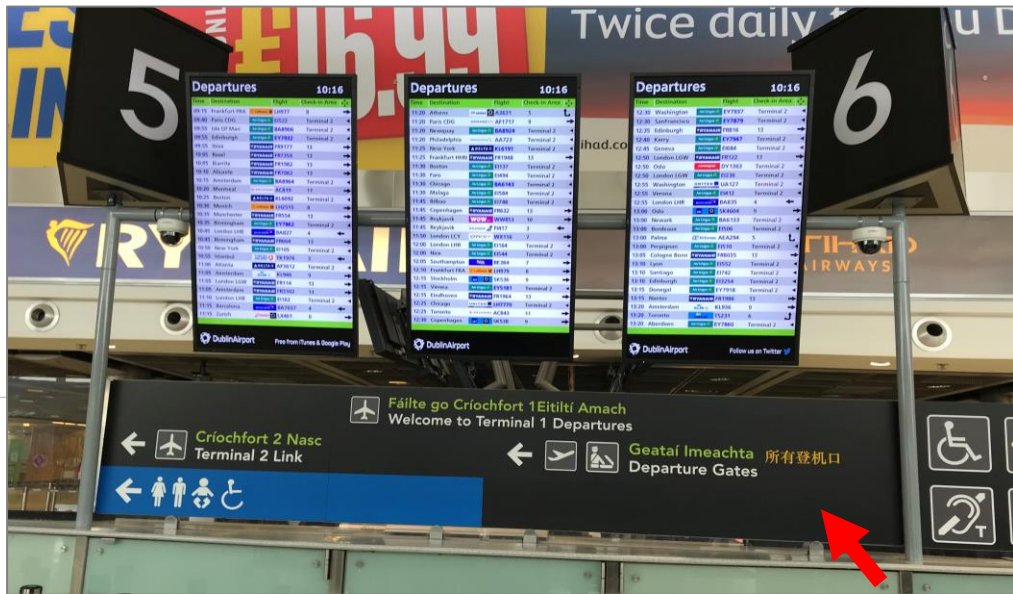
## SPECIAL FACILITIES

Tax Return, Hot Water  
& Sense of Place

4

## PRODUCTS & SERVICES

Retail, F&B  
and Lounges



# WAYFINDING

## SIGNAGE

- Physical and digital Mandarin signs in key locations across campus

# WAYFINDING

## SECURITY INFOGRAPHICS

- Translation of important security messages to reassure passengers and avoid disruption

Place your items in the tray  
请将您的物品放在托盘上

Start / 开始

Please remove liquids 100ml in 1L capacity sealed bag, 1 bag per person  
请将 100ml 以下的液体物品，装进容量为 1L 的密封透明塑料袋中，每位旅客仅限携带一个透明塑料袋。

Place laptops and tablets separately  
请将笔记本电脑与平板电脑分开放置

Remove coats and accessories  
请脱下外套并摘下您身上的配饰

Remove all items from your pockets  
请您将口袋中的物品拿出

Finish / 安检完成，感谢您的合作

Place your items in the tray  
请将您的物品放在托盘上

No need to overload - use more than one tray  
您可以使用多个托盘，无需将全部物品放在一个托盘上

Visit [dublinairport.com](http://dublinairport.com)



Place your items in the tray  
请将您的物品放在托盘上

No need to overload - use more than one tray  
您可以使用多个托盘，无需将全部物品放在一个托盘上

Visit [dublinairport.com](http://dublinairport.com)



# WAYFINDING



## AMBASSADORS

- Mandarin-speaking staff to support wayfinding and shopping experience



# THE DIGITAL WORLD

AliPay



**Case Study: PAS in Munich Airport went up 92%  
in 3 months after implementation**

**Launched in The Loop and to be available  
in DAP F&B units (Pier 3) by July 2018**

CONNECT WITH  
DUBLIN AIRPORT ON

**WECHAT**

扫码关注都柏林机场微信公众号



SCAN THE  
QR CODE TO  
DOWNLOAD  
THE APP



 DublinAirport

浏览我们的官方网站 [dublinairport.com](http://dublinairport.com)

Designed by Marina Flores

# THE DIGITAL WORLD

**WeChat  
& Weibo**



**920 million daily active users  
Spending 40% of their time on mobiles**

**Dublin Airport account launched in May,  
supported by Emerald Media**

 DublinAirport



1

## AIRPORT SERVICES

Arrivals/Departures, Airport Map, F&B/Shops offerings, Platinum Services, Lounges



## RETAIL

Products, Promotions, Tax Return and Special Offers



**2 -Weekly Content**

## TOURISM ENGAGEMENT

Tourism in Dublin and in Ireland



3 -

## INTERACTION

WeChat Pay Functionality, QR Menus, Online Shop





# SPECIAL FACILITIES



## Hot Water

Key driver of traveller satisfaction

Available upon request at F&B units



# SPECIAL FACILITIES

## Tax Back Facilities



**Key driver of satisfaction**

**Chinese travellers spend nearly twice as much as the global average on duty-free items**

**New physical manned facilities in Pier 3  
(Fexco, Premier Tax Free & Global Blue)**

# SPECIAL FACILITIES



## Products and Services

**F&B**: hot water, Irish and Chinese specialties available in Pier 3

**Lounges**: Chinese cup noodles and tea (T1 Lounge and Platinum Services)

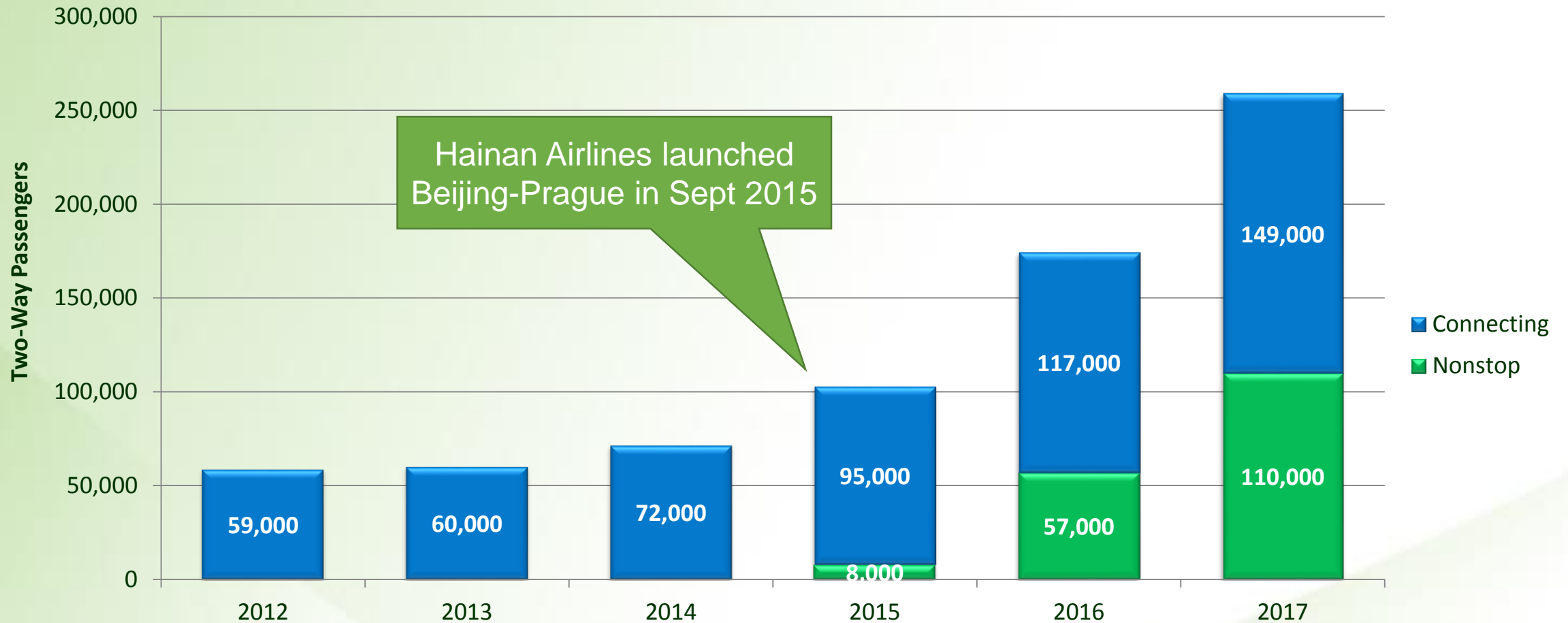
**Retail**: New products (milk powder) and brands (such as By Kilian, Le Labo, Shiseido)

Special promotions for the inaugural flights)



# Other Successes for European Airports – Prague Example

Passenger Traffic from Prague to China



**In Summer 2018:**

Prague connected to 4 Chinese Cities, nonstop with 3 airlines.

## Connectivity



Dublin Airport's  
commitment is to  
deliver  
Connectivity and  
Passenger  
Experience

## Access



Visa Proposition  
positions  
Ireland as an  
attractive  
destination for  
Chinese travellers

## Investment



Continued and  
increased  
marketing  
investment in  
the overseas  
markets

## Product



Team Ireland  
working together  
to ensure that  
Ireland is a first  
choice European  
destination for  
Chinese tourists

**Thank you**

谢谢