

New m1nd-set profiling service enables 'fine-tuning of marketing strategies'

Swiss research agency m1nd-set has launched a new passenger profiling service through its Business Intelligence Service (B1S).

The new service, made available thanks to the recently launched B1s **airline module**, enables travel retail stakeholders to fine-tune marketing strategies at individual airports with extensive detail on the passenger profile.

It provides a better understanding of the mix of nationalities, reach of destinations, airline mix and origin and destination combination, according to m1nd-set. The analysis tool enables m1nd-set's B1S subscribers to understand the conversion potential at airports, based on their respective passenger mix and diversity of profile.

The diversity profile is defined by the number of nationalities travelling through an airport and number of final destinations reached from an airport.

NEW SERVICE

Thanks to the scale of B1S with data from over 100,000 interviews with passengers at airports and a comprehensive air traffic database, m1nd-set says the new service can draw concrete and relevant conclusions on the correlation between airports by level of diversity and shopper spending behaviour.

The analysis reveals how some of the world's leading airports in terms of international passenger numbers rank significantly lower on the airport diversity scale. This is particularly prevalent in Asia and North America, according to m1nd-set. The analysis is also interesting for marketers, as it enables them to understand positive and negative correlations between airports by diversity and the satisfaction or spend levels and other duty free behavioural trends.

Pablo Saez-Gil, B1S Director explained: "The new service enables marketers to plan marketing campaigns with far greater understanding of the passenger mix. Looking at airports by sheer size alone is not enough.



M1nd-set Owner and CEO Dr. Peter Mohn on stage at the inaugural Travel Retail Awards in 2018.

top airports benchmark

	PASSENGERS		DIVERSITY	CONNECTIVITY		
	Rank International Pax	Rank Connecting Pax	Rank Diversity of Nationalities (75%)	Rank Destinations	Rank Final Destinations	Rank Airlines Operating
DXB - Dubai, AE	1.	2.	2.	13.	5.	18.
HKG - Hong Kong, HK	2.	15.	32.	42.	19.	8.
LHR - London-Heathrow, EN, GB	3.	13.	6.	8.	1.	10.
AMS - Amsterdam, NL	4.	8.	20.	5.	4.	11.
CDG - Paris-De Gaulle, FR	5.	11.	20.	2.	3.	1.
ICN - Seoul, KR	6.	54.	144.	53.	28.	31.
SIN - Singapore, SG	7.	17.	20.	56.	12.	14.
FRA - Frankfurt, DE	8.	4.	8.	1.	2.	2.
BKK - Bangkok, TH	9.	37.	11.	55.	17.	4.
IST - Istanbul, TR	10.	7.	2.	4.	49.	38.
TPE - Taipei, TW	11.	73.	99.	86.	76.	39.
KUL - Kuala Lumpur, MY	12.	14.	99.	91.	61.	41.
MAD - Madrid, ES	13.	18.	51.	9.	10.	12.
LGW - London-Gatwick, EN, GB	14.	122.	99.	12.	117.	49.
PVG - Shanghai, CN	15.	53.	436.	10.	22.	14.

The analysis tool enables m1nd-set's BIS subscribers to understand the conversion potential at airports.

"It is no longer all about the numbers, but how these numbers then break down into passenger profiles by destination, taking into account the connectivity ratios at each airport."

He added: "Hub and spoke airports have very different passenger profiles as well as numbers. International hub airports vary in passenger type, based on the concentration of nationalities, number of destinations and even final destinations, for passengers connecting more than once.

"All these variables create quite different scenarios when we analyse the passenger satisfaction scores, shopping behaviour and overall spend. We can see, for example, that the more diverse and cosmopolitan airports do not necessarily have a higher average spend in the duty free shops."

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m1nd-set
expert in travel market research

BUS

BUSINESS
INTELLIGENCE
SERVICE

diversity vs size



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