

A photograph taken from an airplane window, looking out at a bright blue sky with wispy white clouds. The white wing of the aircraft is visible in the lower half of the frame, with a small red and blue circular logo on the wingtip. The window frame is visible on the right side.

THE FUTURE OF AVIATION

[a vision for 2020]

Shad Serroune

Airports Kinesis Consulting

As a founder and VP / CTO of Airports Kinesis Consulting Canada, Shad Serroune brings extensive airports experience and has developed unique energy audit strategies and solutions to reduce airport energy consumption and extend non-aeronautical revenues using saved carbon trading and specialist of special airports systems, next gen airports technologies, financial solutions, market sensitivity, vision and pursuit of new technology excellence in accordance with IATA and other airport standards and regulations.

SHAD
SERROUNE



How do you think the customer experience of travelers in 2020 will differ from today?

Public transportation around airports will be centralized and coordinated, the experience of travelers will be enhanced in terms of quality, and integrated solutions will fit customer needs for time and efforts.

We have developed a new generation of airports and multimodal transportation systems, our solutions allow travelers to reduce the waiting time and queues at check-in areas and passport controls. We provide an ID to each passenger according to their passport/ Identity / Nationality and Biometrics data. This ID allows the user to receive information in real time about traffic from the hotel to the airport. Our Artificial Intelligence systems will be able to transfer to cellphone applications a lot of information, this includes the best time to leave your hotel or home to avoid traffic, queuing at the curb, queuing at the airport, and includes also the quality of public transportation, accidents, congestion, the most direct subway line, train connections and other relevant information.

Where do you see further differentiation possible for the world's best airlines?

The world's best airlines need to innovate in term of services differentiation inside the airport, not only on the aircraft. A sense of place needs to be provided in the airport as a first positive impression of the destination country as the traveler arrives. This can be done through arts, museum artifacts, historical pictures, etc. Inside the aircraft the airline also needs to provide a genuine quality onboard service, such as hotel reservation from the cabin, visible tracking of your luggage with delivery status information sent to smartphones.

Airports focus more on the shopping experience of travelers, while airlines are trying to differentiate the travel experience itself. How do you see both evolving?

To better integrate their services, the airport and airline companies need to be more present on the ground. The airport experience needs to focus on exchange of information between airlines and travelers by providing real time information exchange and delivery of personalized services by type of passenger. Such services need to extend to airport cities and landside airport terminal operations. These platforms and solutions can also create a new revenue stream for airports and airlines. Airports will also bring local arts circuits, cultural movies and specific interests to connecting customers, in order to introduce them to the local city and region, so they will come back on subsequent visits.

How will airports compete against each other, or will they collaborate or merge and focus on specific traveler segments?

To avoid costly extensions, airports should collaborate and merge their traffic. The objective is to allow multiple regions and areas to develop solutions that can be used to create a meaningful differentiation; for example with free zone concepts, business airport cities and housing airport urban concepts.

How will safety have evolved in 2020?

Artificial Intelligence (AI) will help airport operators in their decision-making processes by using multiple calculated scenarios. This AI will allow the airport operator to better understand the risks and judge every situation.

A virtual simulation system will develop multiple security processes, by analyzing the runway and taxiway status, the runway condition, anticipate weather problems to reduce the risk of take off and ground accidents or collisions.

We developed such a system one year ago under the name A-GIS (Airports Geographical Information System).

What will be the big change we will see happening between now and 2020 around the airport and airfield?

Airports will tend to reduce aircraft turnover time; specific systems will be used to reduce the waiting time and increase the number of travelers. The aviation industry provides an indispensable link to economic opportunities, the number of passengers is exponentially growing, closely followed by goods. The next generation of airport infrastructure under development today will use 100% renewable energy in order to reduce emissions. These future airports will also be good for the economy, as they will reduce energy consumption, decrease the energy bill and provide a better landside environment.

In a close future, we will face new regulations and standards allowing an airport to carry Virgin spaceships, the air traffic control systems will see their systems evolve with the common ability to communicate with orbital and on-ground systems. Hub airports will see new runways emerging for spaceship flight operations and everything will need to comply with all kinds of existing and new generations of aircraft. Very soon, companies like Virgin Galactic will truly change the way we travel and after the first orbital flight and the construction of the first spaceport, the travel industry and the airport design will change and evolve. ■

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