



# Interchange Matters – Heathrow's approach to Interchange Improvements

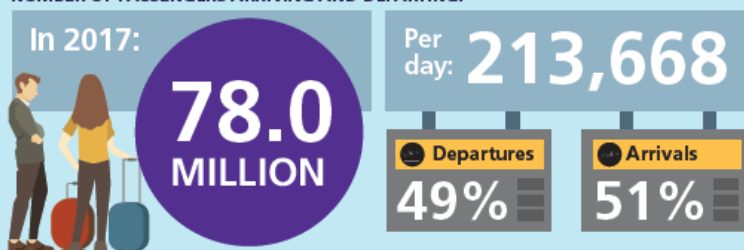
Theo Panayi  
Sustainable Travel Manager

**Heathrow**  
Making every journey better

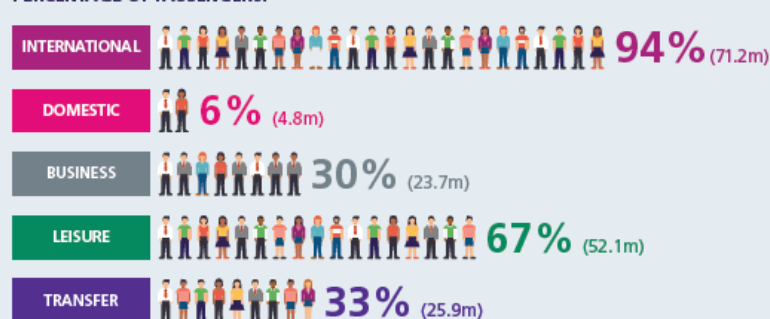
# HEATHROW: KEY FACTS AND FIGURES 2017

Heathrow

## NUMBER OF PASSENGERS ARRIVING AND DEPARTING:



## PERCENTAGE OF PASSENGERS:



## BUSIEST DAY EVER RECORDED:



**259,917**  
PASSENGERS

## BUSIEST YEAR EVER RECORDED:



**78m**  
PASSENGERS

PEOPLE EMPLOYED  
ACROSS HEATHROW:

**76,500**

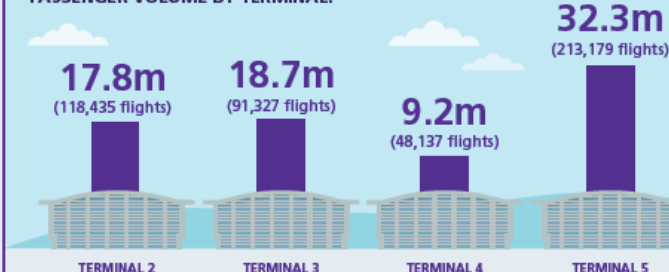


SHOPS AND LOUNGES  
AT HEATHROW:

**300+**



## PASSENGER VOLUME BY TERMINAL:



## CARGO VOLUME:



## DESTINATIONS AND AIRLINES

Number of airlines:



Destinations served:



Most popular destinations:



## 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:

Northern runway 3,902m x 50m

Southern runway 3,658m x 50m

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:**

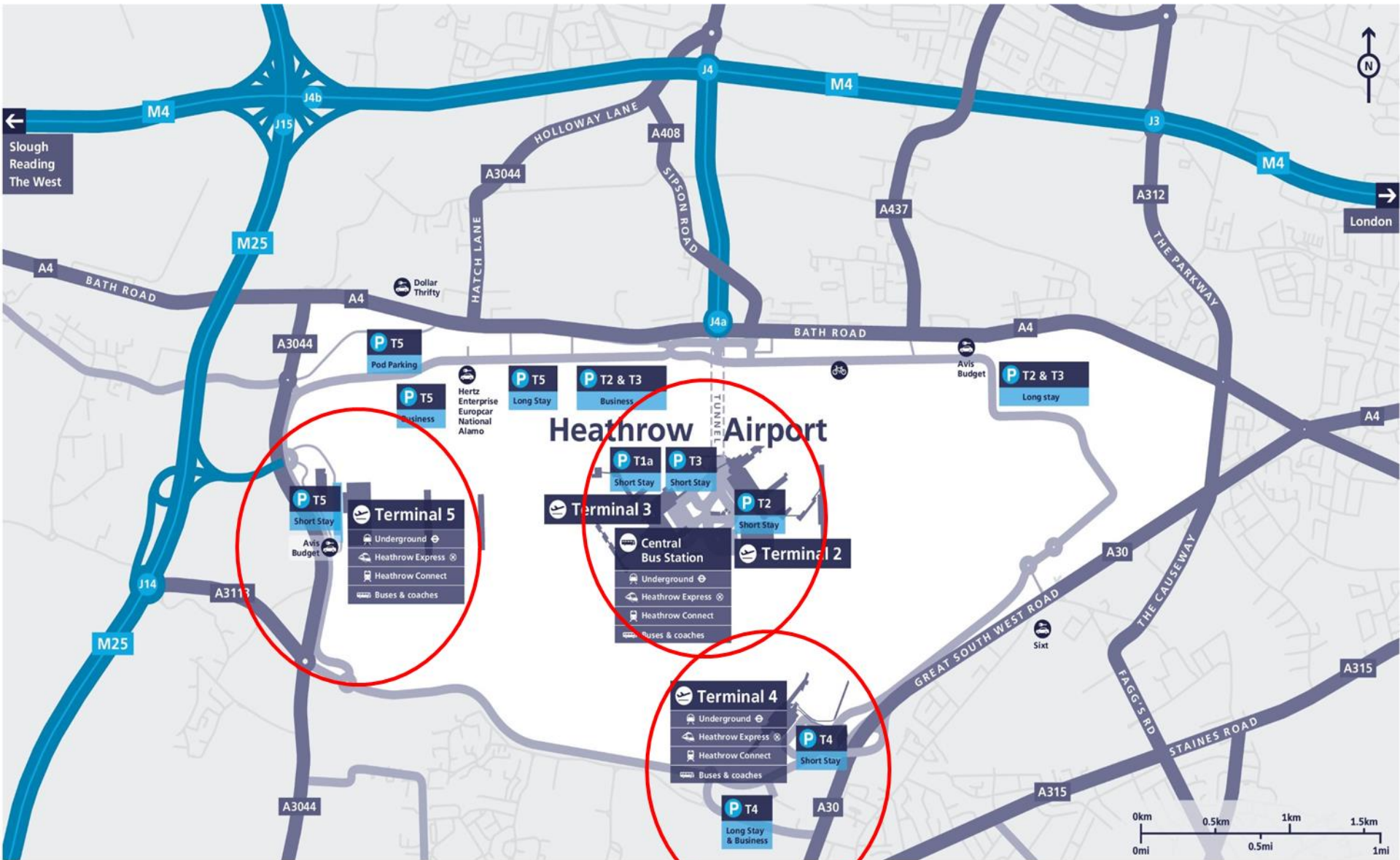
- Trolley parking
- Seating
- Disabled passengers
- Signage
- Travel choice – Hex is not always the answer

## Heathrow has some interesting quirks..

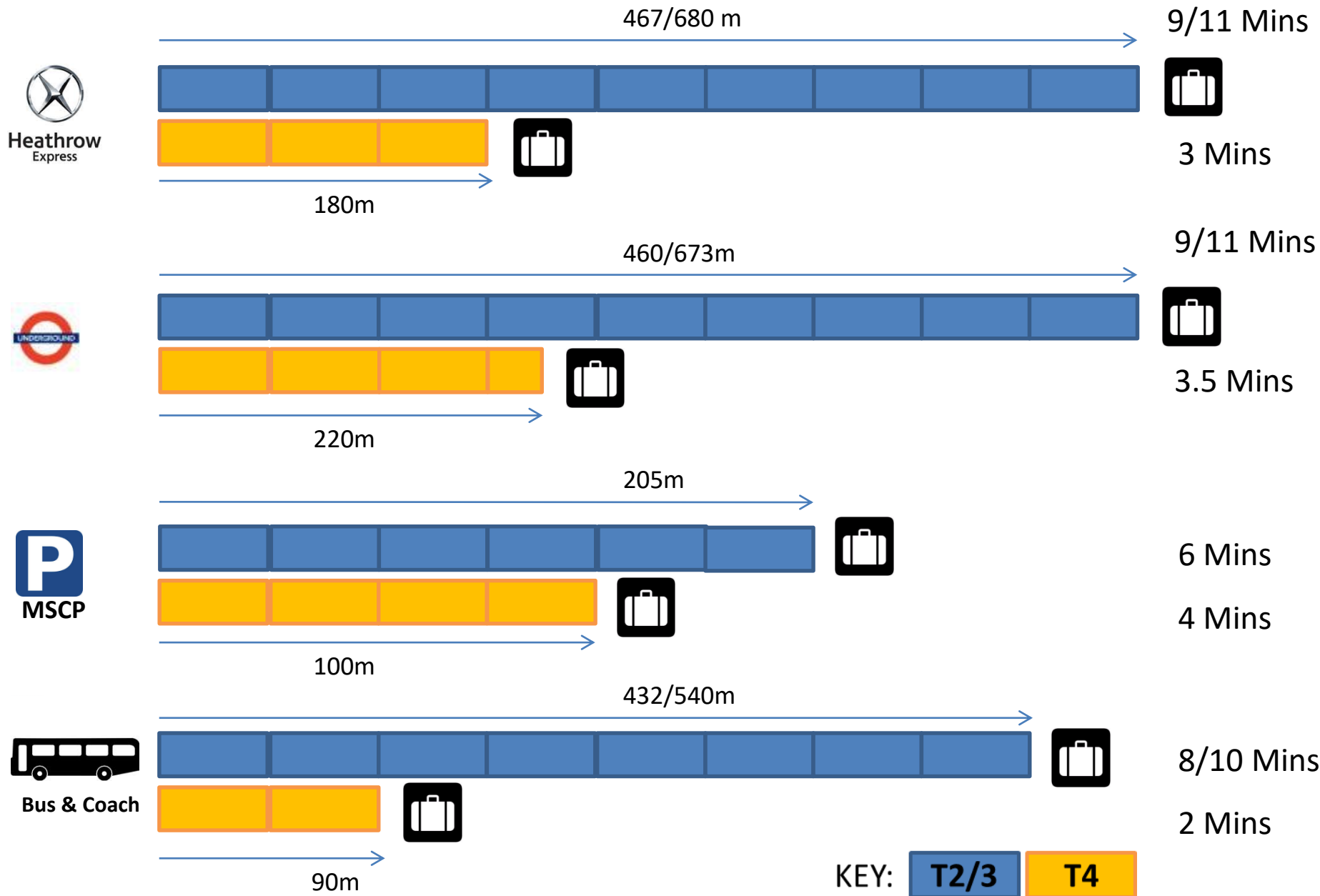
- Heathrow is really three distinct campuses
  - Terminal 5
  - Central Terminal Area (Terminal 2 & 3)
  - Terminal 4
- Although 33% of all our passengers connect, less than 2% of these move between terminals landside.
- 25% of all coach users from Heathrow are non-flying passengers



# Heathrow does have many access points

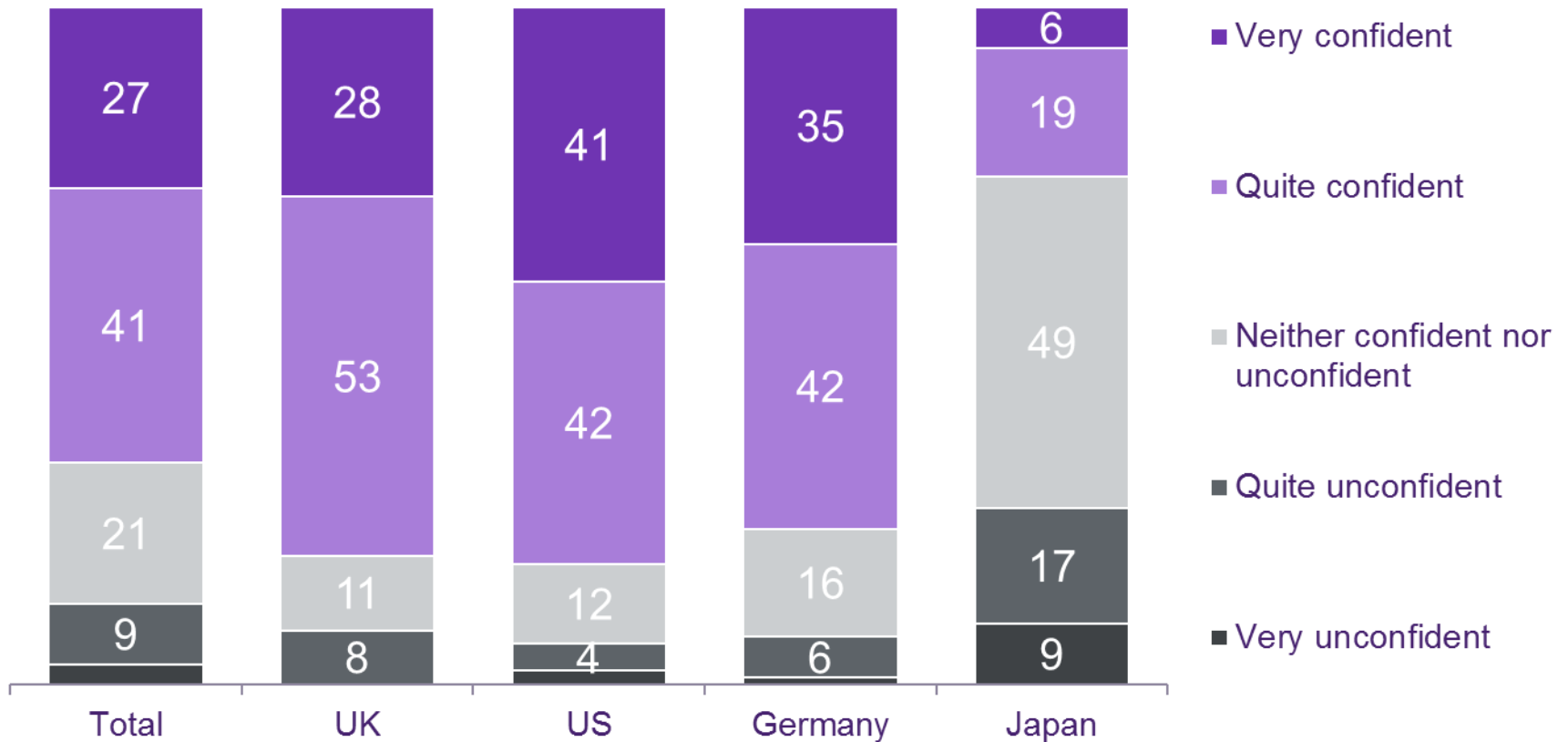


# Walk distances from PT to Terminal can be long



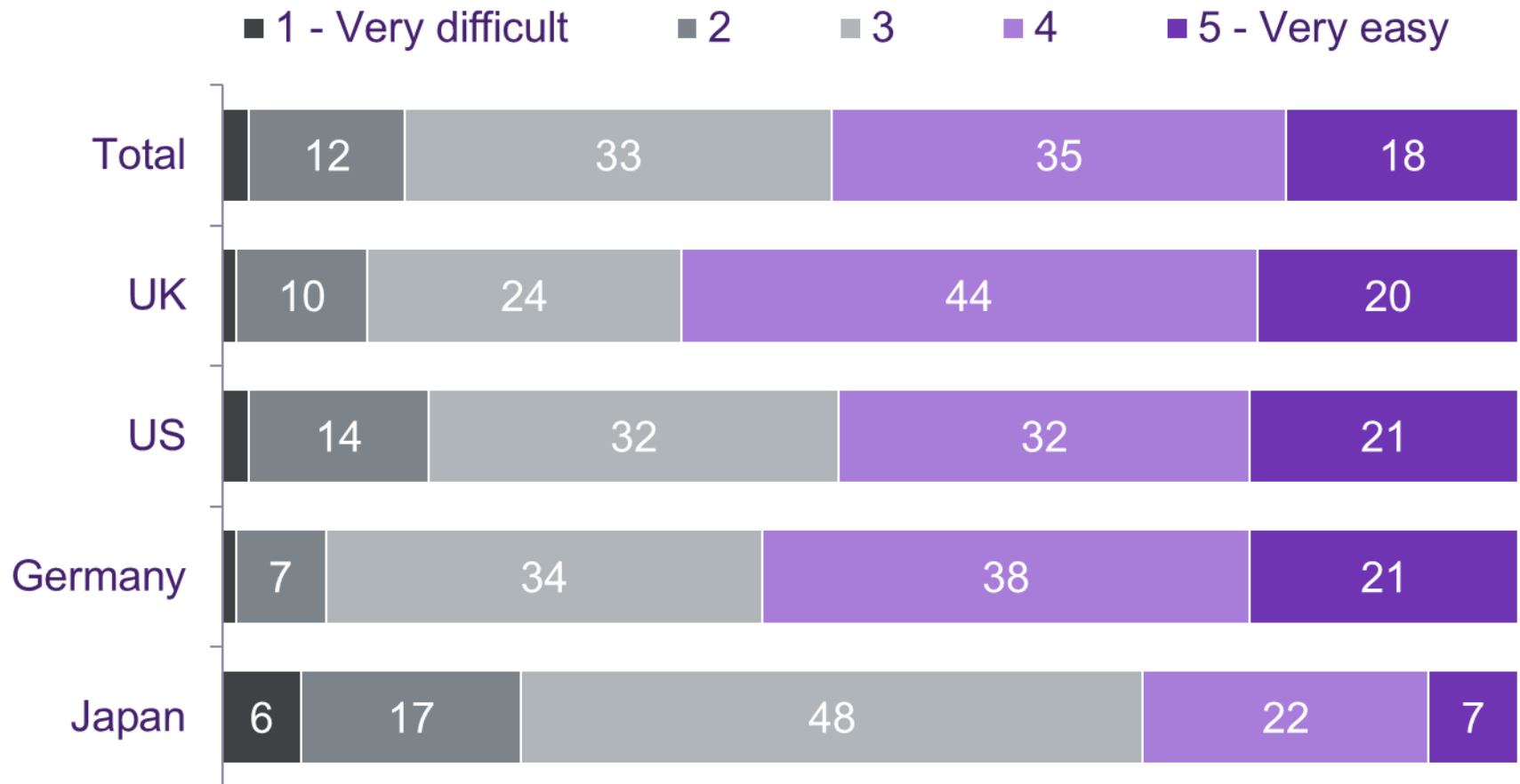
Most people express a level of **confidence** when travelling through an airport which they haven't used before...

### Airport behaviour - confidence



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

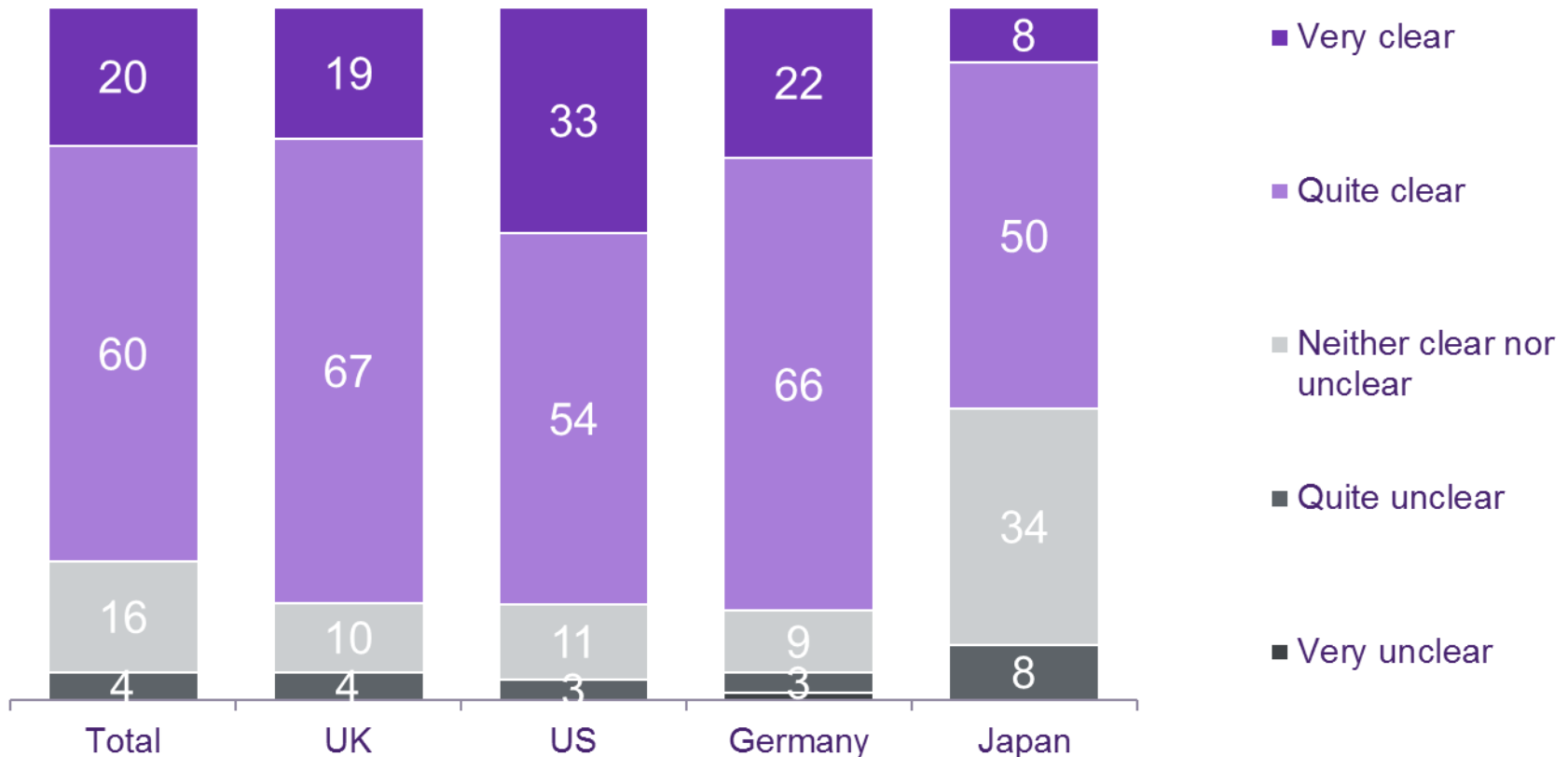
### Ease of navigating through an airport





# 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?

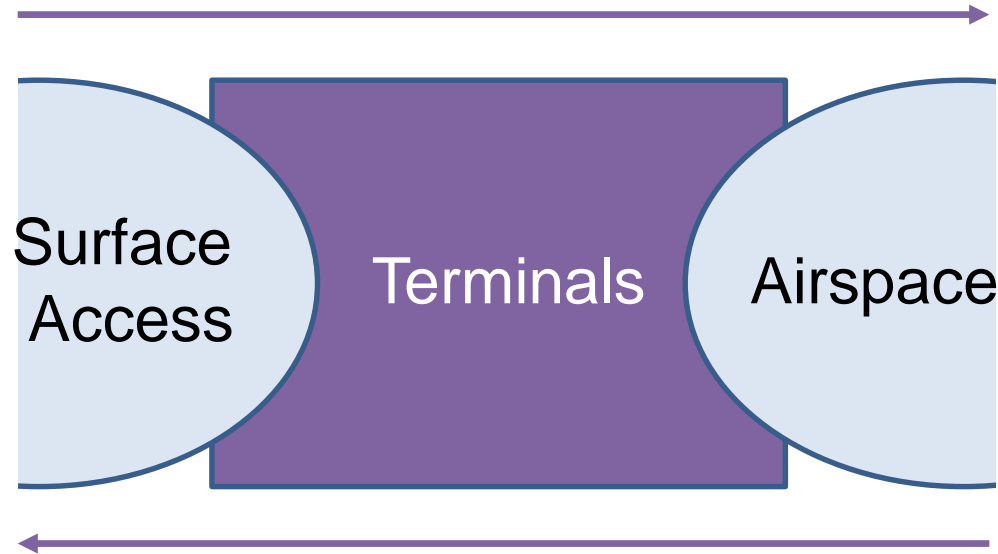
Overwhelmingly **people follow signs** rather than people when making their onward journey...

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

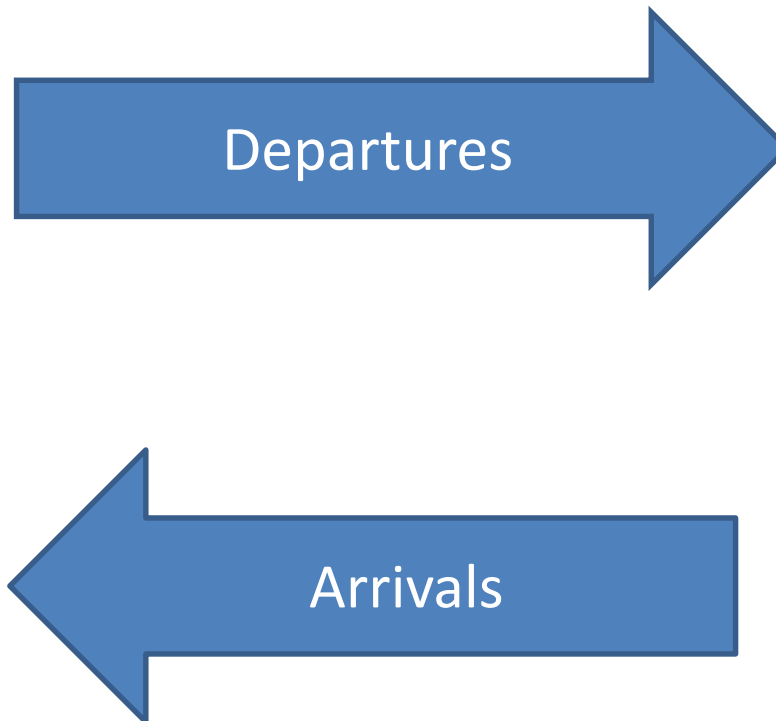


Passengers don't see their journey in this way so we shouldn't either.... And we should be data led too.

# 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.

 Home

 Arrivals (+)

 Departures (+)

 Flight Connections (+)

 Transport and directions (-)

Heathrow parking (+)

Driving to Heathrow

Car rental



Trains (+)

Underground

Buses and coaches (+)

Home ▶ transport and directions ▶ Journey planner

Journey planner

 Print  Share

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.

To Heathrow

From Heathrow


Where would you like to go today?

Where

From

To Heathrow 


Select ▼

When   Leave at  ▼


P Airport parking

Terminals 

Select ▼


Entry date   Entry time 

Select ▼

Exit date   Exit time 

Select ▼

Get quote





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

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