

# Athens International Airport

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*Message me !!!*



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Date : September 15<sup>th</sup>, 2015

# We live in a digital world !!

**JAN  
2015**

## GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL  
POPULATION



we  
are  
social

**7.210  
BILLION**

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**3.010  
BILLION**

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA ACCOUNTS



we  
are  
social

**2.078  
BILLION**

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS, NOT UNIQUE USERS

UNIQUE  
MOBILE USERS



we  
are  
social

**3.649  
BILLION**

PENETRATION: 51%

FIGURE REPRESENTS  
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE  
SOCIAL ACCOUNTS



we  
are  
social

**1.685  
BILLION**

PENETRATION: 23%

FIGURE REPRESENTS ACTIVE USER  
ACCOUNTS, NOT UNIQUE USERS

**We Are Social** • Sources: Wikipedia; InternetLiveStats, InternetWorldStats; Facebook, Tencent, VKontakte, LiveInternet; GSMA Intelligence

@wearesocialsg • 6

...and social media prevails ..

**JAN  
2015**

## **SOCIAL MEDIA USE**

BASED ON THE MONTHLY ACTIVE USER NUMBERS REPORTED BY EACH COUNTRY'S MOST ACTIVE PLATFORM

TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA ACCOUNTS



**2.08B**

ACTIVE SOCIAL ACCOUNTS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**29%**

TOTAL NUMBER OF  
SOCIAL ACCOUNTS  
ACCESSING VIA MOBILE



**1.65B**

ACTIVE MOBILE SOCIAL  
ACCOUNTS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**23%**

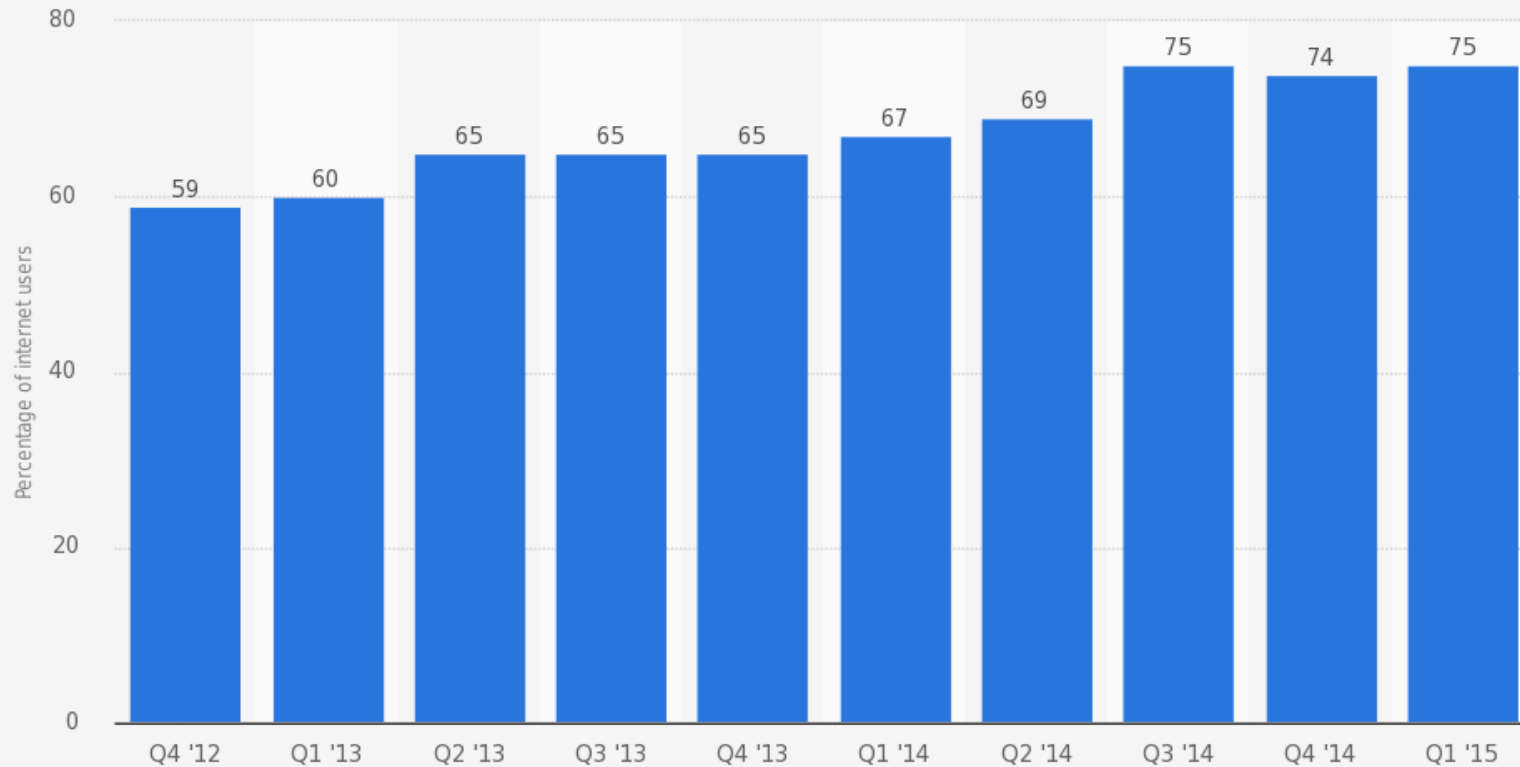
we  
are  
social

we  
are  
social

we  
are  
social

..with messaging being a top offering...

**Global mobile messaging usage penetration from 4th quarter 2012 to 1st quarter 2015**



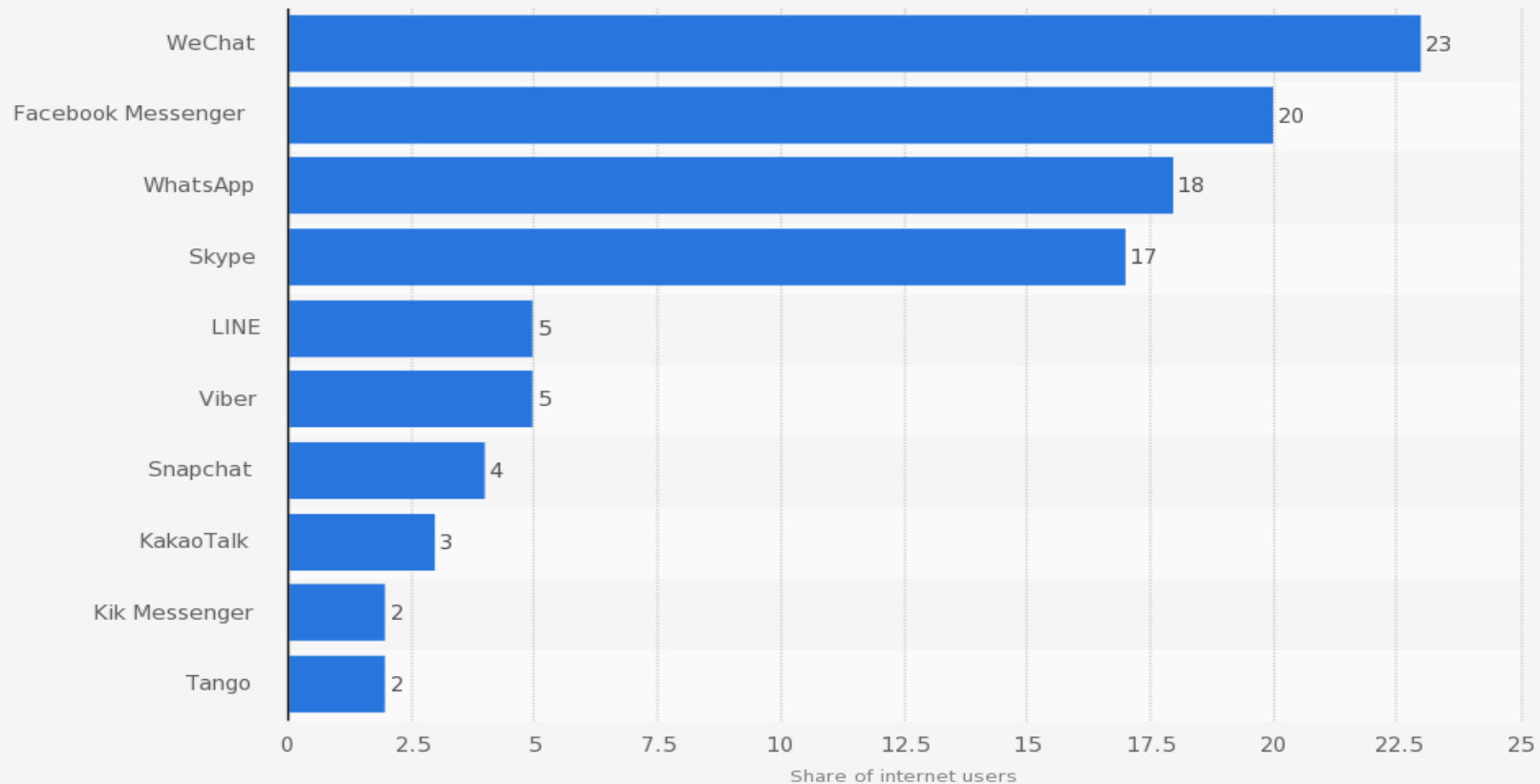
Quelle::  
GlobalWebIndex  
© Statista 2015

Additional Information:  
Worldwide; 4th quarter 2012 to 1st quarter 2015; 16 to 64 years; Internet users

statista

..with a multitude of products ..

### Active usage reach of the most popular mobile messaging apps worldwide as of 3rd quarter 2014



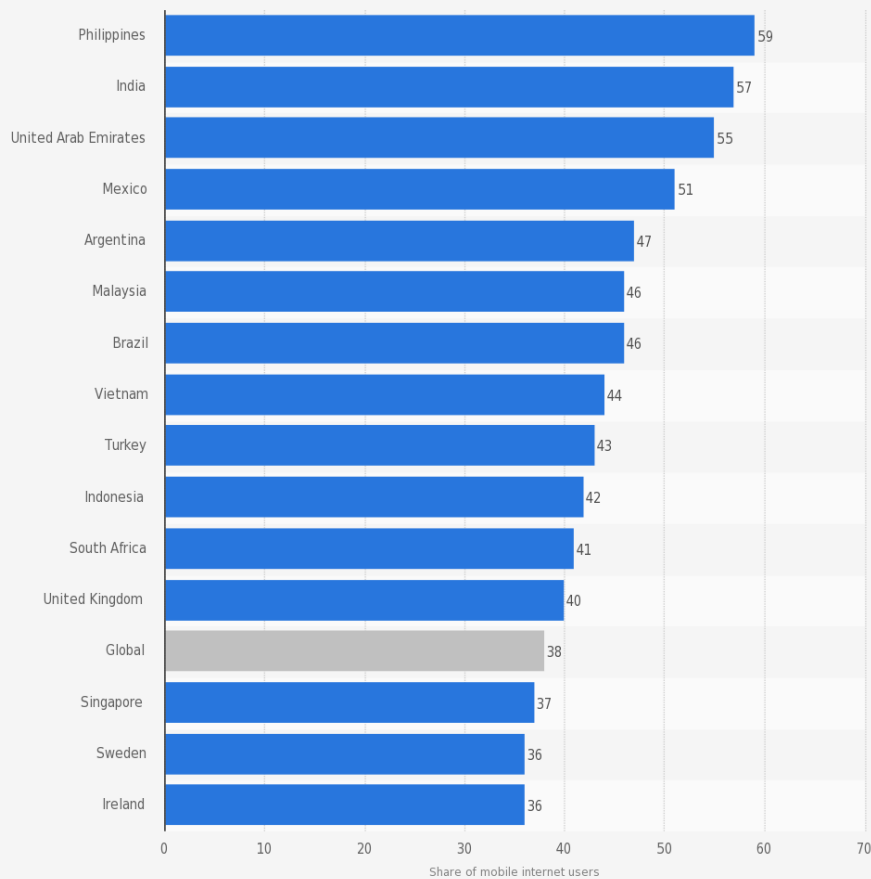
Quelle:  
GlobalWebIndex  
© Statista 2015

Additional Information:  
Worldwide; 3rd quarter 2014; 16 to 64 years

statista

# ..in which Facebook Messenger is a key player..

Share of mobile internet users in selected countries who are active Facebook Messenger users as of 2nd quarter 2014

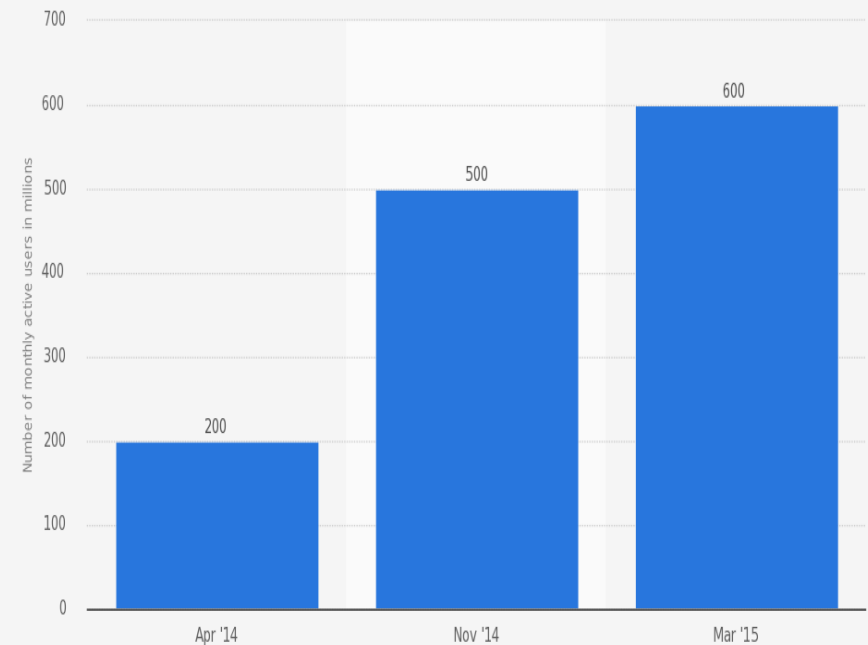


Quelle:  
GlobalWebIndex  
© Statista 2015

Additional Information:  
Worldwide; 2nd quarter 2014; 16 to 64 years

statista

Number of monthly active Facebook Messenger users from April 2014 to March 2015 (in millions)



Quellen:  
Facebook; VentureBeat  
© Statista 2015

Additional Information:  
Worldwide; April 2014 to March 2015

statista

...but what do passengers need (the most ??)

## PASSENGER DEMAND FOR NEW SERVICES AT AIRPORT



SITA IT Trends Survey 2015

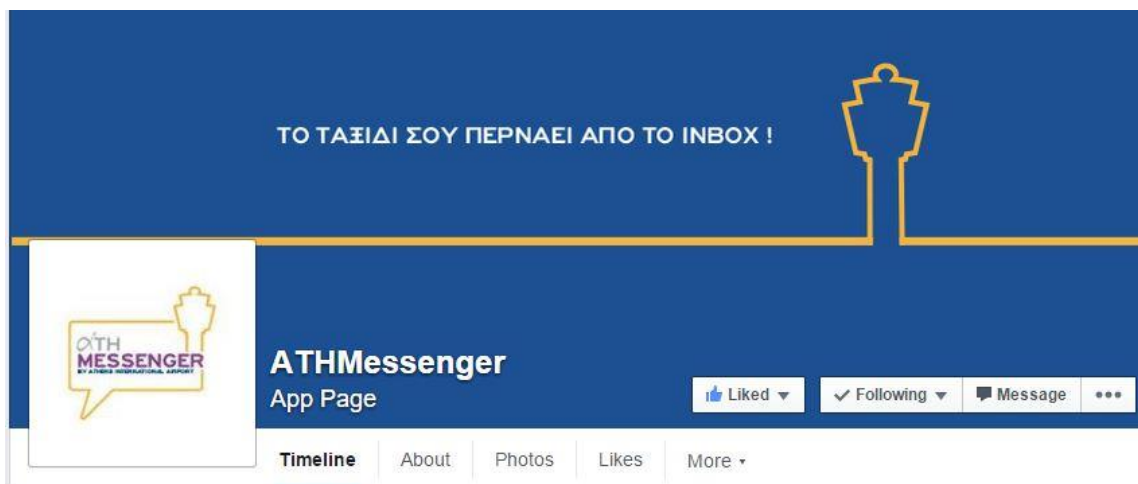
Yes, would definitely use

May use



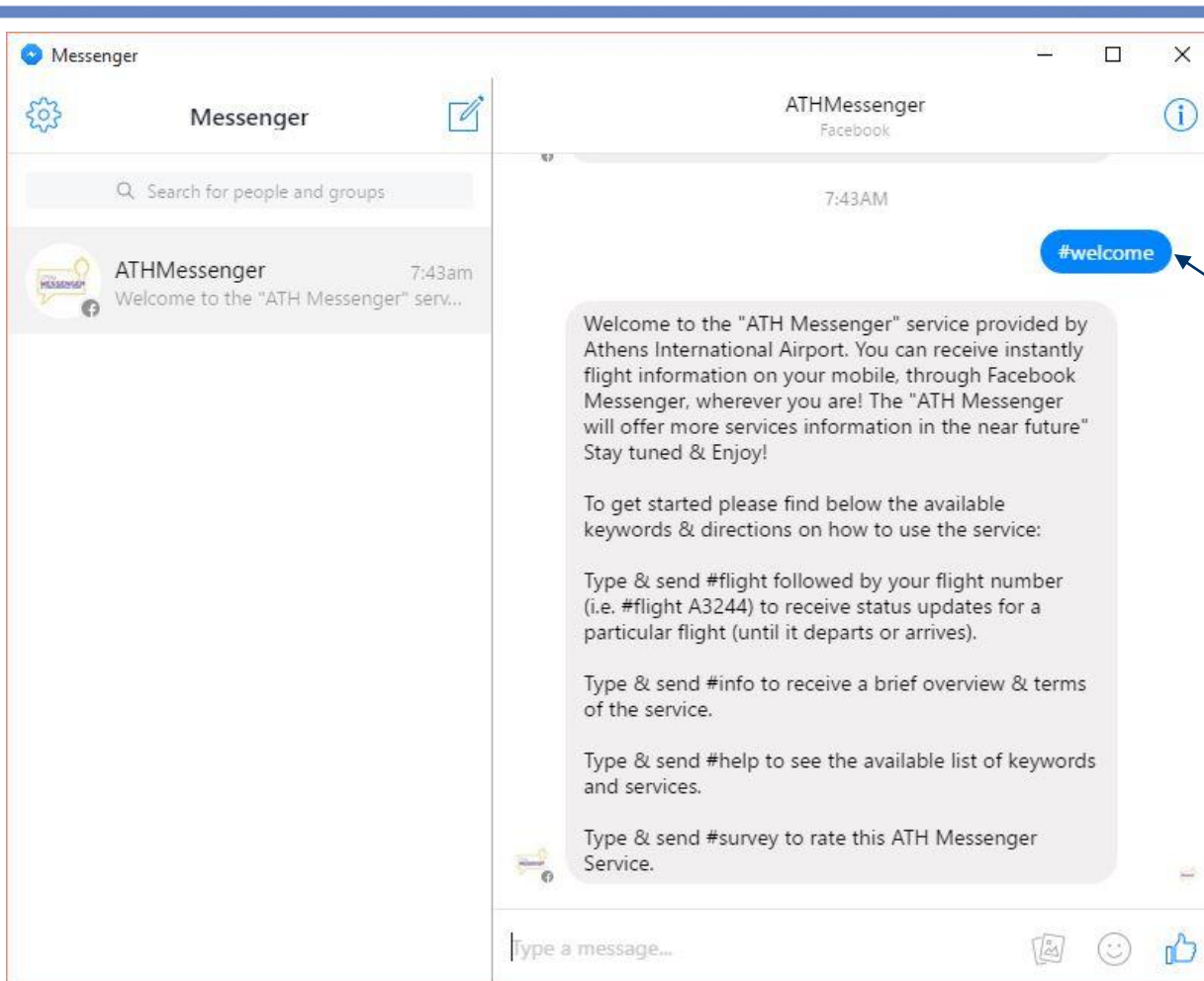
# Athens International Airport

*Let us invite Athens International Airport's Passenger  
To meet ....  
The ATH messenger*



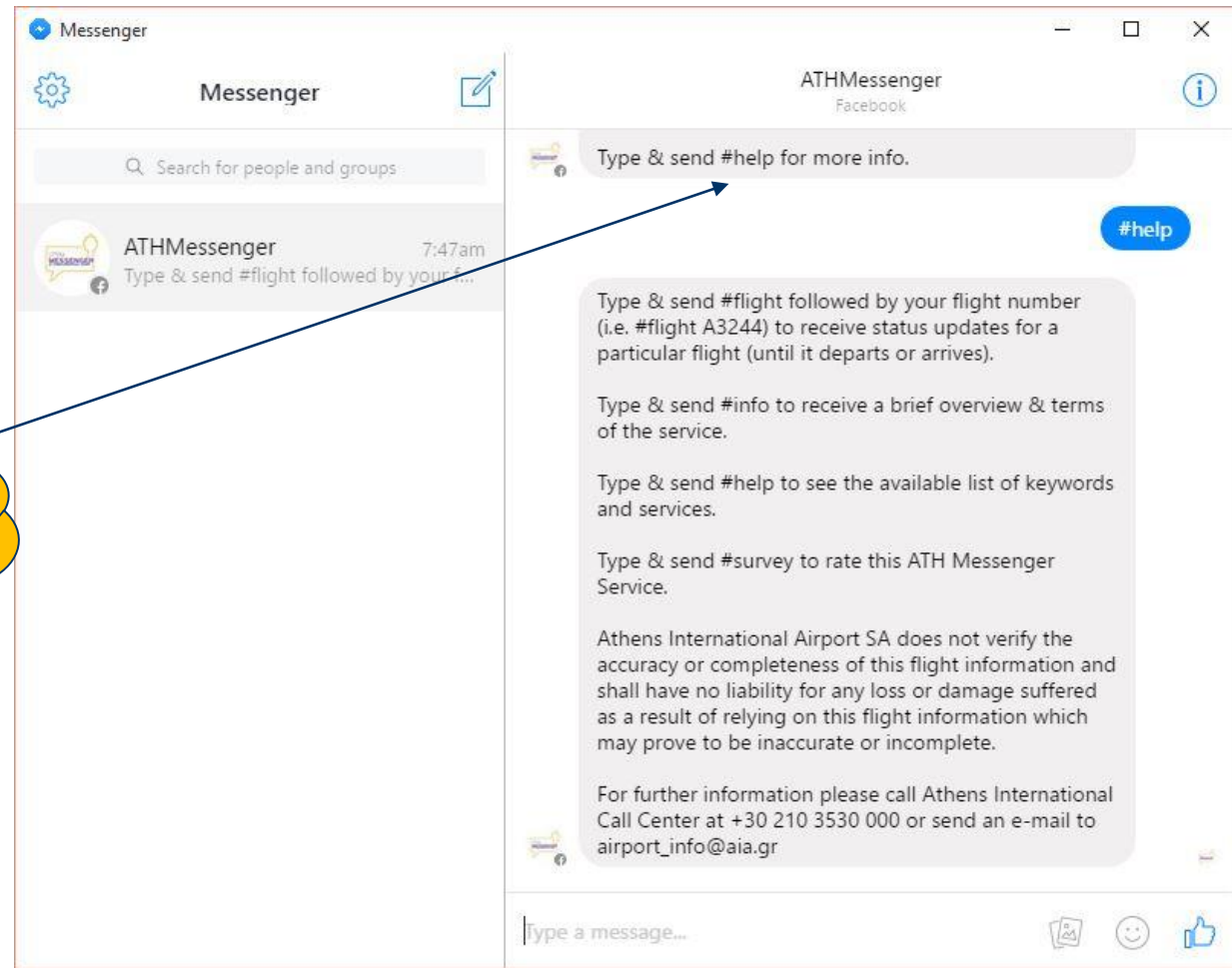


# simple and intuitive...



basic commands

# ..human like interface ...



no need for  
expertise

# ..easy to understand the information...

#flight OA061

Flight Number: OA061,  
PAS - ATH  
Scheduled Time of Arrival: 14/09/2015 07:50  
Estimated Time of Arrival: 14/09/2015 07:50  
Exit: B  
Status: Landed  
--  
To stop receiving updates for this flight, type & send:  
#flight OA061 stop  
For further information please call Athens International  
Call Center at +30 210 3530 000 or send an e-mail to  
airport\_info@aia.gr

Type a message...

Arrivals

Crisp clear and  
concise  
information

#flight A3850

Flight Number: A3850,  
ATH - BEG  
Scheduled Time of Departure: 14/09/2015 08:10  
Check-in Counters: 107-137  
Gate: A22  
Status: Boarding  
--  
To stop receiving updates for this flight, type & send:  
#flight A3850 stop  
For further information please call Athens International  
Call Center at +30 210 3530 000 or send an e-mail to  
airport\_info@aia.gr

Type a message...

Departures

Age Group	Percentage
18-24	15%
25-34	20%
35-44	25%
45-54	20%
55-64	15%
65-74	10%
75-84	5%
85+	5%



## Travel related Services



## Emergencies Management



*Food and  
beverages*



*Public  
transport info*

■ ■ ■ . . . and more

# we focus on passenger needs...



WELCOME TO ATHENS INTERNATIONAL AIRPORT

Flights Timetable Arrivals Departures Search

Flight	Airport	Date/Time	Status	Track flight
SQ 382	Singapore	14/09/2015 08:25	Late	+
SEH152	Heraklion	14/09/2015 08:30	Expected	+
OA 031	Leros	14/09/2015 09:00	Expected	+
A3 303	Heraklion	14/09/2015 09:05	Expected	+

Last update: 08:21 View destinations View All

**P Book your parking**

ENTRY DATE: [ ] TIME: [ ]  
EXIT DATE: [ ] TIME: [ ]  
Estimated parking time: 0 days - 0 hours - 0 mins  
Get your Quote

**Transportation**

By Bus By Car  
By Train Predefined routes

**Traffic Feed**  
Total Incidents: 47 View all

ATHENS INTERNATIONAL AIRPORT  
ΕΛΕΥΘΕΡΙΟΣ ΒΕΝΙΖΕΛΟΣ

27 °C SUNNY  
MON 14 SEP | 08:21

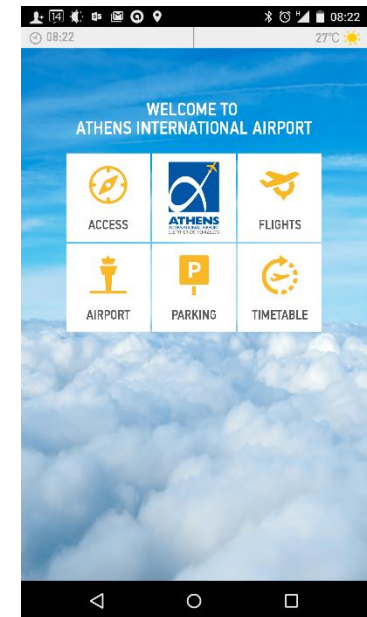
FLIGHT INFO & DESTINATIONS  
LANDING IN ATHENS  
TRAVELLERS INFO  
AIRPORT INFORMATION  
PARKING  
SHOPPING CENTRE  
ACCESS & TRANSPORTATION  
E-SERVICES  
RETAIL PARK & EXHIBITION CENTER  
CORPORATE & BUSINESS

EGYPTAIR  
A STAR ALLIANCE MEMBER

LET'S FLY  
2 WEEKLY NON-STOP FLIGHTS  
TO ALEXANDRIA

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SOUND OFF 4x



ΤΟ ΤΑΞΙΔΙ ΣΟΥ ΠΕΡΝΑΕΙ ΑΠΟ ΤΟ INBOX !

ATHMESSENGER  
App Page

Timeline About Photos Likes More

ATHMESSENGER  
ΑΠΟΤΕΛΕΣΜΑΤΑ ΕΡΕΥΝΑΣ

Like Following Message





@AthMessenger



info@aia.gr