



**Asia-Pacific  
Economic Cooperation**

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**2016/TWG49/020**  
Agenda Item: 15

## **Developing Traveler-Friendly Airports to Improve the Passenger Experience in the APEC Region**

Purpose: Information  
Submitted by: United States



**49<sup>th</sup> Tourism Working Group Meeting  
Kokopo, Papua New Guinea  
31 August – 1 September 2016**

# Developing Traveler-Friendly Airports to Improve the Passenger Experience in the APEC Region



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## Project Overview

<b>Project Title</b>	<b>Developing Traveler-Friendly Airports to Improve the Passenger Experience in the APEC Region</b>
Proposing Economy	United States
Co-Sponsoring Economies	Mexico, Philippines, Thailand, Australia
Expected Completion Date	September 2016
Summary of Budget	APEC Funding: \$60,000 Self-Funding: \$95,000

## Why Traveler-Friendly Airports?

- ▶ For travelers, an airport is a gateway, creates a first impression, and is an economic and cultural showcase.
- ▶ Inefficient and stressful entry and exit processes often create an uncomfortable experience at airports.
- ▶ Traveler-friendly airports would mean enhanced passenger processing and an easier, more efficient, and a less stressful travel experience.
- ▶ A positive perception of APEC-region airports would lead to increased travel to and within the region.

3

## Objectives

- ▶ Develop a list of best practices that contribute to creating a traveler-friendly airport and develop recommendations for implementing these practices across the region.
- ▶ Improve both the travel experience for passengers as well as overall airport operation.
- ▶ Develop an aspirational standard/goal for APEC airports in terms of entry/exit metrics and other travel-friendly best practices.
- ▶ Improve perception of destinations to increase travel to and within the APEC region.

4

## Activities

- ▶ Establish a framework to identify/select pilot airports.
- ▶ Collect and disseminate information about a range of policies, procedures and approaches used by airports to improve the traveler experience.
- ▶ Develop characteristics and best practices for traveler-friendly airports and recommendations for implementing these practices in the Asia-Pacific region.
- ▶ Develop aspirational standard(s)/goal(s) for Asia-Pacific airports.
- ▶ Identify key indicators to define and measure a “traveler-friendly” airport.

5

## Deliverables

- ▶ **Inception Report** (mid-late October 2015)
- ▶ **Conference/Workshop on Findings** (May 24, 2016)
- ▶ **Draft Study Report** (Late August/early September)
- ▶ **Final Study Report** (Late September)

6

## Next Steps

- ▶ Circulate draft report to TWG intercessionally.
- ▶ Incorporate TWG feedback into draft.
- ▶ Disseminate final report.

