

- ✓ **Assessment as first-time visitor from overseas**
- ✓ **Walkthrough with operator to explore findings**
- ✓ **Recommendations to increase passenger numbers**

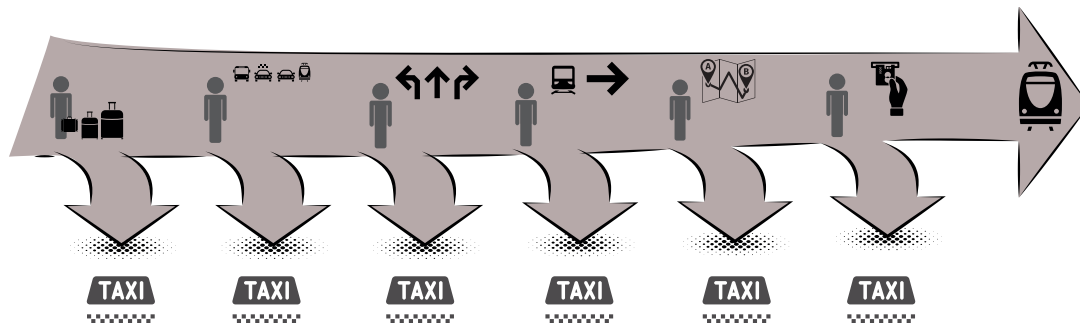


**Transport
Sydney Trains**



Case Study

Passenger Journey Assessment Airport Link Sydney



Transporting Cities undertook a Passenger Journey Assessment for Airport Link Sydney.

Focussing on arriving international passengers, the assessment reviewed the journey experience from landing at Sydney Airport onto the Airport Link service.

The assessment assumed the role of a first-time user and was conducted as a walkthrough from plane to train. Beginning at the gate, the route proceeded through the arrivals process into the public arrivals area, before entering into the Airport Link station and boarding platform.

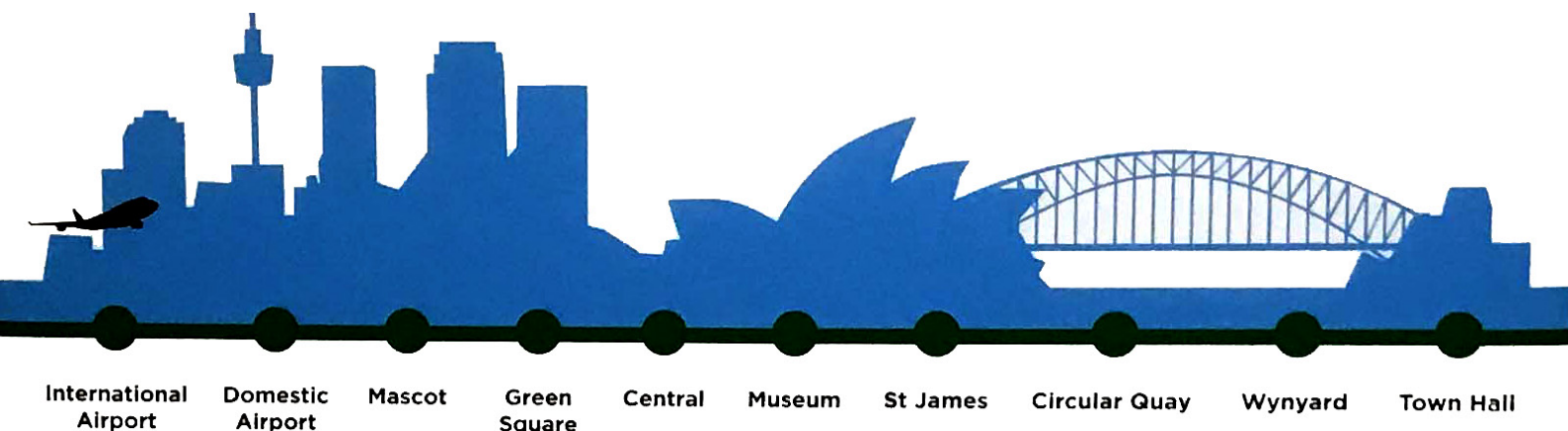
The assessment was undertaken with a view to identifying "Escape Points": those parts of the journey where the passenger is faced with a dilemma and where confusion or doubt may deter the passenger. Escape Points may arise due to the passenger's cultural assumptions, knowledge or international experience - such as a reluctance to identify themselves as a visitor.

Transporting Cities seeks to remove these Escape Points in order to provide a seamless Passenger Experience and ensure more passengers are guided to, buy tickets and use the Airport Link service.

Transporting Cities representatives review and discuss the key findings:

- ▶ Identify areas where information about the onward journey is not clear or missing.
- ▶ Use the realtime assessment to assess where there may be additional opportunities to provide information and sales points.
- ▶ Ensure consistent use of branding throughout the journey.
- ▶ Boost recognition and identity of the service offering.
- ▶ Identify where wayfinding can be improved for a more informed journey.
- ▶ Share best practices from around the world.

As an external organisation, Transporting Cities was able to undertake this assessment objectively with a fresh view on the journey experience - one that would not be possible to staff who work regularly in the Airport Link business.





Top 5 observations:

- ▶ Passengers arriving on long haul flights have a long wait for baggage, Airport Link could capitalise on this pause to convert these to passengers whilst they are waiting.
- ▶ Terminal signage is not continuous, gaps in signs for 'train' means passengers are tempted to escape to other modes.
- ▶ Potential passengers are not drawn into Airport Link station as no staff were present at the welcome kiosk.
- ▶ Inconsistent mapping confuses passengers: Airport Link has no destination station for a passenger to identify and follow through the system.
- ▶ Boarding trains at peak commuter times is a challenge as platform management does not assist visitors onto busy trains.

Airport Link's Good Practice:

- ▶ Frequency of trains into city centre
- ▶ Obvious wording in station signage
- ▶ Using city famous landmarks to explain the service
- ▶ Standardised, dominant presence within arrivals area

