









# POLITECNICO DI MILANO



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Academic Year 2011/2012

***“Ideal condition  
Our checked bags would  
be picked up at our home  
and delivered to final destination.”***

A major cause of anxiety and frustration for the airline passenger is the inevitability of having to wait in line, often multiple times.

Passengers are often frustrated by the perceived waste of time and are anxious about the possibility of missing their flight, especially in light of the uncertainty related to possible further queuing. This experience is further aggravated by boredom resulting from a lack of mental stimulation and real-time information regarding their trip.

In the world, the trend is to create ***ideal condition*** to succeed maximum passenger satisfaction.

This thesis aims to propose a product service system to create those ideal conditions for Milano travelers especially for the ones who visit for business reasons.

Therefore, I am introducing BagExpress system which is a premium class baggage delivery and assistance service for Milano travelers (both visitors and residents)

Una delle principali cause di ansia e di frustrazione per i passeggeri trasportati dalle compagnie aeree è l'inevitabilità di dover aspettare in coda, spesso più volte.

I passeggeri sono spesso frustrati dai perditempi e sono preoccupati per la possibilità di perdere il loro volo, soprattutto alla luce dell'incertezza relativa a possibili ulteriori code. Questa esperienza è ulteriormente aggravata dalla noia derivante da una mancanza di stimoli mentali e da un aggiornamento in tempo reale delle informazioni riguardanti il loro viaggio.

Nel mondo, la tendenza è di creare le condizioni ideali per riuscire a dare la massima soddisfazione dei passeggeri.

Questa tesi ha lo scopo di proporre un prodotto "sistema di servizio" per creare quelle condizioni ideali per i viaggiatori che vanno a Milano, in particolare per quelli che la visitano per motivi di lavoro.

Pertanto, sto introducendo il sistema BagExpress che è un servizio di consegna e assistenza bagagli di classe premium per i viaggiatori che vanno a Milano (turisti e residenti)









The volume of the boxes correspond to length of the chapters.

This book is divided to seven chapters. First six chapters clarify the stakeholders of air transportation such as, airlines, passengers, Airport Check in services and airport transportation alternatives while last chapter describes how Beg-Express service solves the problems of Milano travelers for business purposes.

The chapters are ordered from general to specific.

**The first chapter** focuses on the airports public transportation in general. From fixed and cheap services to flexible and expensive ones. The chapter ends with comparison of classes of ground transportation and passenger level of service.

**The second chapter** compares and contrast the business models of Flag Carriers and Low Cost Carriers. Later it focuses on the importance of ancillary revenues and the importance of baggage fees.

**The thirds chapter** clarifies the passenger characteristics and new services which are proposed by airlines. Later it describes the facts about checked baggage and future trends of baggage services with explanatory graphics.

**The fourth chapter** explains the procedures of different check in options proposed by airlines and airports. Later, It displays the on going and future trends of check in and several practices.

**The fifth chapter** consists of 10 case studies from 8 cities around the world. The case studies are selected according to the level of innovation of the services and resemblance between cities served and Milano. Each case study analyzed and compared deeply to develop an innovative service for Milano.

**The sixth chapter** talks about Milano city and Milano Airport System including both Malpensa and Linate Airports. Later it focuses on airport public transportation options which will be one of the main aspects of the project.

**In final chapter**, I propose a new and innovative premium class baggage delivery and assistance service for Milano travelers (both visitors and residents) which is specifically designed for the city.

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**Abstract**  
**Introduction**

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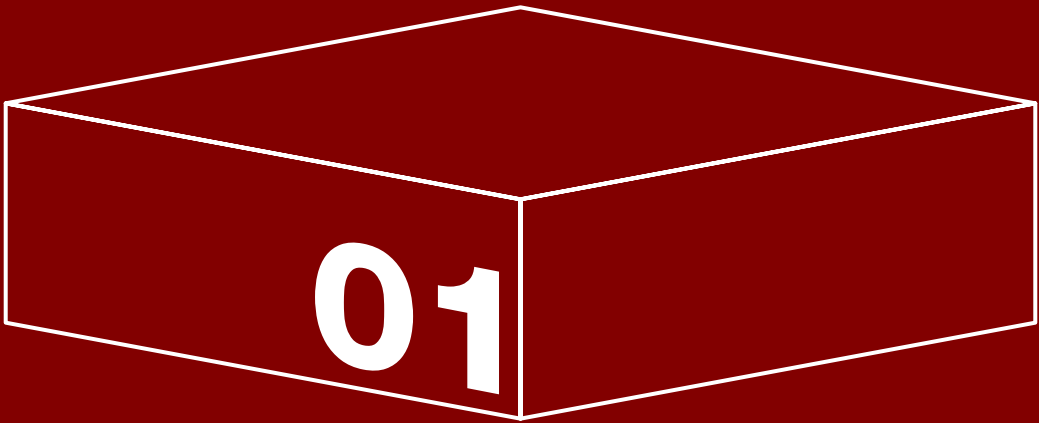
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# ***AIRPORTS AND PUBLIC TRANSPORTATION***





***Airport Public Transportation in General***

Airplanes need more specialised infrastructure than other types of transportation. The total area has to be very large to maintain its fixed base operator services such as, seaplane docks and ramps, air traffic control department, emergency services, parking lots, public transportation stations and passenger facilities. The small and less developed airports has single runway shorter than 1000m. The larger ones generally have paved runways longer than 2000m. Noise and pollution problems with large space requirements has forced airports to built in remote locations from central business districts (city centres) that they are connected.

The increase of distances between airports and commercial centres create new demands which are tried to be solved by other modes of transportation such as, taxi, private car, public transportation (shuttles-express and multistep buses, underground, train, etc.) These modes are designed to transport more than 1 passenger or a small or large group of passengers. Private vehicles, rented buses and taxis are not included to public transportation vehicles. The main aim of the service providers is to offer unproblematic transfer between the airport and central city locations while providing a transportation service which is financially feasible and profitable. According to American Transportation Association public transportation is “transportation by bus, rail or other conveyance either publicly or privately owned, which provides to the public general or special service on a regular and continuing.

There are several key factors to increase efficiency and satisfaction of the air passengers. These factors are;

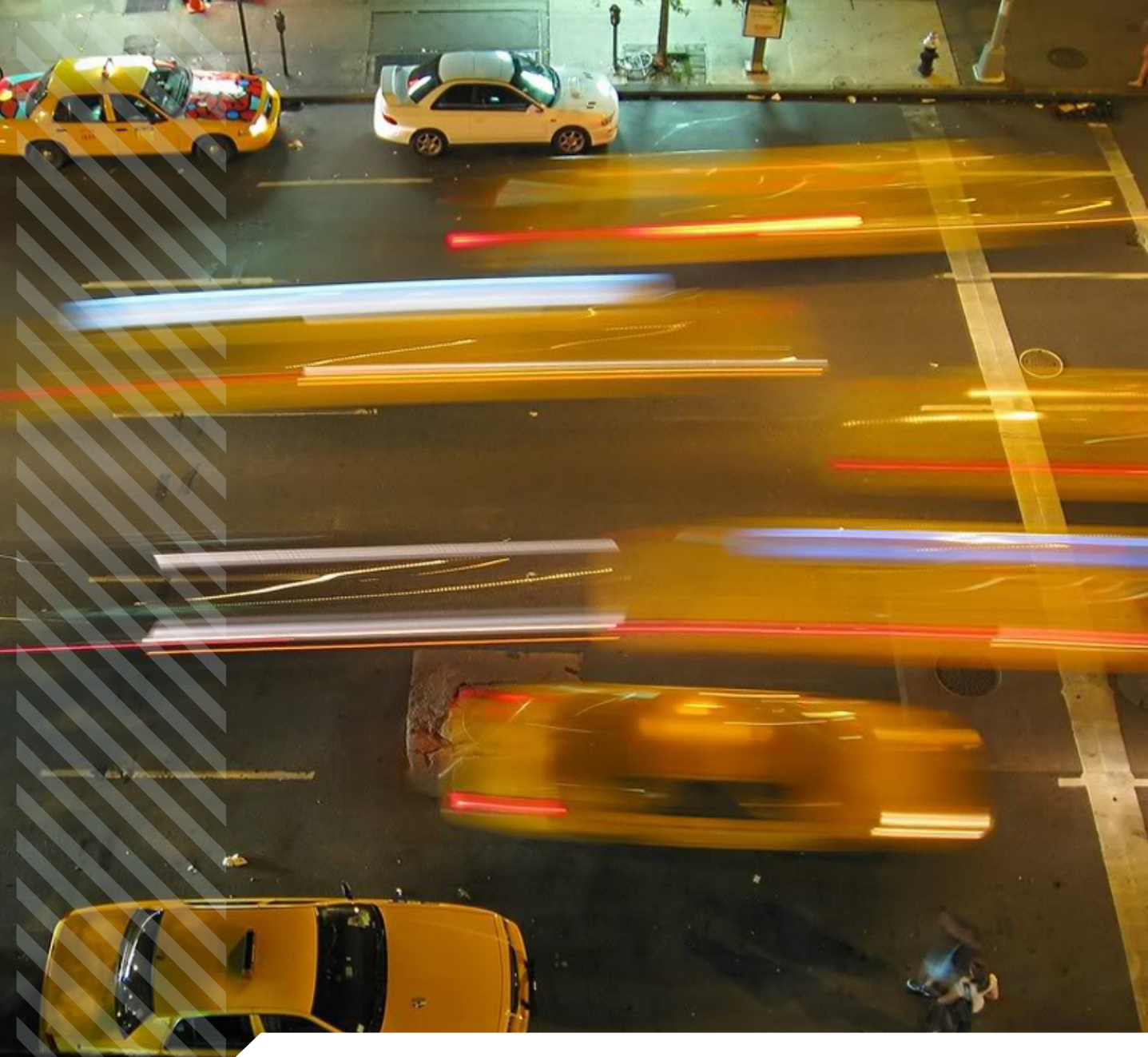
- ***Knowledge and understanding of the requirements of the airport user.***
- ***Transportation system design that respond to customer demands and provide for market segments specific to airport ground access*** ( Transit Cooperative Research Program, Report 62)”

**M**



Almost all large airports, has several transportation services for the passengers. The passengers try to use the most suitable service according to their conditions.

- Number of the passengers
- Distance to the stations (taxi station, bus station , train station)
- Comfort of the travel
- Safety of the travel (especially passengers with children, or pet)
- Baggage weight and dimension (Sport instruments, sport equipment)
- Experience and knowledge of the driver (Answering special needs, restaurants, business centres, stores, touristic places)
- Waiting time for the vehicle (shuttle, van, trains)
- Travel time (depends on the time)
- Closeness of the final stop to the desired location





Automobiles are the most common airport transportation vehicles all over the world. We can divide automobiles in to two group (private vehicle is excluded).

**Flexible Route // door to door services**

Taxi: Shared taxi is a door to door transportation service where the pick up and drop off locations are determined by the customer. The fare for a taxi is generally higher than other modes of transportation. All airport has taxi stations outside of arrival area. Generally taxi fares are fixed from airports to city centres.

Shared Taxi: A share taxi is a mode of transportation that falls between taxis and conventional buses. They generally take people on a fixed or semi fixed route without timetables. They leave the station when all seats filled. This service is used by some airports on the world. The price, and route types varies from airport to airport.

Already existing Innovative services:

Aerocity: Aerocity is specialised taxi service used at Madrid Barajas Airport. The taxi can be reserved in advanced from [www.gomadrid.com](http://www.gomadrid.com) website. The service is for airport-downtown direction. The service has fixed price rate. For 3 people 23 Euros and for 4 people 26 Euros (The price goes up dramatically for more than 4 people. 5 people 42 Euros). The service guarantees a maximum of 3 stops on the way. Price include 1 item regular baggage and 1 carry-on baggage. Extra items charged at 1 Euro per unit.

The service is cheaper than normal taxi and the cars are 7 seated which makes it very economic per person (approximately 6 Euros/person).

DAYThe passengers can also use Aerocity Express Service for non shared, non stop transfer.

Prearranged Cars with driver (Limousines): Exclusive door to door transportation service. The service needs prior reservation and passenger can choose the luxury sedan from webpage or call centre. Sometimes privately owned cars used as luxury limousines. There is no stop limitation for the transfer. Fares can be hour based or route based depends on the needs of the customer.

Prearranged Door to Door Vans and Buses: The passengers has to make reservation to use the service. The maximum number of passenger for the smallest Van is 7 people. Generally there is no extra fee or limit for the bags. The passengers can make special deals with the driver or the owner of the company. With these prearrangements, passengers (generally tourists or business groups) can directly go to the destination they want (business meeting, fairs, touristic locations, etc.)

The bags can wait in the van while the passengers enjoy their time. The Rent Company sets a fixed price per hour and kilometres.

**Advantages**

Economic for big groups, avoid losing day time at the hotel check in. Flexible time schedule, freedom of movement, easiness for the heavy (baggage) passengers.

**Disadvantages**

High fares for airport transportation, limited number of passengers per vehicle.





### ***Fixed route services***

#### ***Scheduled buses***

Scheduled buses are the main airport transportation mode used worldwide. The service varying in fixed or flexible routes and schedules. This service can be operated by public or private companies. Most of them follows a specific timetable with specific departure and arrival time. The public scheduled bus services can utilise the fixed infrastructure like bus stops and private roads. The Private Buses can use predefined locations as bus stops. (Airport parking lots, Train and bus station parking lots etc.)

#### ***Scheduled Express buses***

Schedule Airport express buses operates on a scheduled basis. Generally provided by private companies licensed by state or town of hall. The operators tend to minimise the number of stops inside the city, and visits all probable terminals of the airport. The tickets can be bought from ticket offices or drivers at bus stations.

#### ***Scheduled Multi-stop buses***

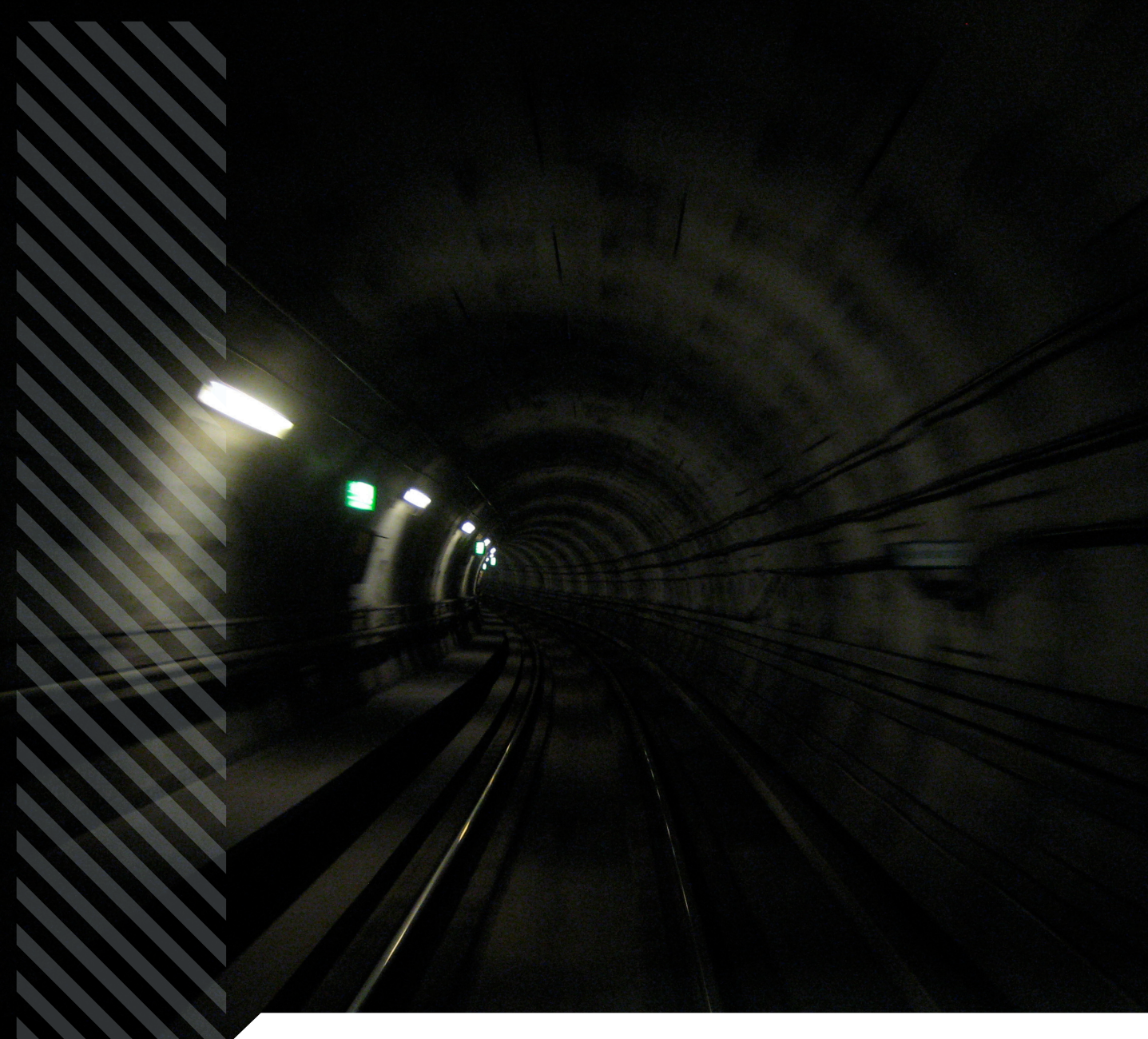
Multi stop buses operates between city and airport, generally run by public transportation services. In some occasions they works like scheduled express buses (Milano-Linate Airport bus number 73 is a Multi stop bus, after 2009 x73 was put in to service as express bus which stops only one time). The tickets of multi stop buses are usually more expensive than normal tickets and can bought at sales points, newspaper kiosks and self service kiosks.

#### ***Advantages***

Low fares, precise time schedules.

#### ***Disadvantages***

Traffic, People with heavy baggage has to carry their items to the Bus station by using public transportation, taxi or private car. Also for early and late flights passengers has to use taxis or private cars to reach bus stops which increase the expenses.







### **AIRPORT RAIL SERVICES**

Airport rail services are fixed routes directed to the airport terminals on a scheduled basis. Passengers are charged a fixed fare per passenger or zone. Light rail, metro, regional, high speed network, high speed dedicated trains are some of the railway options which are used to provide this service.

An important goal of airports with successful rail access services is to attract a significant proportion of the airline passengers to rail service. Because of its easiness, Single or small groups of passengers with only carry-on bags are more interested to use rail transportation services. According to “Survey on Standard Weights of Passenger and baggage, Zoetermeer, May 2009” research, which is done in 8 different international airports in Europe, the 31,3 % of the passengers fly for business purposes.

Rail services differs from airport to airport according to the characteristics of the airport and its location respect to the city centre. In some countries trains are used for connecting several cities to specific airports. For example in Switzerland, it is possible to check-in in Zurich for the flight at Genève Airport. The Passengers can issue their boarding cards at some of the stations. The bags are transferred to the airports from the integrated train stations.

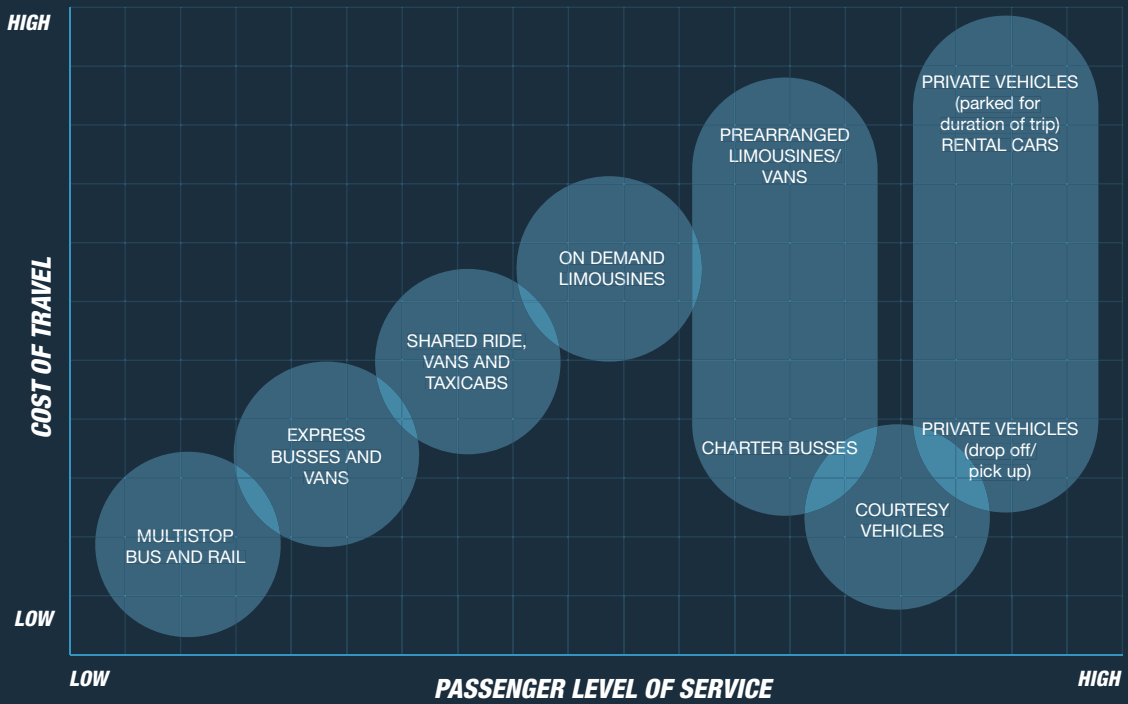
### **Metro**

Madrid and Dubai airports are two of the few examples with an airport terminal connection. Madrid Nuevos Ministerios Station opened 2002 and until 2006 had down town check in desks for several airline companies. Passengers could use their boarding cards as free ticket for the metro. The baggage that dropped to the conveyor belt was directed to the baggage room where it is loaded in to containers. These special containers were placed into trains for airport transfer. At the airport they are transferred into the Baggage Handling System and pass through the security control as if they were transfer bag. The service was abandoned though in 2006 for security reasons. Processing of airline passengers and their baggage at off airport bus, water, rail terminals – successful intermodal terminals.

### **High Speed Dedicated Trains**

High Speed dedicated rail services (also known as Airport Express) are high speed railways dedicated to specific airports. Some of them has off airport check in facilities at train stations (Heathrow express, Airport Express Hong Kong-the highest number of passenger-ten million in 2000, Kuala Lumpur Central Station-KLIA Express, Vienna’s City Air train, Moscow Domodedovo Aeroexpress, Osaka Kansai Airport etc.) However; for some airports, the only service provided is the information screens for departure and arrival times (Malpensa Express-Cadorna Station). The baggage allowance is unlimited and can be placed in special shelf in each compartment.

**COMPARISON OF CLASSES OF GROUND TRANSPORTATION**



Transit Cooperative Research Program, Report 62, 2010



### **COMPARISON**

As it is easily seen from the graph “Comparison of classes of ground transportation” on the previous page, customers have several options to arrive at Airports. Generally, international airports have all of these ground access services. Passengers choose one of these transportation options according to several variables such as; cost, safety, comfort, availability of seats and baggage allowance and storage. The multistop busses and rail services has the lowest passenger level of service with minimum fares. Contrarily, private vehicles parked for duration of trip gives the maximum level of service with the highest costs.

One of the main reason behind the customer choice between classes of transportation is the weight, size and number of bags he carries. Passenger tends to spend more money when they find an easier way to carry their heavy bags. According to IATA (The Air Transport Association) researches customers with no luggage uses busses and trains more than private cars and taxis.

**One of the objectives of this project is minimizing the total travel cost with a maximum level of service.** To do that, the new service has to expand his operations to inside of the airports and check in operations.

In the next chapter you will see how check in service functions and what are the new trends.



# ***AIRLINES AND INCOME CHANNELS***





### **FLAG CARRIERS**

“A flag carrier is a transportation company, such as an airline or shipping company, that, being locally registered in a given country, enjoys preferential rights or privileges, accorded by the government, for international operations. It may be a state-run, state-owned or private but state-designated company or organization. Flag carriers may be known as such due to maritime law requiring all aircraft or ships to display the state flag of the country of their registry.” (Businessdictionary.com)

Until last years, most of the flag carriers were owned and operated by governments, which causes heavy regulations against private airlines. Today, a great majority of flag carriers have been corporatized with a public company as an operator or completely privatized.

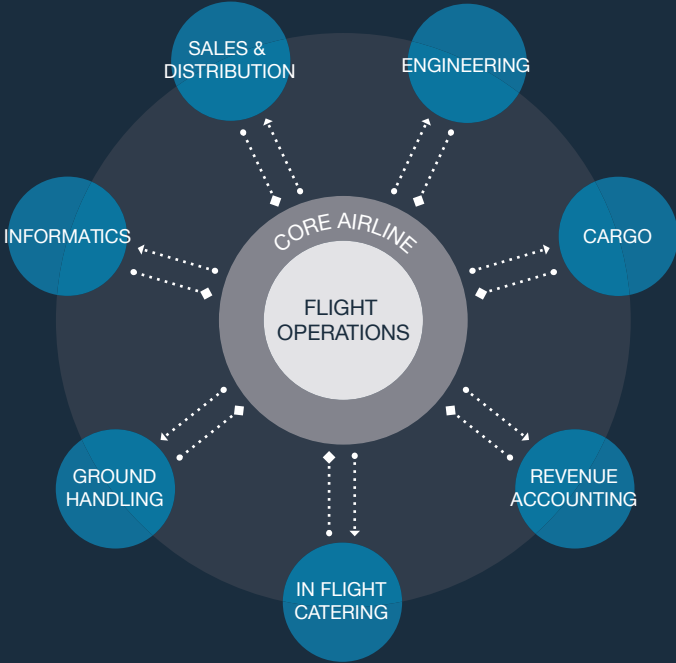
Recently, competitive pressure and economic difficulties forced some traditional carriers to follow the steps of LCCs, by asking fees for some of their standard products and services. Several flag carriers are now demanding baggage check-in fee and extra payment for seats in premium positions such as window, aisle or emergency-exit row seats. Economic constraints are now reshaping the business model of traditional airlines by forcing them to broaden the range of ancillary products and services for increasing their revenues.

Contrary to privatization; these airlines still called as national airline or national carrier.

### **Disadvantage of Flag Carriers in the Aviation Sector**

- Lower seat density
- Slow turnaround by use of main airports
- Transfer flights
- Ticket sell via travel agencies (3rd party expenses
- Paper tickets
- Business class
- Food and beverage on board
- Various type of aircrafts

**BUSINESS MODEL // Virtual Airline LCC** *EASYJET, GO AIRLINES*



- .....◆ flow of service
- .....▶ payment
- .....○ information

Outsource Businesses ●

Virtual airline business models used within the airline industry.





### **LOW COST CARRIERS**

A low-cost carrier is an airline that generally has lower fares and less comforts. To cancel out the revenue lost in reduced ticket prices, the airline generally avoids to provide some of the standard allied services which flag carriers offer their customers.

The term originated within the airline industry referring to airlines with a lower operating cost structure than other major airlines. To increase efficiency and profit, new start up airlines and developing airlines are focusing more on developing new outsourcing strategies. By outsourcing airlines can get most efficient services with lowest costs.

low cost carriers were forced to start up a different type of business model.

The main differences are;

- Only economic passenger class
- Secondary airports
- Single type of aircrafts
- Avoiding using jetways
- Early and late flights for lower landing fees.
- Direct sales of tickets.
- No refunds or transfer to later flights
- Internet sale (No physical office).
- No in flight entertainment.
- Additional fees for check in and baggage check in.

### **COMPETITION AND NEW MARKETS**

Cost reduction is a continuous and permanent requirement to stay profitable. For this reason, when the market prices fall to its lowest limits, companies has to focus on other segments of the market to increase profit. Ancillary revenue business model is the solution of Low Cost Carriers to survive and increase their profits.

To maximise ancillary revenues airlines have to understand “permission marketing” to deliver anticipated, individual and appropriate services and products to people who actually want to get them.

### **PERMISSION MARKETING**

“Permission Marketing is the privilege (not the right) of delivering anticipated, personal and relevant messages to people who really want to get them.”

Permission Marketing is a strategy which gives a marketing advantage. It is about matching the consumers and the appropriate services and products.

**BUSINESS MODEL with ANCILLARY REVENUES PROVIDED BY THIRD PARTIES // Virtual Airline LCC EASYJET, GO AIRLINES**



- .....◆ flow of service
- .....▶ payment
- .....○ information
- Outsource Businesses ●
- Commission Based Ancillaries ●

Virtual airline business models used within the airline industry.



### **ANCILLARY REVENUES**

Airline revenue from non-ticket sources has grown significantly in last 2 decades and became an important economic component for low-cost carriers. With the pressure of new low cost airline companies and economic crisis this new business model is being adopted by all types of airlines throughout the world. In 2007 at Ancillary Revenue Conference Preview, ancillary revenue has been defined as, "Revenue beyond the sale of tickets that are generated by direct sales to passengers, or indirectly as a part of the travel experience." Ancillary revenue has been further defined to include these categories: à la carte products, commission-based ancillaries that are provided by third parties.

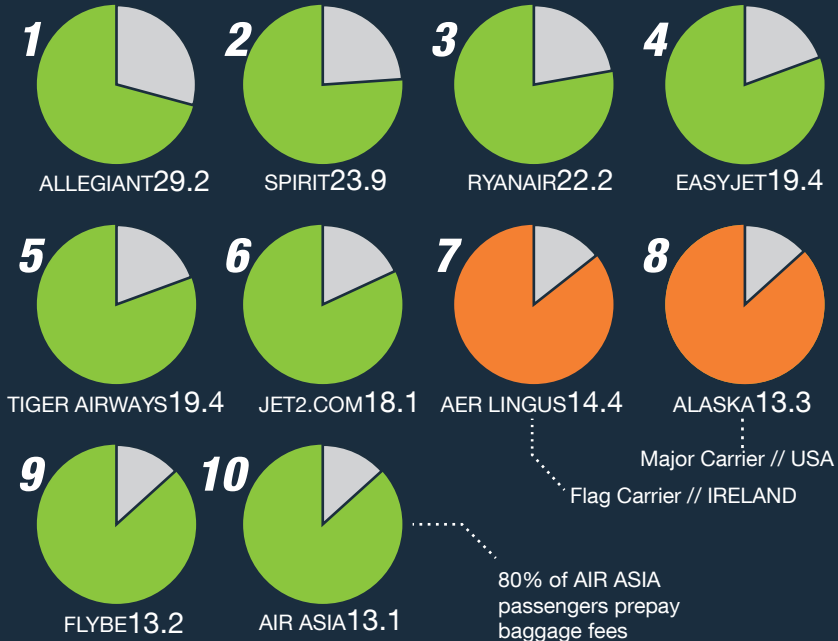
#### **UNBUNDLE // A LA CARTE PRODUCT**

- Checked baggage
- Priority boarding
- Premium seating
- Drinks and foods, A la cart meal service
- Airport lounge access

#### **COMMISSION BASED ANCILLARIES**

- Car hire
- Touristic packages
- Travel insurance
- Accomodation
- City tours
- Airport parking
- Ski lifts
- Cruise holidays
- Dining
- SPA
- Golf
- Theme parks
- Museums
- Concert tickets
- Mobile phone credits

**TOP 10 AIRLINES ANCILLARY REVENUES AS PERCENTAGE OF TOTAL REVENUE 2009**

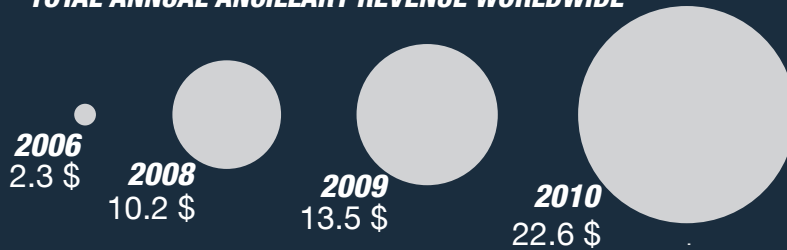


Traditional airlines such as British Airways, Egyptair and SAS Scandinavian Airlines have the lowest percentage of ancillary revenue as part of the total, at 2.9%.

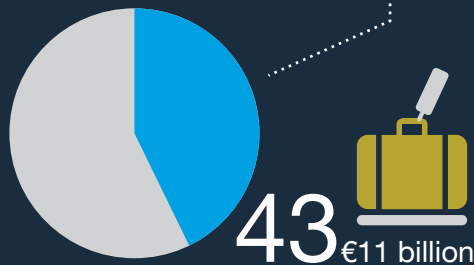
- FLAG CARRIER
- LOW COST CARRIER

ALLEGiant, SPIRIT, ALASKA AIRLINES // USA  
 EASYJET, FLYBE, JET2.COM // ENGLAND  
 RYANAIR, AERLINGUS // IRELAND  
 AIRASIA // MALAYSIA  
 TIGER AIRWAYS // SINGAPORE

**TOTAL ANNUAL ANCILLARY REVENUE WORLDWIDE**



**BAGGAGE FEES PERCENTAGE OF TOTAL ANCILLARY REVENUE WORLDWIDE**





### **ANCILLARY REVENUES**

For many, ancillary revenue activities have become a very important financial component. Ancillary revenue as a percentage of total revenue still remains dominated by Low Cost Carriers indicating the heavy reliance they have on this revenue stream. In 2009, Allegiant, Spirit and Ryanair had more than 20 percent of total revenues gained from ancillary revenue sources.

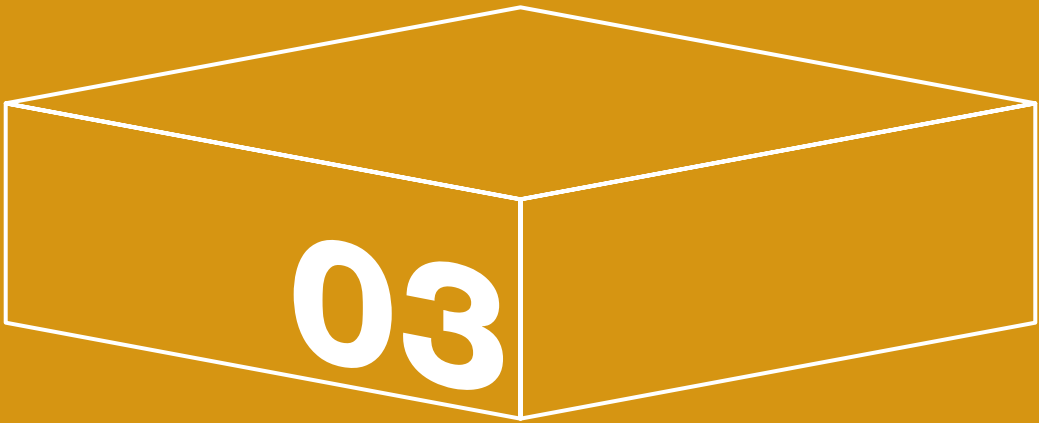
However the passengers are not always pleased to this new business model. The ancillary service and products can be divided in to two segments; positive and negative. Seat selection, lounge access fee and priority check in can be shown as positive. With these optional services airlines are adding value to their products.

On the other hand; some ancillary fees are perceived negatively in that they punish customers to pay for an unavoidable service without giving him any other choice to solve their problem. Examples include passengers who need to check luggage at the airport. At this point we have to consider that in 2009, 83.7 percent of passengers in Europe's 8 biggest airports has checked in baggage before their departure.

### **BAGGAGE FEES ARE THE LARGEST SINGLE SOURCE OF EXTRA FEES**

Checked baggage is now the major ancillary revenue associated with aircraft operations. In 2010, 43 percent of the total ancillary revenue came from baggage fees.

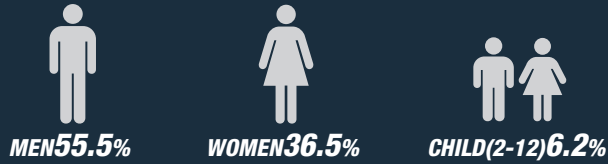
Also development of self-service kiosks and web check-in technology has also altered the classic check in processes by removing of personalized check-in. Until a few years ago low-cost carriers (LCCs) had to operate conventional check-in desks and baggage check. Since technology has made self service check-in possible, some LCCs charge for conventional check-in, and charge extra for early boarding without seat assignment.



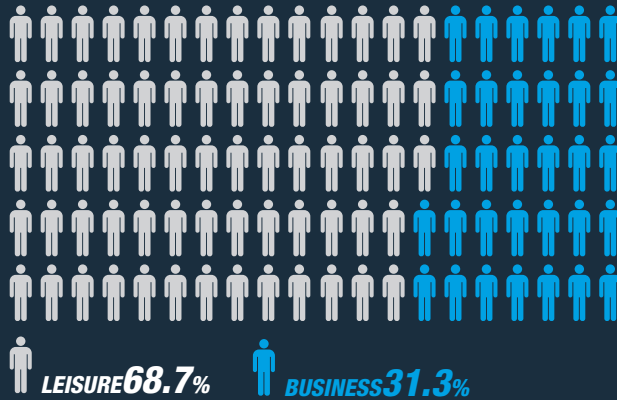
***PASSENGER CHARACTERISTICS AND  
NEW TRENDS IN BAGGAGE SERVICES***

# PASSENGER CHARACTERISTICS

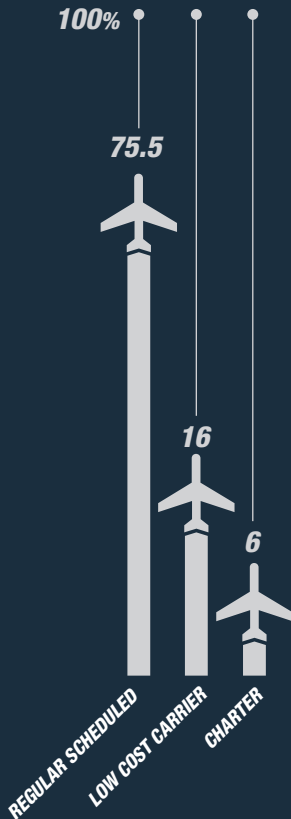
## GENDER OF THE PASSENGER



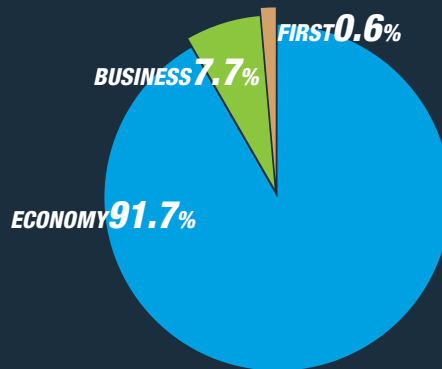
## PURPOSE OF TRAVEL // LEISURE OR BUSINESS



## TYPE OF CARRIER // RELATED TO NUMBER OF PASSENGERS



## CLASS OF TRAVEL // RELATED TO NUMBER OF PASSENGERS



Survey on standard weights of passengers and baggage 2009  
 London Gatwick Airport, Amsterdam Schiphol Airport, Madrid Barajas  
 Airport, Copenhagen Airport Kastrup, Frankfurt Airport, Warsaw Frederic  
 Chopin Airport, Athens International Airport, Sofia Airport  
 22901 passengers are observed in 8 international airports in Europe





### **PASSENGER CHARACTERISTICS**

The researches and analysis shows that passenger characteristics (gender, age and purpose of trip) are one of the major reasons that affects the mass of check and carry on bags. Also baggage policy differences between Flag Carriers and Low Cost Carriers changes the baggage weights of passengers. The unconventional baggage policies of the Low Cost Carriers led to the condition that passengers carry less checked baggage and more carry on baggage.

New airlines use more restricted travel policies compared to traditional Flag Carriers. Almost all of these airlines operates both scheduled and charter flights. Some of them asks fee for each checked baggage. ***These changes influence passenger behavior.*** In addition to leisure passengers, Low cost Carriers started to attract business purposed passengers by offering direct flights and competitive prices.

### **CABINS**

As it is seen from the charts, almost one third of the passengers flies for business purposes however mostly because of economic reasons only 8 percent could experience business class.

#### ***First Class***

First class is a luxury travel class with a limited number of seats or private cabins located in the front of the aircraft. On the ground, First Class passengers are provided limousine service and have special check-in and security zones VIP Lounges at the airport.

#### ***Economy Class***

A majority of air travelers prefer to travel economy class, which is the most basic class, with basic amenities, that also has limited leg room.

#### ***Business Class***

People who fly business class are entrepreneurs and business people who want to fly in comfort. And almost all of them are enrolled in the frequent flyer programme of one or more airlines.

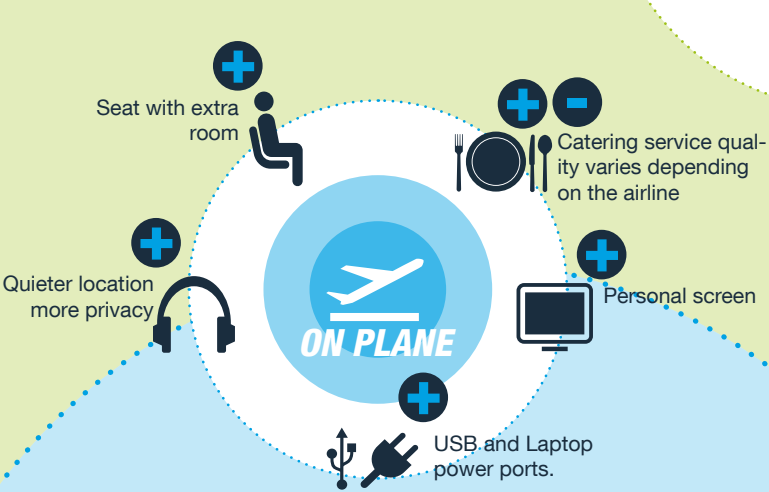
The prices are generally 2 or 3 times more expensive than economy class depending on the type of the aircraft and destination of the flight.

#### ***New Cabin Segments***

The time when managers were able to travel in Business Class has finished, moreover, a majority of them decided to choose Economy Class. Such alterations happened due to the global economic recession. Airlines have offered different alternative which is called ***Premium Economy Class.***



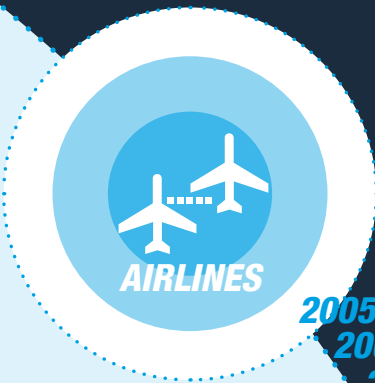
# NEW CABIN SEGMENT // PREMIUM ECONOMY CLASS



**+** The price for upgrade from Economy to Comfort class is generally from 60€-120€ per one way

The main purpose of this class is to combine the convenience of business class with the reasonable purchasing rates of Economy class.





Some of the Airline companies and the year of launch of **Premium Economy Class**

**2005 EVA AIR** ELITE CLASS

**2007 JAL** PREMIUM ECONOMY CLASS

**2008 QANTAS** PREMIUM ECONOMY

**2009 KLM** ECONOMY COMFORT ZONE

**2010 BRITISH AIRWAYS** WORLD TRAVELLER PLUS

**2010 ALITALIA** CLASSICA PLUS

**2010 AIRFRANCE** PREMIUM VOYAGER

**2010 CHINA SOUTHERN AIRLINES** PREMIUM ECONOMY CLASS

**2010 SAS** ECONOMY EXTRA

**2011 DELTA AIRLINES** ECONOMY COMFORT ZONE

**2011 TURKISH AIRLINES** COMFORT CLASS

The **Comfort Class** is generally promoted by **flag carriers** to the passengers who currently fly Economy Class but who would pay a certain amount of extra money (generally between 60€-120€ per flight segment) for better in-flight experience.



### **PREMIUM ECONOMY CLASS**

The global financial crisis in recent years has impacted severely on airlines and airline labour around the world. The crisis has resulted in job reduction programmes and alterations to work.

To minimize the financial losses, airline companies started to offer new services to their customers. One of those new services is **Premium Economy Class** which is added on along with the Economy Class, Business Class and First Class.

This new class is placed between Economy Class and Business Class and generally named as **Comfort Class**. The term is not standardized among airlines and the offered services varies between airlines and flights.

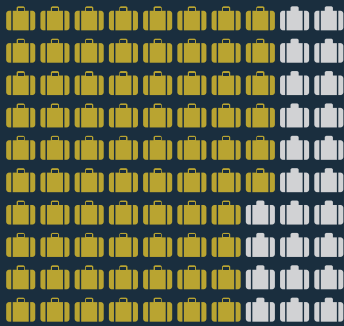
### **DIFFERENCES BETWEEN COMFORT AND BUSINESS CLASS**

A Premium Economy fare is generally 65% less expensive than a Business Class fare. In terms of space and amenities, these two classes are very different with Business Class offering up to 50% more legroom, significantly greater recline, more substantial leg-rests and headrests. Both classes offer superior food and wine and provide personal screen and telephone, electric outlets, USB ports, etc.

Another difference between business and comfort class is the level of service at airport. The comfort class passengers have to use economy class check in counter and they are not allowed to use VIP Lounges which are provided to Business and First Class passenger.

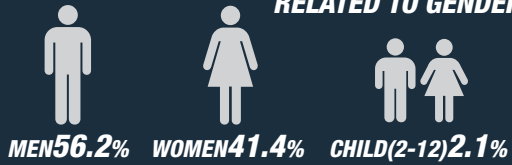
## FACTS ABOUT CHECKED IN BAGGAGE

### PASSENGER HAS CHECK IN BAGGAGE



**YES 76%** **NO 24%**

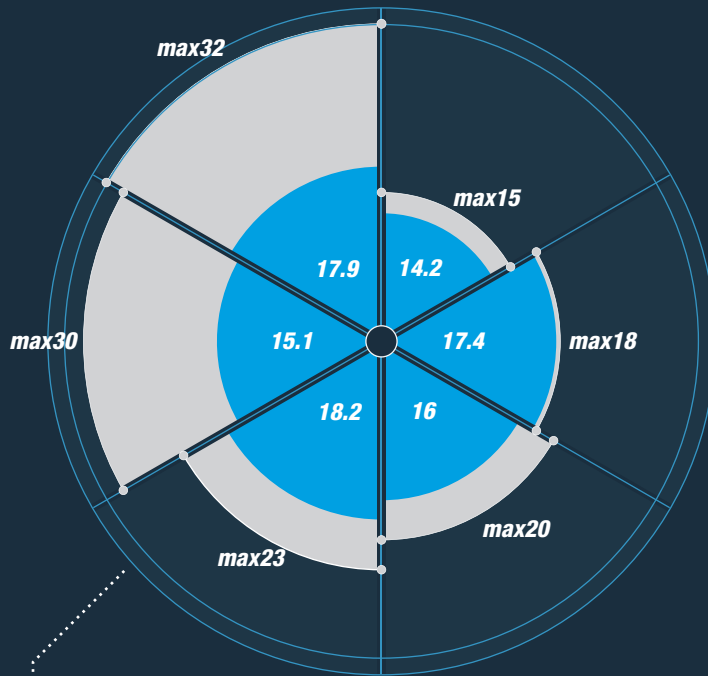
### CHECKED BAGGAGE PERCENTAGES RELATED TO GENDER



### TYPE OF FLIGHT BAGGAGE STANDARD MASS



## MAXIMUM ALLOWED AND MEASURED VALUES OF CHECK IN BAGGAGE MASSES



Most baggage masses vary between 15 kg and 18 kg

Maximum Allowed Check Baggage Weight in kg

Measured mean of checked Baggage Weight in kg

**16.7 kg**

**THE GRAND TOTAL MEAN OF CHECKED BAGGAGE**



### ***FACTS ON CHECKED BAGGAGE***

When we look at the research results we found out that men are checking more baggage than women. Also the average mass of the check baggage differs between domestic, european and international flights. The further the distance, the heavier the checked in baggage. The biggest surprise of the survey is the measured values of check in baggage masses with respect to maximum allowed masses. Higher maximum allowed values of checked baggage does not change passenger behavior. Contrary to expectations most baggage masses vary between 15kg and 18kg.





### ***SURVEYS AND FUTURE TRENDS OF BAGGAGE SERVICES***

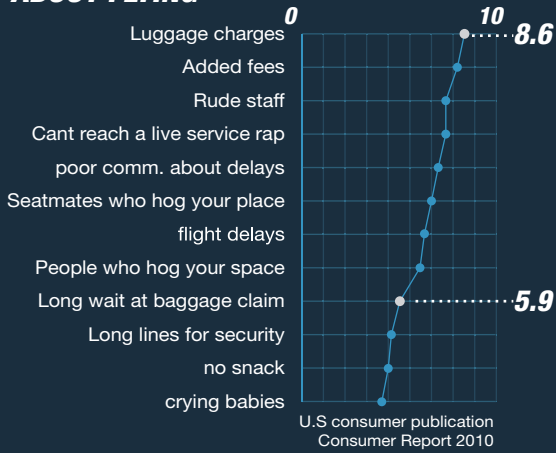
According to Dominique El Bez, SITA Director, Portfolio Marketing “Baggage is the number one reason quoted by almost half passengers (48.4%) for not using self-service check-in options when available and this negatively impacts the passenger experience and limits the savings and efficiencies made possible by self-service technology for the industry. Addressing the baggage dilemma is a key milestone to achieving a target of 80% self-service check-in for the industry.”

Ancillary services represent a real opportunity for airlines to leverage their brand and market foot-print to act as trusted e-commerce travel service providers, with the proportion of passengers willing to use airlines’ Web sites frequently to book hotel rooms for example, expected to almost double in the coming years.

The SITA/Air Transport World Passenger Self-Service Survey takes an in-depth look at the attitudes and habits of a representative sample of 232 million passengers.

On the next page you can find some interesting information about baggage services.

### MOST ANNOYING THINGS ABOUT FLYING

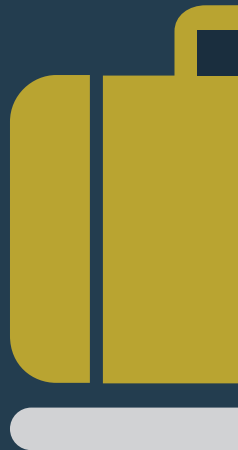


**1.7 kg**  
Business trip passengers have 1.7kg heavier checked in baggage than passengers flying for leisure reasons

**33%**  
The percentage of frequent flyers who travel only with a carry on bag

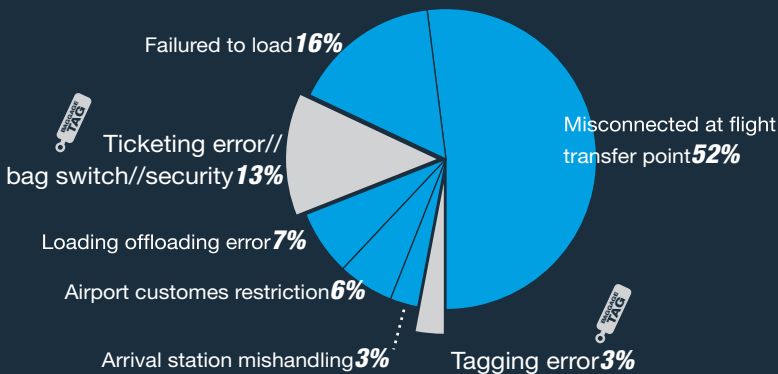
**45%**  
The percentage of frequent flyers try to avoid flying airlines which charges check baggage fee

**33%**  
The percentage of increase in baggage fees in the first 3 months of 2010 in USA



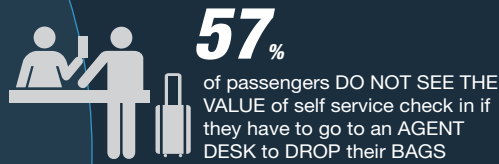
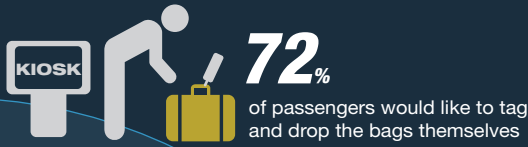
**83%**  
**2008**  
Fewer passenger ch  
baggage in 2009 co

### WHY DO BAGS GO MISSING?





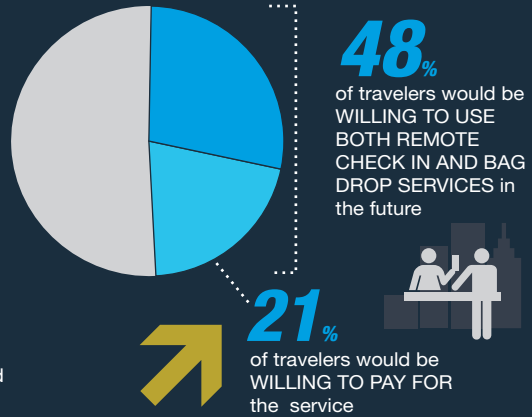
# TRENDS OF BAGGAGE SERVICES



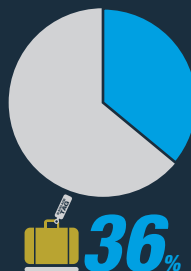
**76%**  
**2009**

checked in  
compared to 2008

## OFF AIRPORT CHECK IN



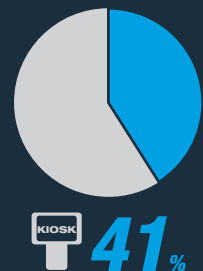
## AIRLINES BY 2012



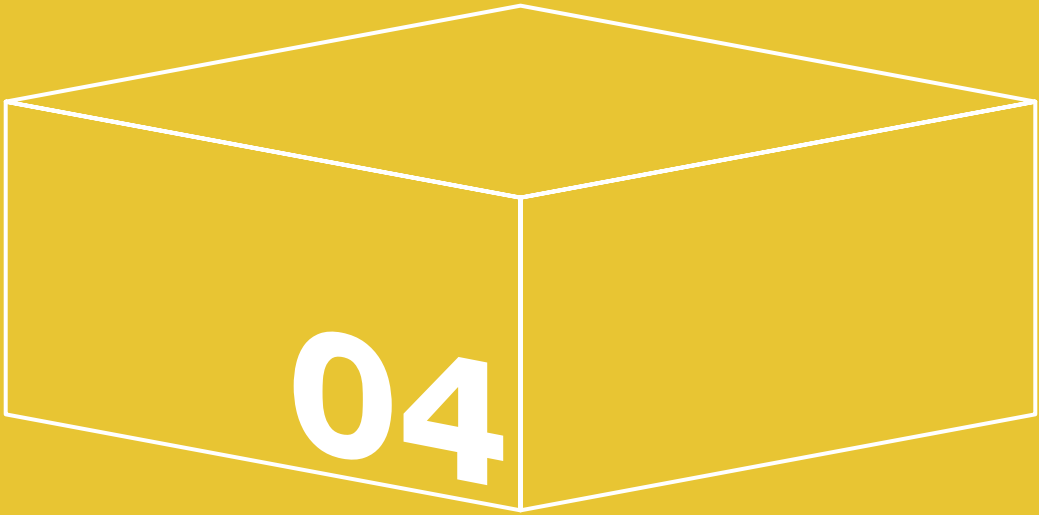
will offer unassisted bag drop locations



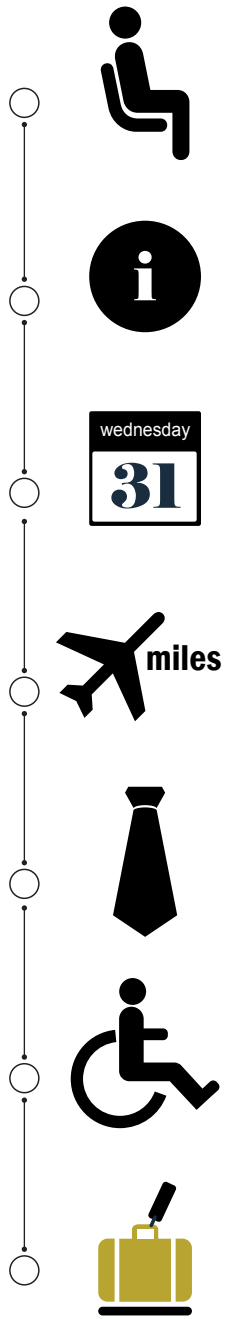
of airlines will implement self service bag tag printing



will use kiosks to report lost baggage



# ***CHECK IN AND AIRPORT SECURITY***



**WHAT IS CHECK IN?**

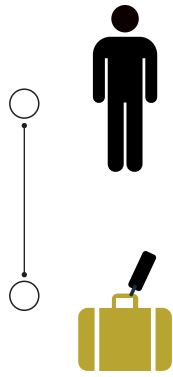
Check in was designed initially to control overbooking and assign seats to passengers once the type of aircraft was assigned to the flight (around 24 hours prior to departure).

Check in is a procedure by which an airline register the arrival of a passenger to the airport for a flight. It is generally the first step of a passenger after coming to an airport. Passengers obliged to check in by certain times prior to the departure of the flight. This duration changes according to destination of the flight. In rare cases passenger needs to be at check in counter desk 4 hours before departure to check their baggage and receive their boarding cards. ( The document which allows you to board at aircraft.)

The check in services is normally operated by an airline employee or a handling agent that works as a ground agent for the airline. In the last years airlines add several features to the check in procedure to differentiate from their competitors. Check in options can vary between airlines, and also same airline at two separate countries may have different procedures according to laws and airport regulations.

Generally at check in desk passengers can:

- Select seats
- Inquire about flight or destination information
- Change reservations
- Accumulate frequent flyer program miles
- upgrade the class of travel
- Wheelchair assistance
- Drop their bags off



There are two main functions of check in procedure:

### **1 // Identity Registration**

The check in desk agent is obliged to control valid documents for passenger registration. A photo ID must be shown if you are eighteen years or older. International flights may also require a passport and a visa depending on the arrival and destination of the trip. In some cases airlines can ask for electronic tickets to issue them as a boarding pass. After identity registration the passenger is issued a boarding pass, which will get them through the security check point.

### **2 // Baggage Registration**

While checking in, passengers can drop their bags off and continue to their trip more comfortably.

As it is described before, the number of bags and the maximum weight allowed can be different according to airline, destination, class of the ticket, type of the aircraft and seasons. Before arriving to the airport passengers should consult the rates relative to extra Kilo baggage allowance for Domestic, International and Intercontinental Flights to the airline.

After the acceptance of check in desk agent, these bags are sent to Baggage Handling System to be controlled by airport security.



①

The airlines use special computer programs which connected to airline database and airports Baggage Handling and Baggage Reconciliation systems.



②

Weighting conveyors are located at each check in desk in the airport.



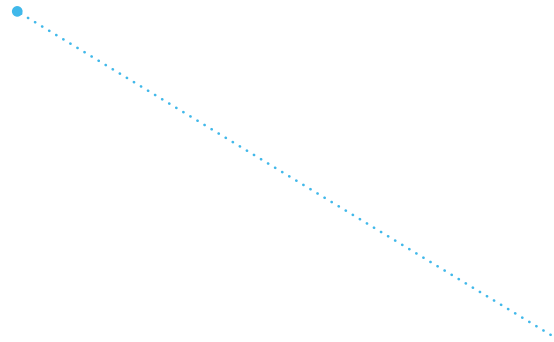
③

Each conveyor belt is connected to Baggage Handling Systems. All airline companies has to use predetermined (dedicated) check in desks which are arranged according to their flights (Boarding gates).



④

Special printers (ATB-Automated Ticket & Boarding Pass printer) or a direct thermal printer are used for printing baggage tags and boarding passes. From 2008 most of the airlines skipped to BCBP (Bar Coded Boarding Pass) which makes standard laser printers usable for boarding passes.





**FULL SERVICE CHECK IN DESK**

Full service counter check in is use of an airline or airport agent to buy a ticket, modify a reservation, obtain a boarding pass, and deposit check baggage.

**FULL SERVICE CHECK IN EQUIPMENT**

The passenger check-in process changes according to the check-in mode chosen, the number of bags checked, and the airline the passenger has chosen to fly with. If the passenger uses the counter check in ,he must enter the line and wait for an available ticket agent for starting to registration procedures. The ticket agent then checks the customer in hand him his boarding pass and tag the baggage before sending it to the screening processes.

The agent needs these equipments to process the passengers.

- Computer (CPU, control console)
- Conveyor belt with scale
- Boarding pass printer
- Bag tag printer

A photograph showing a worker in a high-visibility vest loading a red bag onto a baggage carousel. The carousel is filled with various pieces of luggage. The scene is set in an airport baggage handling system.

**AMSTERDAM SCHIPHOL AIRPORT //  
BAGGAGE HDLING SYSTEM, LUGGAGE CAROUSEL**

The baggage is **retrieved from the aircraft** hold before the flight is permitted to take off when the owner of the **checked baggage fail to arrive** at the departure gate before the flight is closed.



### **BAGGAGE HANDLING SYSTEM**

Baggage Handling System has 3 different functions:

- Move the travellers bags from the check in area to the departure gate
- Move bags from one gate to another gate during the transfer
- Move bags arrival gate to the baggage claim area

After checking baggage in, the passenger is given a barcode sticker which printed on the baggage tag which has the information of the passenger's flight information and destination with stop over's.

This 10 digit barcode is unique to the travellers and it allows airport staff keeps track of the bag. Once the tags are attached, the baggage is toss on to a conveyor system which takes it to an automated barcode scanner. This station uses a ray of barcode reader arranged below the bag 360 degrees around it. Once scanning is complete the bag is put on route to its destination.

Later all tagged bags are placed in a large conveyor. Baggage from all airlines put on the one large track in main terminal and are then arranged by scanners and pushers. The security check happens at this point, depending on the structure of the airport, bags go through 3 or more levels of security check points.

On the road to end of the main track bags are scanned in order to their final destination. The computer recognizes this information and uses a pusher to push bags to the next conveyor which will take them towards their terminals.

### **PASSENGER-BAGGAGE RECONCILIATION**

Baggage reconciliation is a security procedure to guarantee that no baggage travel without their passenger because the luggage could be a potential bomb.

Bag reconciliation refers to correlating a luggage in the hold of the plane with a passenger in the cabin. 100 % reconciliation is obligatory before the aeroplane to leave the gate. A passenger can travel without his bag if he is not informed about the situation (this happens to the last minute passengers)

Bag reconciliation is performed in several ways according to regulations of airports.

# CHECK IN- BAG DROP // COMPARISON

**SELF SERVICE**

**CHECK IN AGENT**

**BOARDING PASS**

**CHECK IN BAGGAGE**

**ONLINE, MOBILE**



Passenger need to go to the kiosk or, counter in the airport to print their boarding passes.

Passengers need to bring their bags to the airport and drop them off at bag drop points.



**OFF AIRPORT CHECK IN**

**IN TOWN (HOTEL CONVENTION CENTER, FAIRS CAR RENTAL)**



**STATION**



NO Boarding Pass



Baggage check in can be found in some convention centers and stations. But generally passengers need to bring their bags to the airport and drop them off at bag drop points.



NO Boarding Pass



**FUTURE CONCEPT BAG CHECK PLAZA**



**CURBSIDE**



Passengers need to drop their bags off at fast drop counters or self service bag drop points.



Passengers need to drop off their bags at fast drop counters or self service bag drop points.



**AIRPORT CHECK IN**



**EXPRESS KIOSK**



Express kiosks are generally operated by single airline companies as a value adding service and to reduce check in volume at the airport.



**KIOSK**



**CHECK IN DESK**



**BAG DROP POINT**



### **CHECK IN SERVICES**

From the beginning of 90s, the progress in computer technologies and the growth in the use of the internet, such changes have varied impacts in airline ticket sales and check in procedures.

To improve passenger ease of access and level of service between ground transportation and the aircraft, some airports and airlines have moved check in procedures from their traditional locations, redefine functions of spaces in the terminal, converted reconstructed facilities, or created new types of facilities within the airport and some central locations in the cities. These new options of check in procedures changed passengers' experience, and airlines perception with their customer.

Now almost all airline companies offers online and mobile check in. Moreover, Airports and airlines pay enormous attention on common use self service kiosks to minimize wait times and maximize the the space.

In the previous part we saw Full Check in Desk features with the equipment needed to operate the service. In the following chapters, we will see the main differences of various "Airport Check in" and "Off Airport Check in" services and their advantages /disadvantages to point out possible modifications to enhance customer experiences.

**18** MILLION  
Number of tickets that are  
bought ONLINE everyday



**2.5** MILLION  
Number of passengers  
that check in online or  
mobile phone



**30%** **64%**  
**2009** **2010**  
The percentage of passenger  
that use online check in



**PDF417**

2D Data bar codes are enabling the placement of a large amount of information in a small area. They offer higher information density in comparison to the 1D barcodes.



### **ONLINE CHECK IN**

The process which customers can confirm their presence and assign seats on a flight through the web page of the airline company. Generally passengers print their boarding passes on their own before arriving at airport. Depending on the carrier, passengers are also asked for the, on airport entertainment options, meal selection and baggage quantities. Today, 1.8 million tickets are bought online and 2.5 million passengers check in online or via their mobile phone, everyday.

The service has several advantage for ITS stakeholders such as passenger, airline and the airport.

### **Bar Coded Boarding Pass // BCBP**

BCBP (Bar Coded Boarding Pass) use IATA (International Air Transportation Association) industry standard 2D bar codes. BCBP is part of the IATA Simplifying the Business program, with a target of 100 percent BCBP capability for all airlines world wide.

### **e-Ticket // Paper BCBP**

An electronic ticket is a digital ticket issued by an airline company. They are also called as Paper boarding passes. It can be issued online from the airline web page, or self service kiosk and airline agent at a check in counter. Contrary to conventional boarding passes (Automated Ticket and Boarding Pass printer or direct thermal printer) , BCBPs can be printed at home by a personal laser printer.

Paper Bar Coded Boarding Pass gives passengers advantage to fly ticketless, which means that passengers ticket is never lost. If the passenger lose the document (print out of e-ticket), he can re-print it or airline agent can produce another copy at the airport. **The symbology for paper boarding passes is PDF417.**

All IATA member airlines are capable of issuing BCBP from 2009 and all the boarding passes contain the 2D bar code from 2011.

### **Advantages for the Airports**

Maximizing the area which was normally dedicated to passengers on check in line.

### **Advantages for the Airlines**

The process decrease the level of activities at the airport by reducing the number of employees and the space required for check in operations. The service decrease the paper and printing costs by promoting passengers to print their own boarding passes. I 2010, 11.2 percent of the passengers used airlines web sites to book hotel, carpark and car rental.


Also while the passenger visiting the page, the airline offers special products to the customer, since the airline knows, when where and with who he is travelling.



- BCBPs can be printed onto normal printer paper (The magnetic stripes boarding passes use higher quality papers which cost more)
- Common printers (First magnetic stripe versions was requiring more advanced and expensive reading and printing devices)
- Easy adaptation to off airport check in.


### **Advantages for the Passengers**



From the passengers standpoint online check in services minimize the time which passenger would spend at an airport check in counter for baggage drop and identity registration. Passenger without printed boarding pass, can have it reprinted at check in, or a self service kiosk.


Some airlines require passengers to visit check in counter depending on the visa requirements of the destination country. Some airlines also offer the option of downloading the boarding pass as 2D Bar code to a smart phone (Mobile BCBP).

**25%**   
 The percentage of airlines already offer mobile service

**2.1%**  **12%**   
**2009** **2012**  
 The percentage of Mobile BCBP (vs. Paper BCBP)

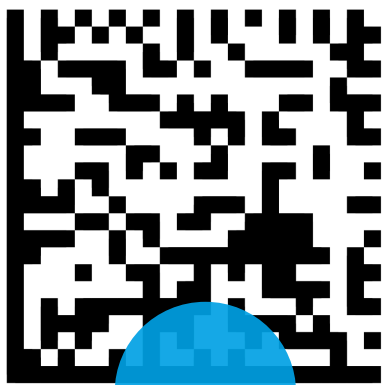
**54%** **2012**   
 The percentage of airlines that expect to be able to send BCBPs to mobile phones by 2012

**88%**   
 The percentage of passengers that carry mobile phone  
 The percentage goes up to **93%**  for passengers flying for business reasons

**AIR FRANCE**  
**15%**   
 The percentage of passengers who book their flight via the Air France KLMs web site already automatically receive their boarding pass



**AZTEC**



**DATA MATRIX**



**QR CODE**





### **MOBILE CHECK IN**

Mobile Check In is a one of the quick and easy alternatives to checking in at the airport. The developments in mobile technologies makes mobile check in possible. A GPRS, 2G and 3G or Wi-Fi capable smart phone is needed to proceed mobile check in.

At the end of the mobile check-in process some airlines would send a electronic boarding pass (Mobile BCBP) to the passenger's mobile device which can be scanned directly from smart phone of the passenger, at the airport during security checks and boarding.

More than 30 airlines including major European carriers (Alitalia, Air France, Austrian, Lufthansa-first service provider in Europe, Iberia, Swiss Air etc) use Mobile BCBP.

To provide this to service the airline companies have to adapt their systems to 2 dimensional BCBP (Bar Coded Boarding Pass).

#### **Mobile Bar Coded Boarding Passes**

Three symbologies is accepted from IATA's BCBP standard for mobile phones: **Aztec code**, **Datamatrix** and **QR code** formats containing a Structured Data Message (SDM). All three formats contains fixed length fields and variable length data that can be used by airlines.

For issuing the passenger from mobile boarding pass, airlines has to install special bar code readers at the departure gates.

### **Advantages for the airports**

- Maximizing the area which are normally dedicated to passengers on check in line.
- Minimizing the areas which are dedicated for self service kiosk.

### **Advantages for the airlines**

- No paper and printing cost
- Decrease the level of activity at the airport
- Decrease the kiosk investments (substitute service)

According to Finnair "The mobile boarding pass system cuts passengers' carbon footprint by removing the need for passengers to print out and keep track of a paper boarding pass"

### **Advantages for the passengers**

- Theoretically mobile check in service, removes all check in procedures that happens at the airport, if the passenger flies without baggage to check in.



# CASE STUDY // ALITALIA ROMAMILANO MOBILE CHECK IN



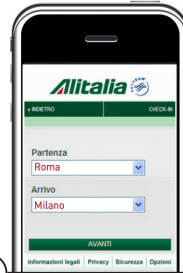
Passenger visit mobile.alitalia.it mobile page and select Check-in option

1



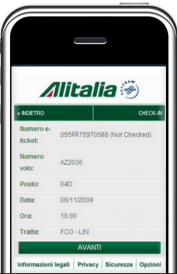
Enters his name and e-ticket number

2



Selects cities of departure and arrival

3



Receives the flight information page

4



Seat selection

5



Passenger receives the Mobile Bar Coded Boarding Pass (BCBP) via push message or email

6



Mobile Bar Coded Boarding Pass (BCBP)

7



At the airport Passenger directly goes to the security check point and shows his mobile BCBP

8



GATES

At boarding time, passenger place his mobile on the **BAR CODE READER** at the gate and show his ID to gate staff.



9



**CASE STUDY // ALITALIA ROMAMILANO  
MOBILE CHECK IN**

Alitalia passengers that use Rome Fiumicino and Milan Linate airports can use Mobile check in by using their cellular phones. The service is available on each airport. On the left page you can see the customer journey in 9 steps. The passenger can use the service as of the day before departure up to the check-in time limit deadline for the flight. Contrary to its advantages, customers with checked baggage, have to drop their bags at Alitalia Check in desk or baggage drop off counters.





### **SELF SERVICE KIOSKS**

Self-service kiosks are devices which used by passengers to receive a boarding pass and in some cases a baggage tag.

There are two types of Self Service Kiosks:

- Single Airline Self Service Kiosk
- Common Use Self Service Kiosk

This chapter focuses on the implementation of each kiosk services with their advantages and disadvantages together with case study examples.

IMBARCHI  
Gates  
B

MALPENSA AIRPORT //  
LUFTHANSA SINGLE AIRLINE CHECK IN



**1**  
LUFTHANSA  
KIOSK



Selection of an option to find reservation



Confirmation of the travel



Upgrade options



Seat selection



Printing the boarding pass



Credit card



ID Passport Reader



Scan boarding document

PNR no.  
Enter confirm.  
number

**2**  
LUFTHANSA  
AGENT



The airline agent controls the boarding pass



Directs passenger to the check in desk

**3**  
LUFTHANSA  
CHECK IN DESK



Check in desk only accepts baggage



The agent prints bag tag



Passenger receives the claim tag





### ***SINGLE AIRLINE-SELF SERVICE KIOSK CHECK IN***

Single Self-service kiosks are devices which are used by single airline passengers to receive a boarding pass and in some cases a baggage tag. There are several reasons why airlines use Self Service Kiosks instead of Common Use Self Service (CUSS) Kiosks.

The biggest motivation of operating Single Kiosk is their advantages of branding, marketing and proprietary. Single airline kiosk provides a great opportunity to get in contact with each passengers before their flight, to offer them more individualized services and products.

#### ***The advantage of Single kiosks***

- Same level of service to all of their customers.
- Flexibility of integrating new check in processes
- More personalized services for customer
- Use ground agents to increase efficiency by helping customers which use kiosks
- Minimize the time which passenger would spend at an airport check in counter

#### ***Disadvantages***

- Higher operating costs than Common Use Kiosks

### ***LUFTHANSA SINGLE AIRLINE-SELF SERVICE KIOSK CHECK IN***

At many airports, in Europe Lufthansa Airlines directs passengers to self service kiosk check-in that are located in front of the classical check in counters. At the same time, the airline agent is being increasingly seen at the front of the terminal, rather than behind a desk.

Economic class passengers have to proceed kiosk check in. The counters are only for dropping bags. Only first and business class passengers can directly use check in counters without need of previous procedures.

Lufthansa uses RFID-capable check-in terminals, which enable customers to check-in with a machine-readable passport or ID card. It is one of the few airlines that make identity registration directly from ID cards or visas from the passenger.

#### ***Radio-frequency identification (RFID)***

Radio-frequency identification (RFID) is a technology that uses communication through the use of radio waves to exchange data between a reader and an electronic tag attached to an object, for the purpose of identification and tracking.

RFID tags can be read if passed within close enough proximity to an RFID reader. As an example, Telepass (electronic toll collection system) in Italy uses RFID for processing the payments.







### **COMMON USE SELF SERVICE (CUSS) KIOSK CHECK IN**

Common Use Self Service Kiosks are shared facilities which offers check-in service to the passenger while allowing multiple airline companies to maintain branding and functionality. CUSS Kiosk check in services are used to increase total efficiency of airport and airlines.

The hardware is provided by the airport management, with customization for each airline company.

These kiosk can do all check in services (print boarding card, change of seat, switch to earlier flight, frequent flyer information, lost baggage declaration etc) potentially including “bag drop” depending on the facilities provided by the airport.

The service is widely provided at single carrier terminals, for terminal with multiple airlines arrangements and regulations should be done for implementing the service. However common use kiosks are becoming more popular among airlines to decrease costs per capita.

Now there are about 130 airports with CUSS worldwide.

#### **Advantages for Airports**

- Increasing of the total capacity: In common user areas optimum use of airline facilities with no need to dedicate common areas for passenger that wait for check in queue.
- Self Service Kiosks occupies less space which can be rented to retail stores, entertainment areas and brand stands.
- They reduce the total number of kiosks required at airports

#### **Advantages for the Airlines**

- Decrease the level of activity per airline agent by minimizing the time which passenger would spend at check in desk line.
- Reduced staffing: Decreasing the number of staff by replacing with a Self Service Device
- Single contact point: Advantage of having one type of interaction for different airline companies.
- Shared running costs
- Potential for providing information

#### **Advantages for the Passengers**

- Passengers can experience easier and faster passage through the airport, due to less people at check in queue.
- Passengers save time by using any kiosk possible in the airport instead of searching a particular airline

#### **Disadvantages for the Airlines**

- Branding and advertisement
- Interface problems with common-use systems (adaptation of the software and technology to different operating systems at different airports.





### ***SELF SERVICE BAG DROP***

Self Service Bag Drop Service allows passengers to drop their bags and print boarding passes at special kiosks without waiting in lines for Check in Desks.

In the classical self service check in system, passengers get their boarding passes through internet, mobile phone or the Self Service Devices(airport or off-airport). Later At airport, they must visit an airline agent to check baggage and receive printed boarding passes.

The main function of self service baggage check is to unify these two steps by allowing passenger to check in, print boarding pass and check baggage by himself.

### ***Advantages for the Airports***

- More efficient use of space.
- Less crowding in terminal.

### ***Advantages for the Airlines***

- More control over passenger.
- Reduced staffing: Decreasing the number of staff by replacing with a Self Service Device.
- Bags screened sooner.

### ***Advantages for the Passengers***

- Faster and easier than traditional check in.
- Fewer passenger in line.



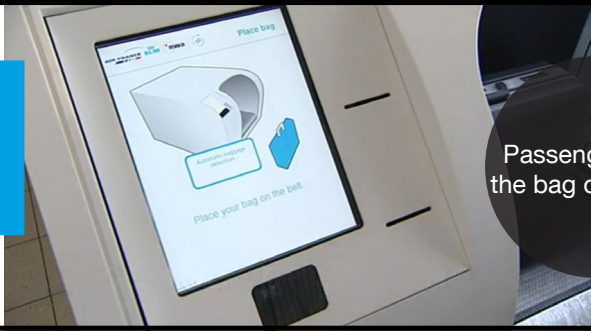
## CASE STUDY // KLM SCHIPHOL SELF SERVICE BAG TAGGING PILOT PROGRAMME



Amsterdam Airport Schiphol has approximately 90 kiosks, most of which are common use self service devices. In addition to these, KLM and its partners operates 50 special kiosks for check in and baggage drop.

As part of the emphasis on self-service innovation, KLM and Schiphol are running a pilot program on passenger self bag tagging.

1



Passenger place the bag on the belt



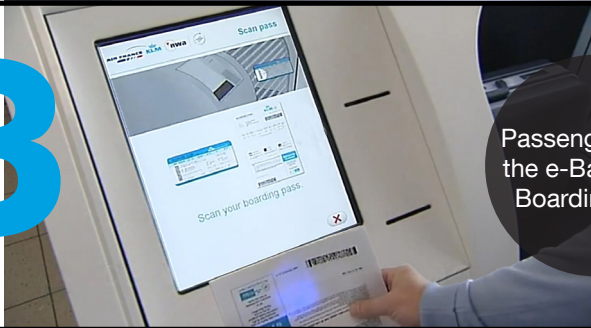
2



Weigh the baggage



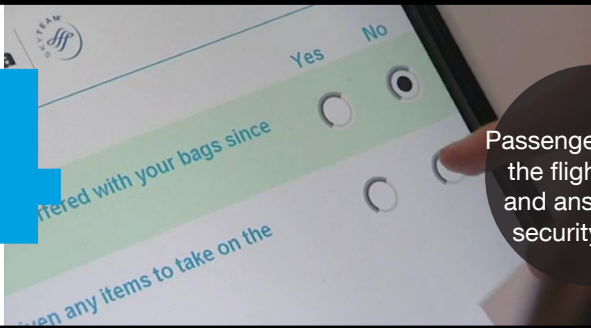
3



Passenger scans the e-Bar Coded Boarding Pass



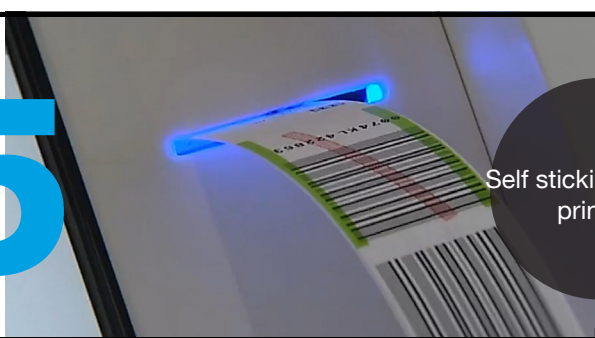
4



Passenger confirms the flight details and answers the security details



5



Self sticking label is printed



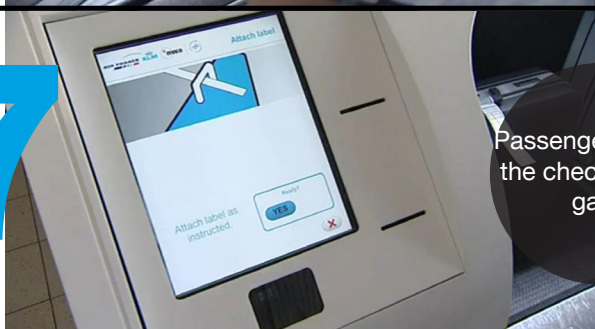
6



Passenger attaches the label on baggage



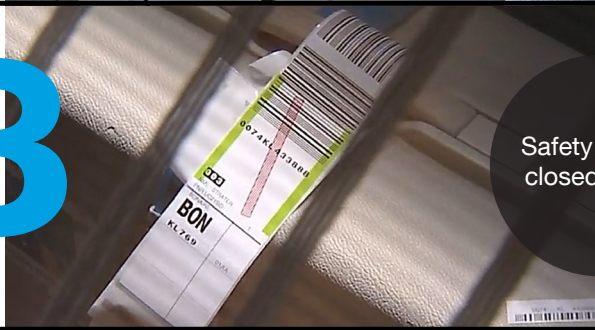
7



Passenger confirm the checked baggage



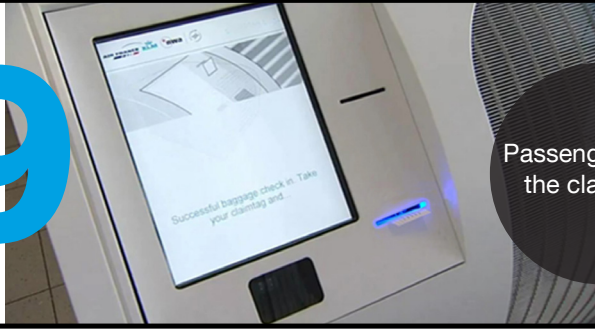
8



Safety barrier closed down



9



Passenger takes the claim tag



## TOKYO NARITA AIRPORT // CURBSIDE ONLINE CHECK IN



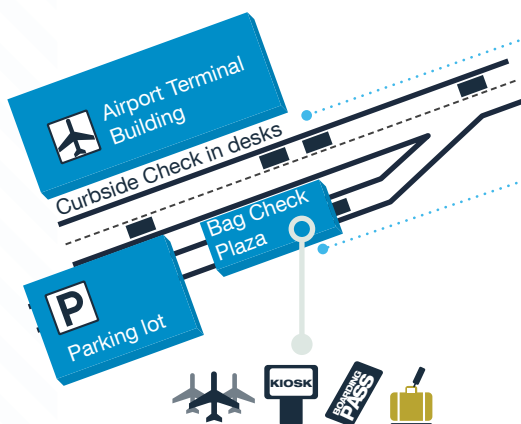
Service for passengers of multiple airlines



Self service check in.



Agent assistance for check baggage



It is the first airport terminal (South Wing of Narita Airport's Terminal 1) in Japan to offer curbside check-in service and baggage reconnecting facilities for passengers connecting from international to domestic flights. The service can be used by all Star Alliance Members.

Passengers arriving by limousine buses or their own cars are able to drop their bags off upon arrival at the airport.

Passengers can print out their boarding pass by using CUSS kiosks and check their baggage in a single location.



### **CURBSIDE CHECK IN**

Curbside check in is an airline service that allows passengers to get their boarding passes and check baggage at the roadway area (sidewalk) of the terminal building. The passenger does not have to go inside and wait in the desk check in lines. The passenger is required to at least tip the skycap or sometimes there's a mandatory fee for each bag.

Airlines and the airport management promote this service to passenger density inside the terminal building. The passenger.

#### **Advantages for the Airlines**

- Decrease the level of check in desk activity inside departure terminal.

#### **Disadvantages for the Airlines**

Requires airline agent

#### **Advantages for the Passengers**

- Passenger can proceed directly to the security check point.
- No need to carry baggage from parking facility to the check in desk inside the terminal building.

### **FUTURE CONCEPT // AN IDEA TO SOLVE CURBSIDE TRAFFIC CONGESTION**

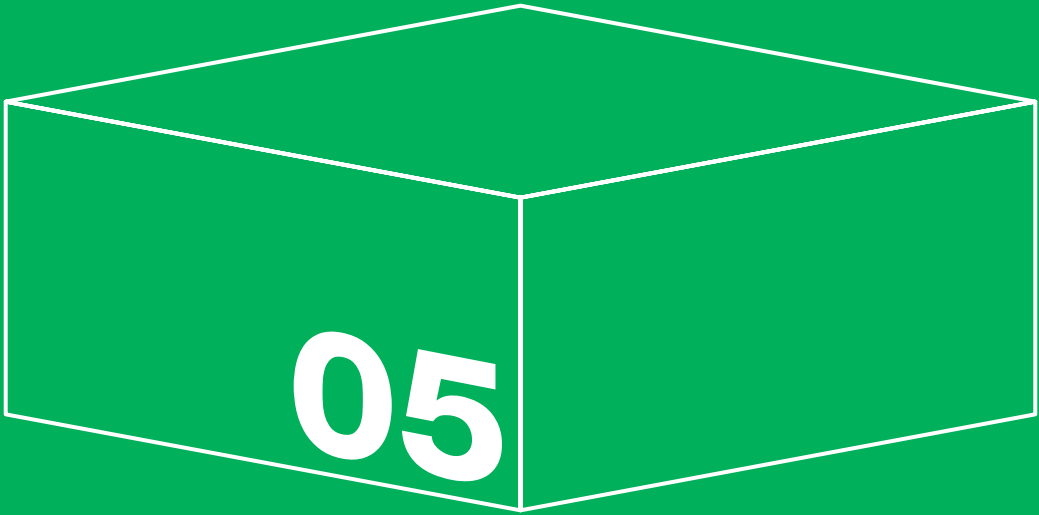
#### **o Bag Check Plaza**

Bag-check plaza is a drive-through facility that offers self service check-in and baggage check within proximity of the passenger's vehicle.

The passengers use Self Service Devices (SSD) to check in for flight, print boarding passes and check baggage.

The bag check plazas are generally positioned according to locations of parking lots and terminal building curbsides.

Generally bags are transferred to the processing area (inside the terminal building) by motorized belts. Contrary, in distant facilities, bags are loaded to the trucks to be sent to the baggage processing area.





# ***CASE STUDIES AND ANALYSIS***

## 8 INTERNATIONAL AIRPORTS FROM 6 COUNTRIES



**MIAMI , ORLANDO,  
FORT LAUDERDALE  
AIRPORTS**



**FRANKFURT  
AIRPORT**



**VIENNA  
INTERNATIONAL  
AIRPORT**



**HONG KONG  
INTERNATIONAL  
AIRPORT**



**TOKYO NARITA  
INTERNATIONAL  
AIRPORT**



**MILANO  
MALPENSA  
AIRPORT**

# 1

### TARGET PASSENGER GROUP



service for passengers  
of only one airline



service for passengers  
of multiple airlines

# 2

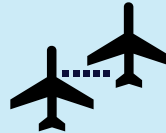
### SERVICE PROVIDER



airport transit operators



delivery company



airline company



local public  
transportation company

# 3

### TRANSPORTATION AND BAGGAGE DELIVERY SERVICES



express airport  
shuttle



express airport  
train



baggage delivery



baggage storage

# 4

### CHECK IN SERVICES



off airport check in



off airport kiosk  
check in



express  
bag drop



off airport  
bag drop

Before implementing a new off airport bag drop service, I had to understand already existing systems around the globe.

In my researches I found out that there are 4 different types of stakeholders which can offer airport baggage check in and delivery; The airlines, airports and transit operators, Third party baggage handlers (baggage delivery companies), and public transportation companies. Generally these stakeholders share the cost of off airport services to increase profit and customer satisfaction. Some companies offers off airport bag drop service as complimentary to attract customers from their competitors and to create brand loyalty.

In this chapter you will find services for 8 international airports from USA, Germany, Austria, China, Japan and Italy. Each study case topic is divided to 5 sections; Company description, system map, Business model of the service, strength and weaknesses of the service, and related images.

At the last part of the chapter I compared these case studies to understand and position the services in order to see their differences to be a guidance for further chapters.



# ***GERMANY***

***CITIES SERVED*** Slesburg, Cologne, Stuttgart  
***AIRPORT*** Frankfurt Airport

## **DB** Die Bahn AIRail

Deutsche Bahn AG is one of the world's leading passenger and logistics companies ( a private joint stock company) and operates in 150 countries.

Every day about 237,000 employees are committed to providing mobility and logistics services for customers, as well as controlling and operating the related transport networks in the rail, land, ocean, and air freight transport sectors.

The company is in conjunction with American Airlines, Emirate Airline, China Airlines and Lufthansa. Also the company operates AIRail Service between Frankfurt International Airport and Cologne/Bonn, Dusseldorf, Friburg, Hamburg, Hanover, Mannheim, Munich, Nuremburg and Stuttgart.

AIRail is the link between rail and air transport on routes between Frankfurt and Stuttgart

### **PARTNERS**

Frankfurt Airport, Lufthansa Airlines



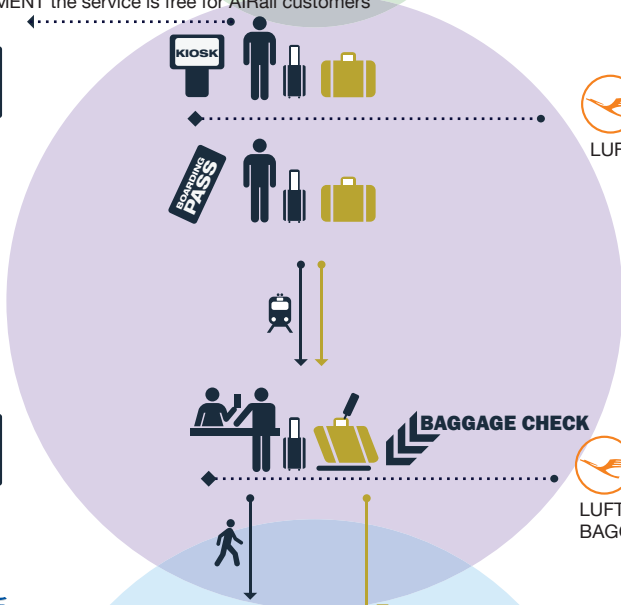
**GERMANY**  
 SLESBURG/BONN  
 COLOGNE  
 STUTTART



PAYMENT the service is free for AIRail customers

**DB Die Bahn AIRail**

SLESBURG/BONN STATION  
 COLOGNE STATION  
 STUTTART STATION



**Lufthansa**  
 LUFTHANSA CHECK IN MACHINE

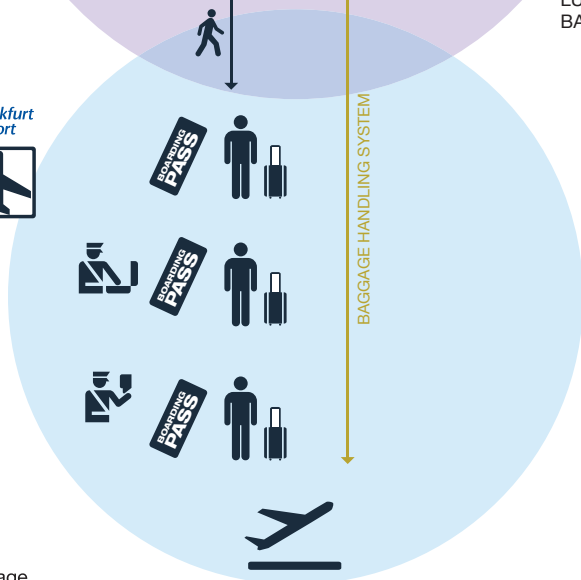
**DB Die Bahn AIRail**

AIRail TERMINAL  
 FRANKFURT AIRPORT



**Lufthansa**  
 LUFTHANSA QUICK CHECK IN  
 BAGGAGE DROP OF

Frankfurt Airport  
 FRANKFURT AIRPORT



- CITY
- TRAIN
- AIRPORT
- SEAPORT

- flow of customer
- flow of check baggage
- ◆ flow of service
- payment
- information

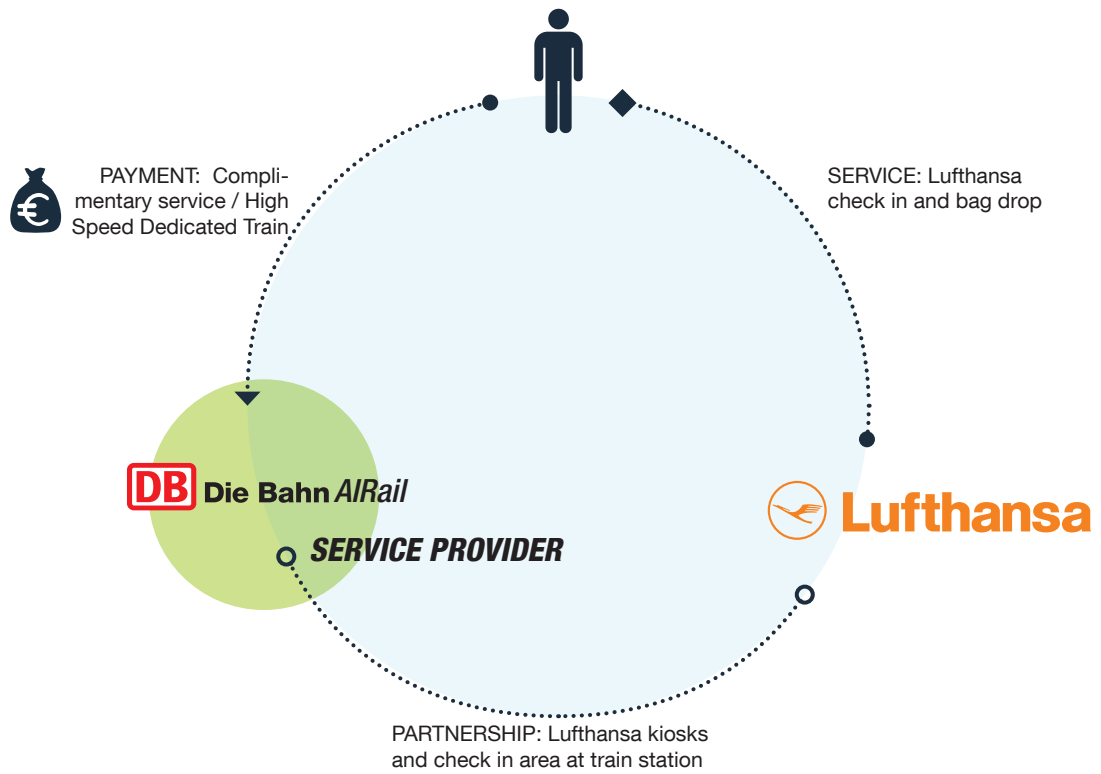
#### **HOW DOES IT WORK**

With AIRail passengers of Lufthansa, American Airlines and Emirates can check in at the specially designated Lufthansa counter at the train stations, where they will print their boarding passes for all connecting flights from Frankfurt. After receiving boarding pass they must take their baggage with them onto the train. On arrival in Frankfurt it is possible to check in baggage at the Lufthansa Quick Check-in baggage drop-off counter in the AIRail Terminal at the long distance railway station at Frankfurt Airport

On return: After arriving at Frankfurt Airport the passenger can collect his baggage from baggage reclaim in the AIRail Terminal at Frankfurt Airport main-line station. Finally, as on the outbound jour-

#### **PAYMENT SYSTEM**

The service is complimentary of AIRail Express train service.



- .....◆ flow of service
- .....▶ payment
- .....○ information



## STRENGTHS

The service is for both inbound and outbound passengers.



the service covers 3 cities.



AIRail train stations are well connected to public transportation networks of cities which are served.



Train stations of Stuttgart and Cologne are directly connected to AIRail Terminal at Frankfurt Airport.



Passengers can Check in just 15 minutes before the train departs.



Passengers can use Quick Check in Baggage Drop Off in the AIRail Terminal at Frankfurt Airport.



The service is free for AIRail customers.



## WEAKNESSES

No Check in counter in train stations.

The off airport check in kiosks are only for AIRail and LUFTHANSA passengers.

No bag drop at AIRail train stations in cities.

The service is only for AIRail and LUFTHANSA, AMERICAN AIRLINES and EMIRATES passengers.

**FRANKFURT AIRPORT TRAIN STATION**



**PASSENGER DIRECTLY PROCEED  
TO THE GATE**



**PASSENGER DROP OFF BAGGAGE INSIDE  
TRAIN STATION**



# ***GERMANY***

***CITIES SERVED*** All Germany

***AIRPORT*** Berlin Tegel Airport, Frankfurt Airport, Hamburg Airport, Hanover Airport, Leipzig Halle Airport, Munich-Erding Airport

## **DB** Die Bahn

Deutsche Bahn AG is one of the world's leading passenger and logistics companies ( a private joint stock company) and operates in 150 countries.

Every day about 237,000 employees are committed to providing mobility and logistics services for customers, as well as controlling and operating the related transport networks in the rail, land, ocean, and air freight transport sectors.

The company is in conjunction with American Airlines, Emirate Airline, China Airlines and Lufthansa. Also the company operates AirRail Service between Frankfurt International Airport and Cologne/Bonn, Dusseldorf, Freiburg, Hamburg, Hanover, Mannheim, Munich, Nuremberg and Stuttgart.

### **PARTNERS**

Hermes Delivery Company is Germany's largest post-independent logistics service provider for deliveries to private customers.

The Hermes Versand Service undertakes house-to-house deliveries of luggage in cooperation with Deutsche Bahn AG



**GERMANY** 

**DB Die Bahn**  
WEB PAGE

PAYMENT online payment

cost vary from city to city

**HERMES LOGISTIK GRUPPE**

Hermes Company delivers the luggages to the airports.

**DB Die Bahn**






BERLIN TEGEL AIRPORT  
FRANKFURT/M. AIRPORT  
HAMBURG AIRPORT  
HANOVER AIRPORT  
LEIPZIG/HALLE AIRPORT  
MUNICH-ERDING AIRPORT

baggage storage  
on way return these depots will arrange transport of the luggage back to passenger home address.  
extra payment for luggages which are stored more than 3 days.

**BAGGAGE CHECK IN**

BAGGAGE HANDLING SYSTEM

- CITY
- TRAIN
- AIRPORT
- SEAPORT

-  flow of customer
-  flow of check baggage
-  flow of service
-  payment
-  information

**HOW DOES IT WORK**

For a luggage-free rail journey to the 6 main airports in Germany. Passengers can send their luggage to one of DB BAHN left luggage depots at these airports.

The Passenger can collect it there before departure and then check in with his/her airline. On his/her return, these depots will also arrange transport of the luggage back to passengers home address. The customers can purchase the luggage courier ticket for the return journey together with the ticket for the outbound journey.

If your luggage is stored for more than 3 working days, a charge of between EUR 2.00 and 3.00, depending on the airport, is payable for each item of luggage and day.

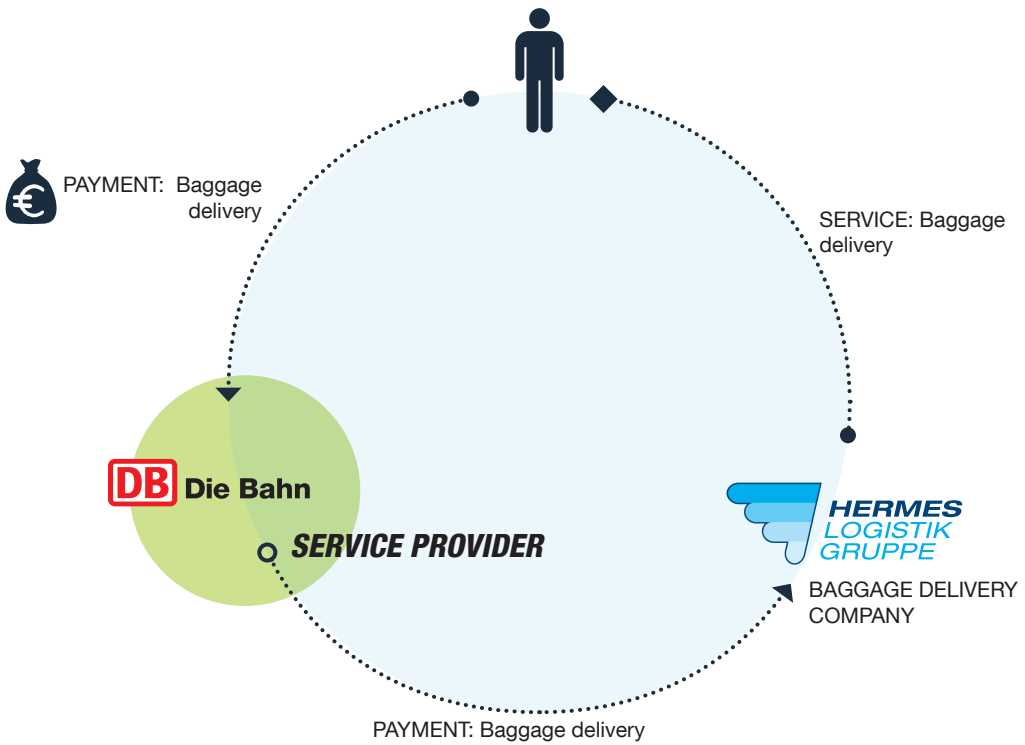
The Passengers can send their luggage to one of DB BAHN left luggage at the Airports (Berlin-Tegel, Frankfurt/M., Hamburg, Hanover, Leipzig/Halle or Munich-Erding) to recollect before departure to check in by passenger himself. Passenger can use the same service on return for transporting the luggage back to their home adress. The service can be bought from DB Bahn web page.

Hand in // Collect Luggage Airports  
Berlin-Tegel, Frankfurt/M., Hamburg, Hanover, Leipzig/Halle or Munich-Erding.

**PAYMENT SYSTEM**

Online  
Tickets are DB Travel Centers or the DB agencies at the airports.

Prices  
Costs vary from city to city.  
7 Euro extra for Airport delivery  
Luggage stored more than 3 days costs  
2 or 3 Euro/day.

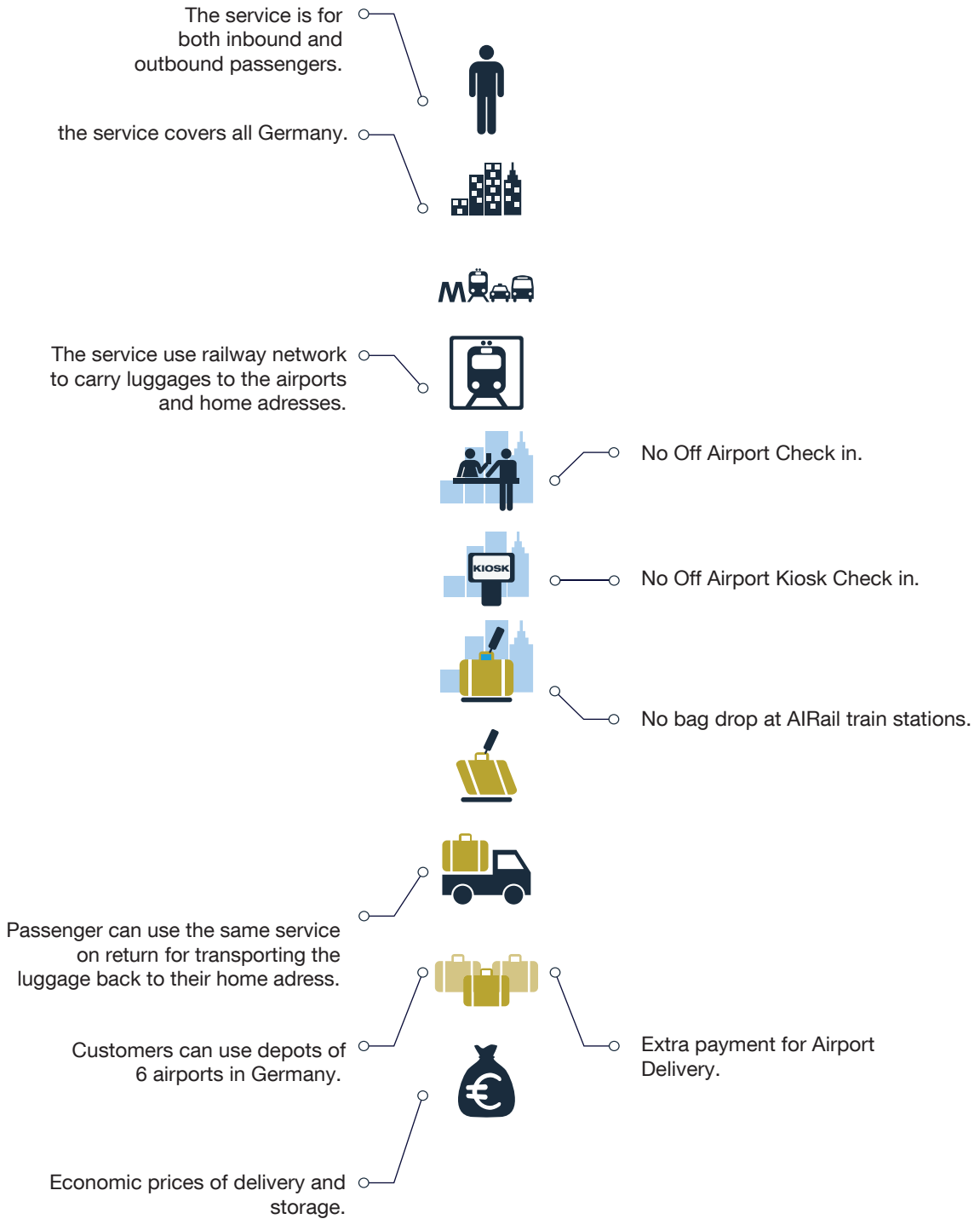


- .....◆ flow of service
- .....▶ payment
- .....○ information



### STRENGTHS

### WEAKNESSES



**Hermes Logistik Group receives bags  
from the predefined locations//anywhere in Germany**



**Passengers receives baggage from DB Bahn  
Baggage Depot and Proceed to Check in//6 Airport**



**Bags are delivered to the train station,  
loaded to the DB Bahn trains and sended  
to the requested airport**



***CITIES SERVED*** Orlando  
***AIRPORT*** Orlando International Airport

## Bags

BAGS Inc. (Baggage Airline Guest Services) is an Orlando based baggage delivery and transportation services company which operates in 200 cities throughout the US and Canada. Plus also has regional offices in Los Angeles, New York City, Seattle and Traverse City.

The company have delivery representatives at over 200 domestic airports, including all gateways and hubs for the major carriers.

Special cases: Disneyland (Airtran Alaska Airlines, JetBlue Airways, Delta, American Airlines, United, US Airways, Continental Airlines)

In 2003 BAGS, Inc. started off airport check-in at hotels in Orlando area. The company is looking to expand the scope of its services to cruise ships traveling to Europe.

### **PARTNERS**

**IT Provider** // ARINC Incorporated iMUSE Express System

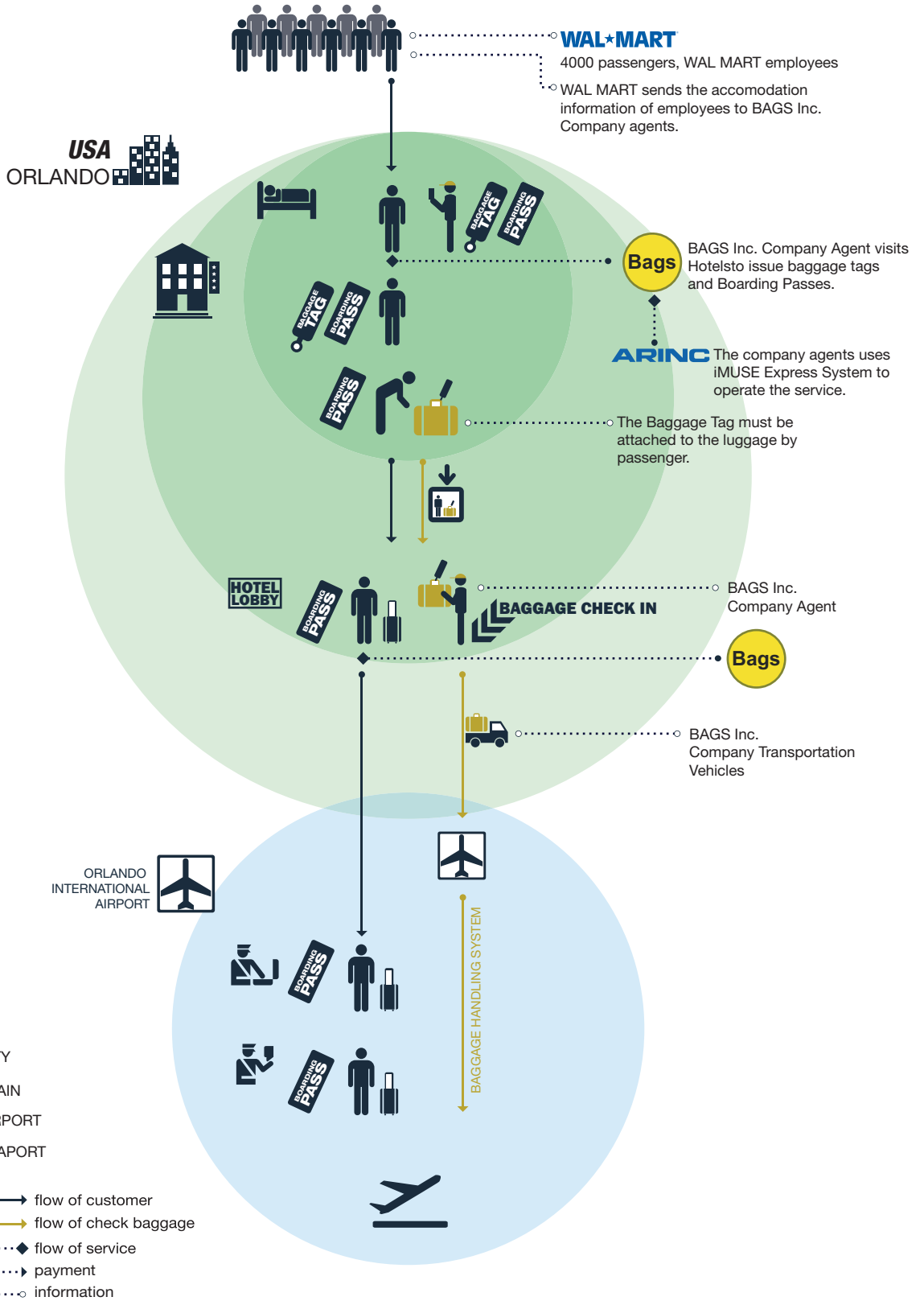
**TSA** // Transportation Security Administrator.

**Airline Companies** // American Airlines, Continental Airlines, US Airways, Carnival, Holland America Line, JetBlue Airways, Airtran, Alaska Airlines, United Airlines, AirFrance, Delta Airlines.

**Hotels** // Westin Hotels and Resorts, Orange County Convention Center, Shades of Green, Rosen Hotels and Resorts, Starwood Hotels and Resorts, Simon, Walt Disney World Resort.

**Cruise Ships** // Norwegian Cruise Line.





**HOW DOES IT WORK**

BAGS Inc. Company operates 3 different services for different customer needs under the name of Bags, Cars and Serv.



The Bags branch of the company operates services which are associated with travel and baggage are, Remote Airline Check-in (RAC), Remote Airline Check-in Express (RACE), Curbside Baggage Check-in, Wheelchair Service Provider, Sort, Tugs and Passenger Verification.

Plus company is the service provider (operator company) of ARINC Company which is one of the world leaders in communication, engineering and integration technologies. The Plus is the first operator of iMUSE Express System in Orlando.

**PAYMENT SYSTEM**

The payment can be done online and from special kiosk at service points.

Prices: 2 Bags 49.95 Dollar, each additional bag 5 Dollar.

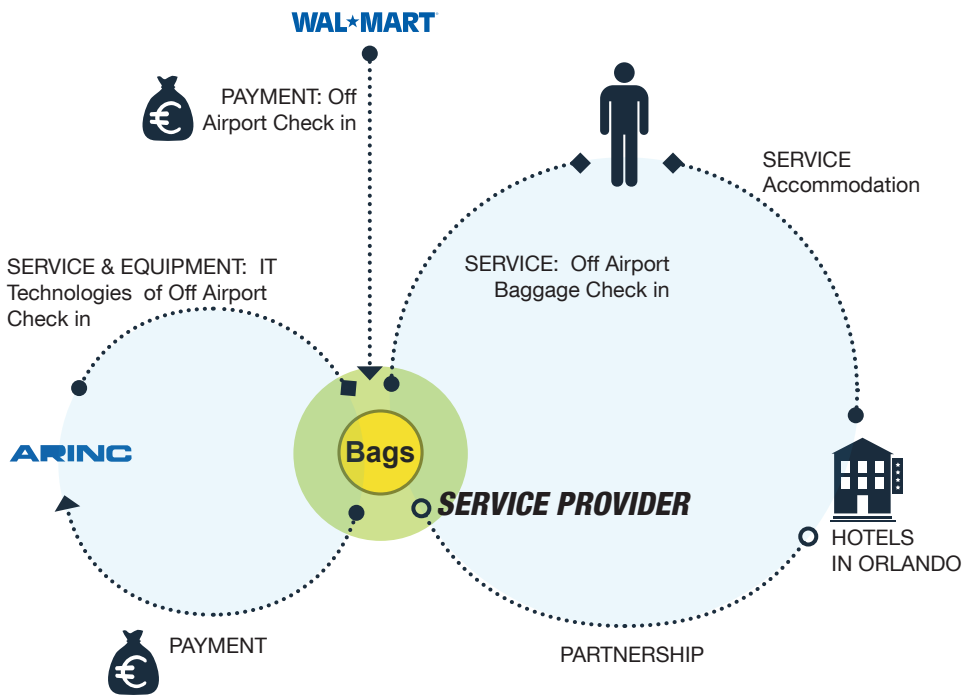
Standard pricing includes delivery up to a 40 mile radius from customers final destination airport. Deliveries beyond 40 miles will incur a \$10.00 per additional 10 mile radius fee.

**CASE STUDY // WALL MART CONVENTION**

The system map on the left page demonstrates the flow of movements of passengers and luggages of Remote Airline Check-in (RACE) Service performed for Wal-Mart's annual Year Beginning Meeting in March 2010 in Orlando.

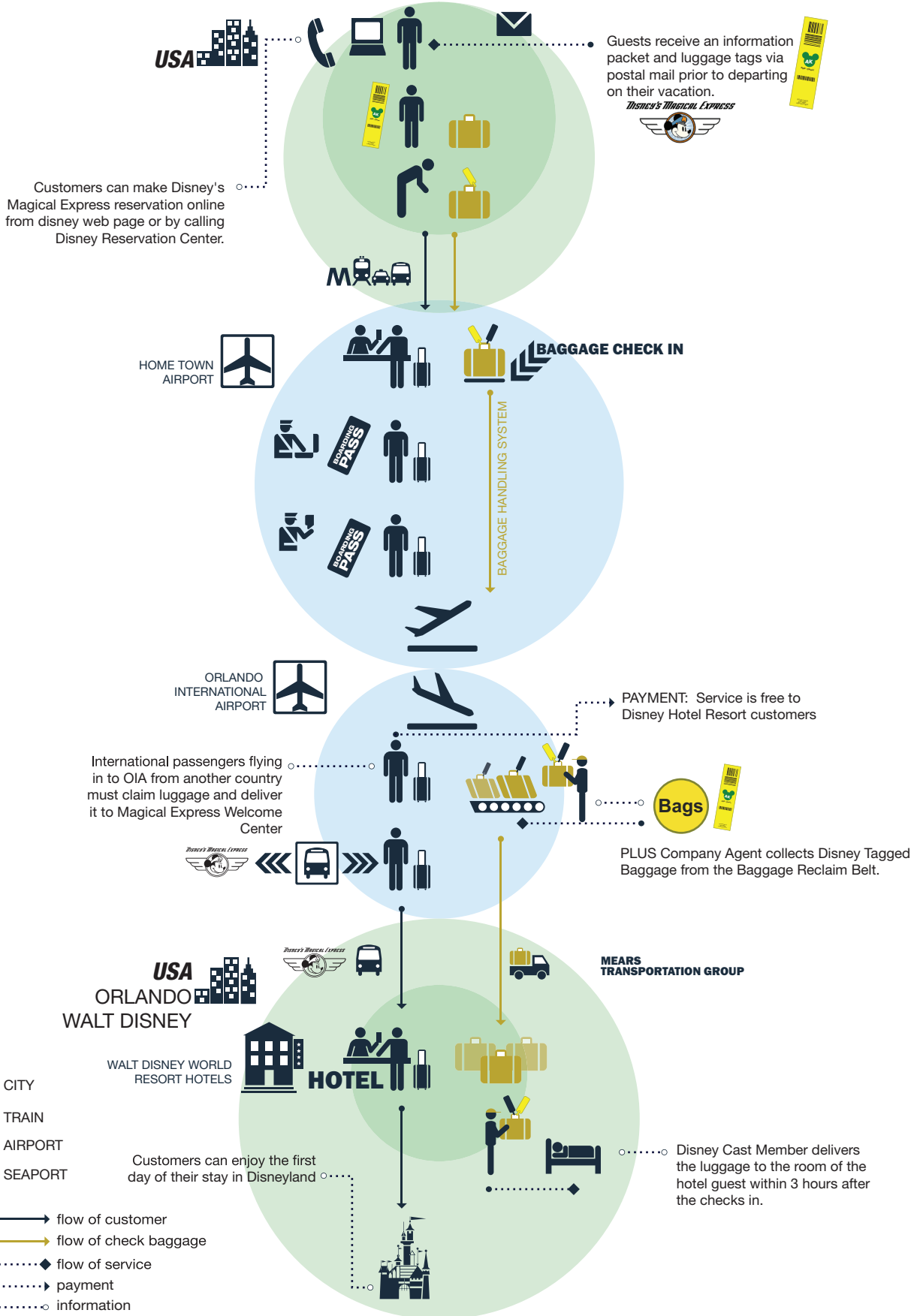
The services is operated for 5000 Wal-Mart employees, occupying over 13 hotels throughout the Orlando area. The Plus Company serviced 4000 (78% of total number of passengers) attendees at 8 hotel locations. The night prior to departure, The Plus Company delivered both boarding passes hotel room. The morning of departure, the passenger dropped their baggage off with The Plus Company employees.

fi









*Disney's Magical Express*

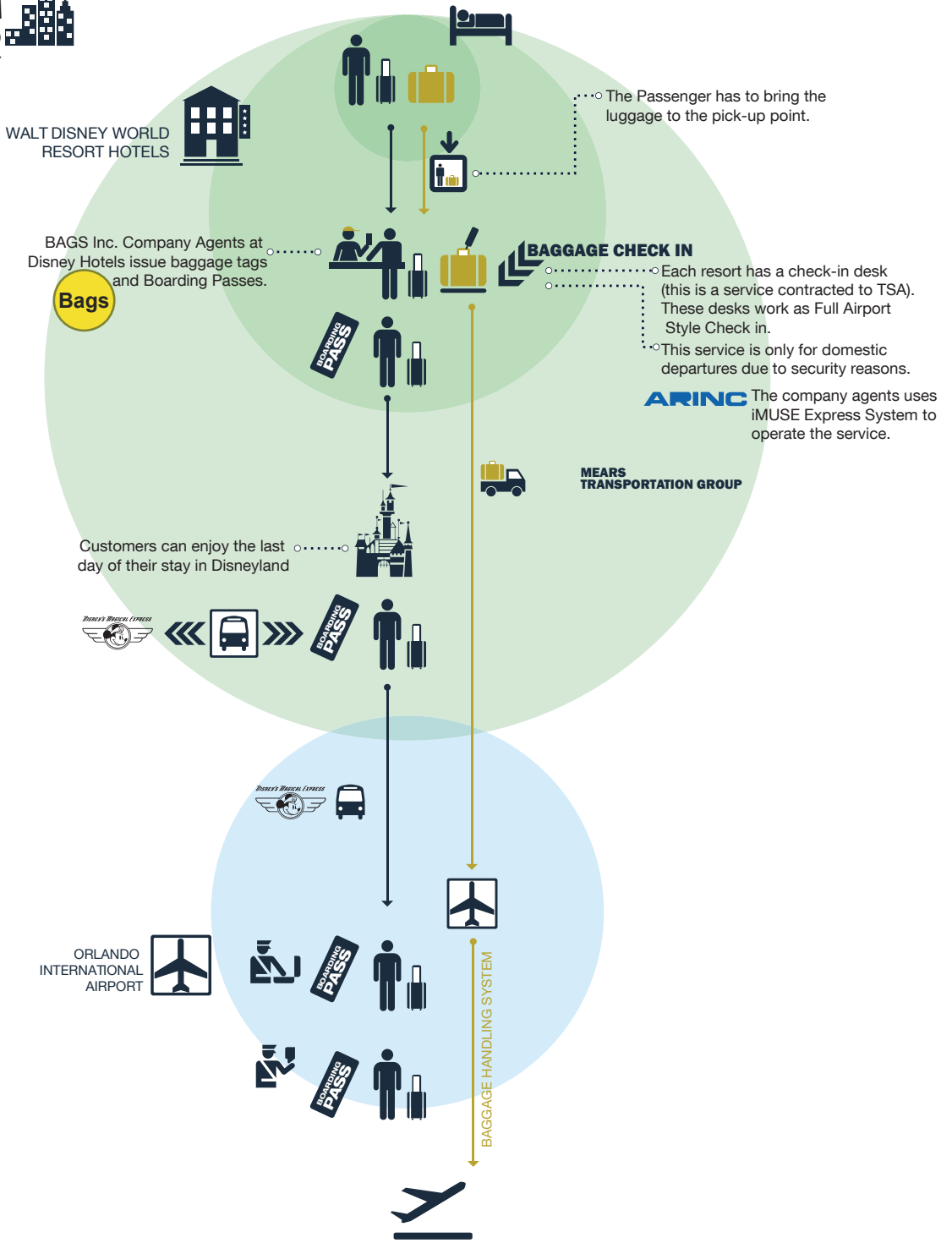


**CASE STUDY // DISNEY'S MAGICAL EXPRESS, HOTEL CHECK IN**

Disney's Magical Express Transportation, is complimentary roundtrip airport transportation and luggage delivery for Guests of select Walt Disney World Resort hotels.

After receiving the guest room confirmation number, customers can make Disney's Magical Express reservation online from Disney web page or by calling Disney Reservation Center. Guests receive an information packet and luggage tags via postal mail prior to departing on their vacation. The luggage tags are used to identify incoming luggage at Orlando International Airport. Upon arrival at Orlando International Airport, Disney's Magical Express service will collect the luggage and deliver it directly to Walt Disney Hotel room within 3 hours after the hotel guest check in at the resort.

**USA**  
**ORLANDO**  
**WALT DISNEY**



*Disney's Magical Express*



**CASE STUDY // DISNEY'S MAGICAL EXPRESS, HOTEL CHECK OUT**

On the way back, the hotel guest can receive the return boarding pass and check luggage at Resort Airline Check-in Service Point.

The Passenger has to bring the luggage to the pick-up point. The Resort Airline Check-in service is limited to participating airlines. The passengers can also pre-pay the excess baggage fees from these point.

Each resort has a check-in desk (this is a service contracted to TSA). These desks work as Full Airport Style Check in. With participating airlines the passengers can check baggage at the resort.

**PARTNERS OF THE SERVICE**

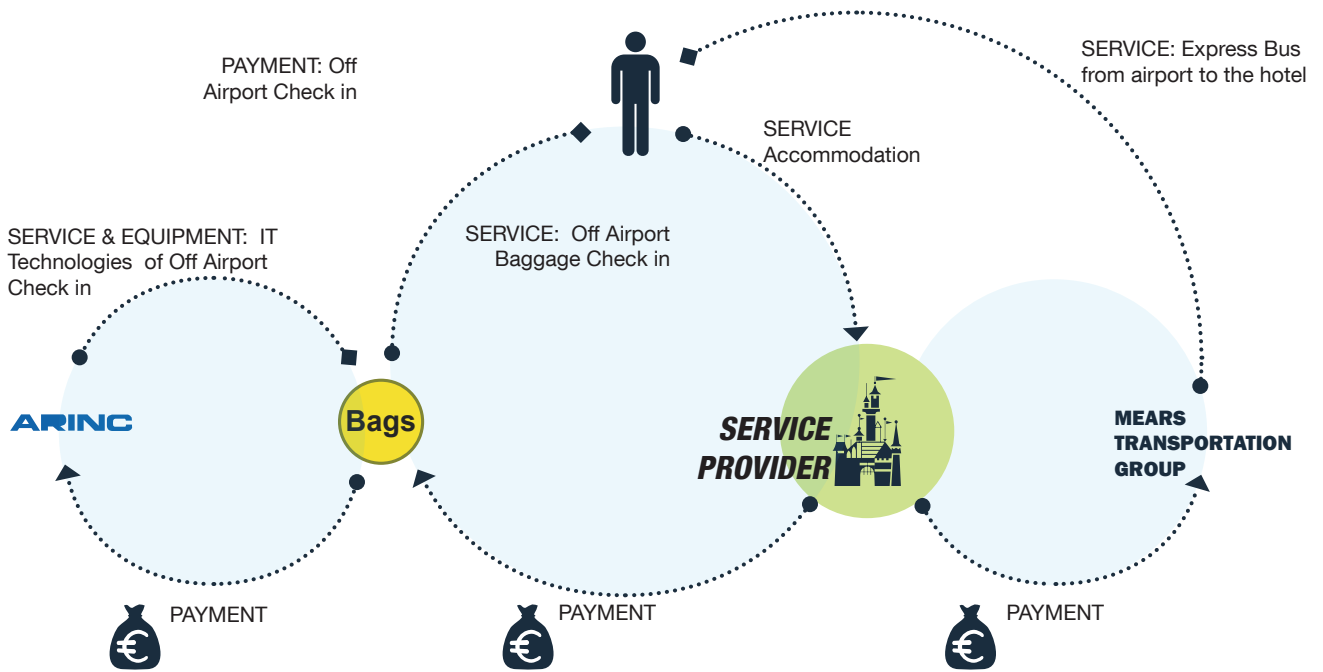
Mears Transportation Group // The largest provider of ground transportation to the Walt Disney World Resorts.

Arinc Incorporated // Technology system provider for airports.

TSA // Transportation Security Administrator.

**PAYMENT SYSTEM**

Disney's Magical Express Service is a free complimentary benefit offered to Guests staying at one of the 21 Walt Disney World Resort hotels. Resort Airline Check-In Service is also complimentary if the hotel guests are staying at a select Walt Disney World Resort hotel and are traveling on a domestic flight with a participating airline.



- .....◆ flow of service
- .....▶ payment
- .....○ information

## STRENGTHS

The service is for both inbound and outbound passengers.  
Special services for big group of passengers.



The service covers only Florida Airports.



The company does not provide transportation service.

The company agents issues boarding passes at hotels convention centers.  
Multi airline check in system.



The company agents issues bag tags off airport.



The company carries bags to airport and insert them in to BHS (Baggage Handling System).



The company works as a service provider for conventions and special hotels. (The price arrangements are done between parties).



## WEAKNESSES

***After reservation Disneyland customers receive special bag tag, and attach it to bags before departure***



***Plus company agents collect Disney tagged baggage at Orlando Airport***



***Meanwhile Disneyland customers skip baggage claim and go to Disney Resort with special motor coach***



***The bags will be placed in rooms the evening of their arrival***



**CITIES SERVED** Miami  
**AIRPORT** Fort Lauderdale International  
Airport, Miami International  
Airport

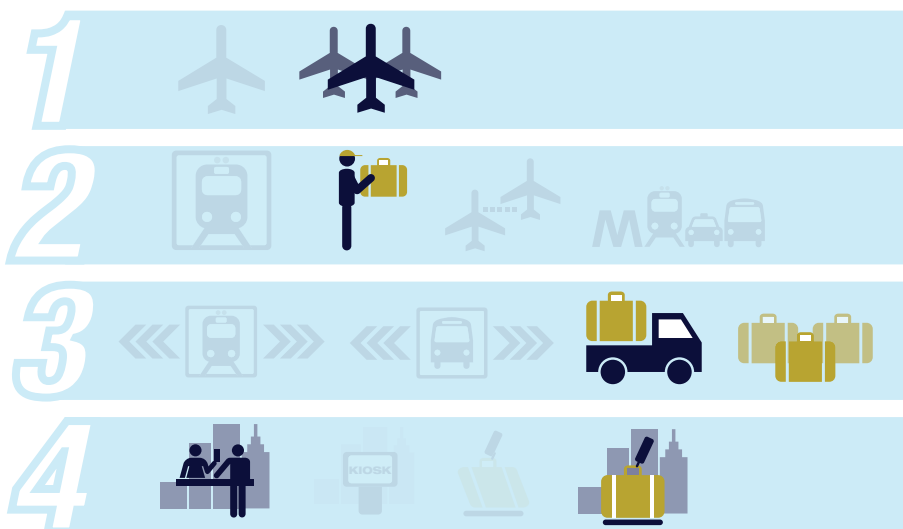


Bags to go is a Florida based American company which operates, off-airport check in, baggage storage/claim, and baggage delivery services. The company has 350 employees (Drivers, Customer Service Agents, Baggage Handling System Agents, Access Control Agents)

**PARTNERS**

**Las Vegas** // McCarran International Airport, Luxor Hotel, MG Grand, The Venetian, The Palazzo, the Sahara Hotel, the Las Vegas Convention Center, McCarran Rent-A-Car Center, Sands Expo, Convention Center.

**Florida** // Fort Lauderdale, Hollywood International Airport, Port Everglades Cruise Ship Terminals, Park 'N Fly.



# CASE STUDY // PORT EVARGLADES SEAPORT

USA  
MIAMI

BagsToGo PAYMENT internet reservation  
Online Payment.  
Passenger has to enter Cruise Company  
Name, Cruise Ship, Disembarkation Date  
information at BagsToGo Web page.

FORT LAUDERDALE  
HOLLYWOOD  
INTERNATIONAL AIRPORT  
MIAMI INTERNATIONAL  
AIRPORT

FORT LAUDERDALE  
HOLLYWOOD  
INTERNATIONAL AIRPORT  
MIAMI INTERNATIONAL  
AIRPORT

PORT EVARGLADES  
CRUISE SHIP TERMINALS

PORT EVARGLADES  
CRUISE SHIP TERMINALS

BagsToGo Agency at Seaport



BagsToGo Agency in Airport  
Baggage Storage. Passengers  
can store their bags up to  
30 days.

BAGGAGE CHECK IN

BAGGAGE HANDLING  
SYSTEM

BagsToGo Agent receives the  
baggage of the customer from  
the baggage reclaim belt  
(Baggage Acceptance).



BagsToGo PAYMENT  
internet reservation  
Online Payment.

Passenger has to enter Airline  
Name, Flight Number, Arrival  
Date information at BagsToGo  
Web page.

Bags are delivered to cabins in  
Cruise ship.

- CITY
- TRAIN
- AIRPORT
- SEAPORT

- flow of customer
- flow of check baggage
- ◆ flow of service
- ▶ payment
- information

### **HOW DOES IT WORK SERVICES**

In Las Vegas,

Passengers flying out of McCarran International Airport can check-in bags and pick up boarding passes at hotel, convention centers and rental car centers. Florida (service without check baggage)

In Miami,

Park 'N Fly customers drop bags with Bags To Go when they drop off their car and Bags To Go will transport their luggage directly to the cruise ship.

Passengers can store their bags at the Fort Lauderdale Hollywood International Airport for up to 30 days.

The service uses the same baggage screening criteria as the Transportation Security Administration (TSA) for the allowed baggage items.

### **CASE STUDY // PORT EVERGLADES SEAPORT**

Cruise Passengers disembarking at Port Everglades store their bags with a portside agent of the company, who will transport and store baggage at Fort Lauderdale Hollywood International Airport or Miami International Airport for passenger pick up.

Bags TO GO personnel pick up a cruise passenger's bags from arriving flights at baggage claim and deliver them to the passenger's cruise ship.

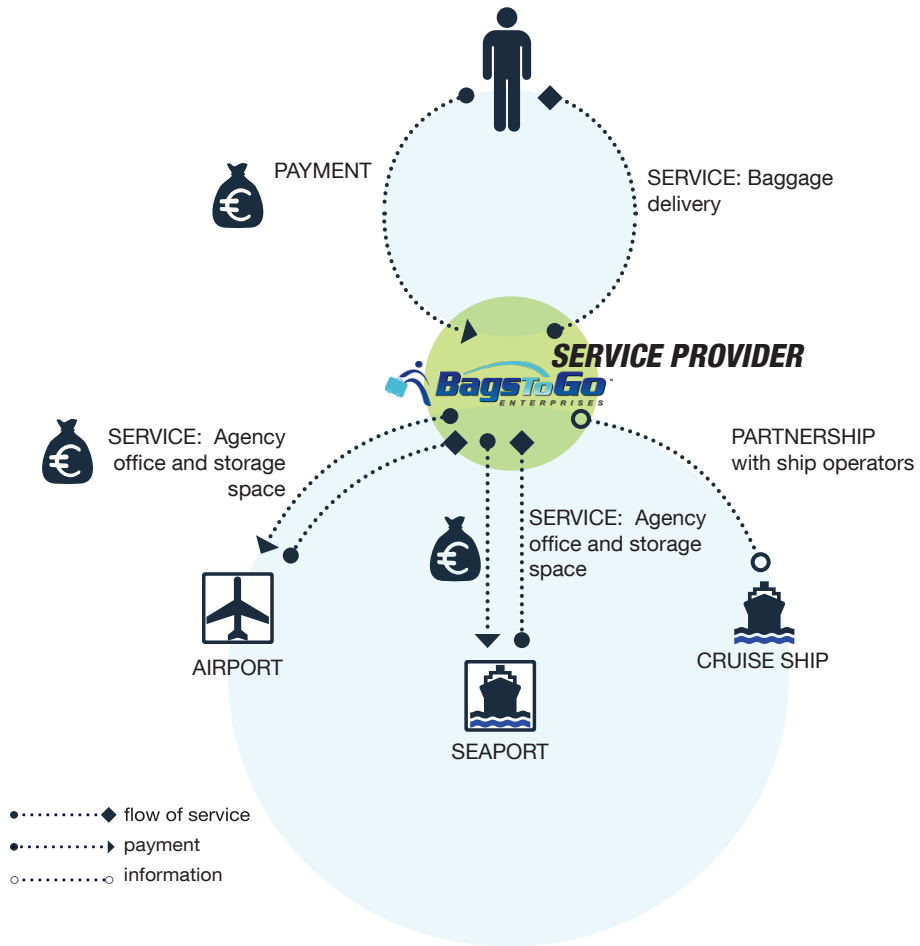
The company uses the Clark county Aviation Dept. unique RFID baggage tags. RFID Baggage Tags (Radio Frequency Identification). An identification technology using short range wireless communication for contactless data exchange. The system consist of RFID tags that record data, and reader/writer devices for writing and reading the data.

### **PAYMENT SYSTEM**

Passenger can use internet to make reservations. They can also buy services from Special kiosks and service providing locations like hotels and convention centers. The passenger must check in their baggage themselves.

### **Prices**

Off Airport Baggage Check in	10 Dollar/ Bag
Baggage Storage	6 Dollar/ Bag
Baggage Claim and Delivery	6 Dollar/ Bag (base price)



## STRENGTHS

The service is for both inbound and outbound passengers.

Special services for transit passenger to airport and seaport.



## WEAKNESSES

The service covers Las Vegas and Florida Airports.

The company does not provide transportation service.

**1325-1929-5679-0758-4050-2159**

The company agents issues boarding passes at hotels convention centers. Multi airline check in system I Phone check in Application.

The company agents issues bag tags off airport.

The company carries bags to airport and insert them in to BHS (Baggage Handling System).

Passengers can store their bags at Lauderdale H. Int. Airport for up to 30 days.

Low prices compared to similar services.

***Bags to Go Agents receives bags from the baggage reclaim belt***







***Bags are delivered to cabins in  
Cruise ship***



# **AUSTRIA**

**CITIES SERVED** Vienna

**AIRPORT** Vienna International Airport

**CAT***fly the train*

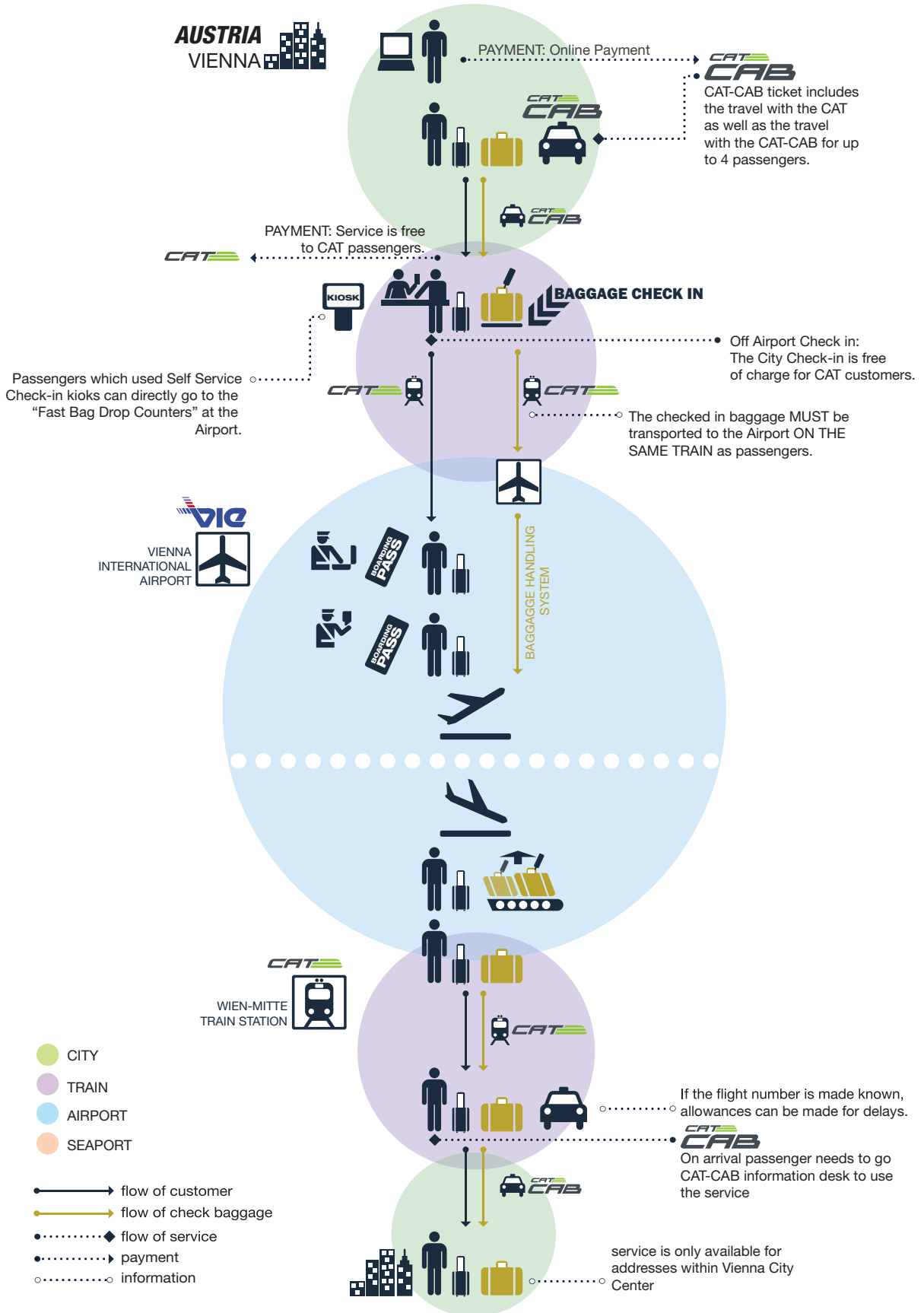
Vienna International Airport has a remote terminal (City Airport Terminal) located in downtown Vienna, which is connected to the regional transit system and has a dedicated rail link to the airport. There are both manned check-in desks and self-service check-in kiosks available for check-in with or without luggage. The remote terminal offers both check-in and baggage check, with the checked bags transported to the airport in secure sections of the rail cars.

**PARTNERS**

Vienna Airport



**AUSTRIA**  
VIENNA



**HOW DOES IT WORK**

The City Airport Terminal in the Vienna City Center Wien-Mitte Station (end of CAT line) allows passengers to obtain boarding passes and check baggage using either self service devices or full-service agents. Baggage must be checked at least 90 min prior to departure and is transported to the airport on the same train as the passengers. The baggage is off-loaded at the airport and inserted into the baggage-handling system directly for screening and delivery to the aircraft. Vienna International Airport was one of the first European airports where self-service baggage check was implemented. Boarding-pass-only SSDs are located in front of the ticket counters. Passengers who check in via the Internet can proceed directly to the bag-drop-only counter positions and check their baggage with an agent. Passengers can also use the self-service baggage check-in positions. Airline personnel are strategically positioned throughout the check-in hall to encourage the use of self-service devices and to assist passengers as necessary.

City Check-in (an exclusive service for CAT passengers) is free of charge for our customers.

The price of one way ticket is 9 Euros.

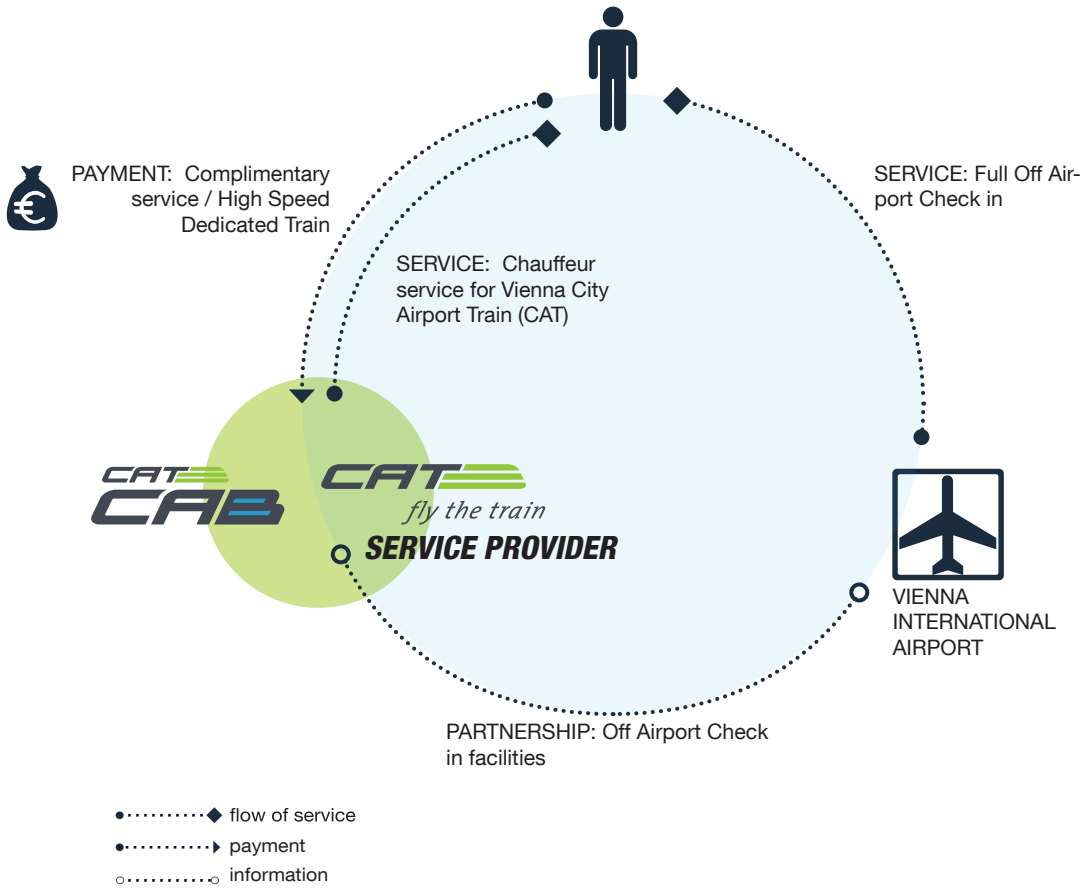
**CASE STUDY // CAT-CAB SERVICE**

CAT-CAB: Whether the passenger is arriving or departing, the CAT-CAB service bring the passenger from his hotel/residence to the City Check in at Wien-Mitte or viceversa. The CAT-CAB reservations can be made from 9 p.m. on the previous day to 2.5 Hours before departure. The service is only for the locations at vienna city.

**PAYMENT SYSTEM // CAT-CAB SERVICE**

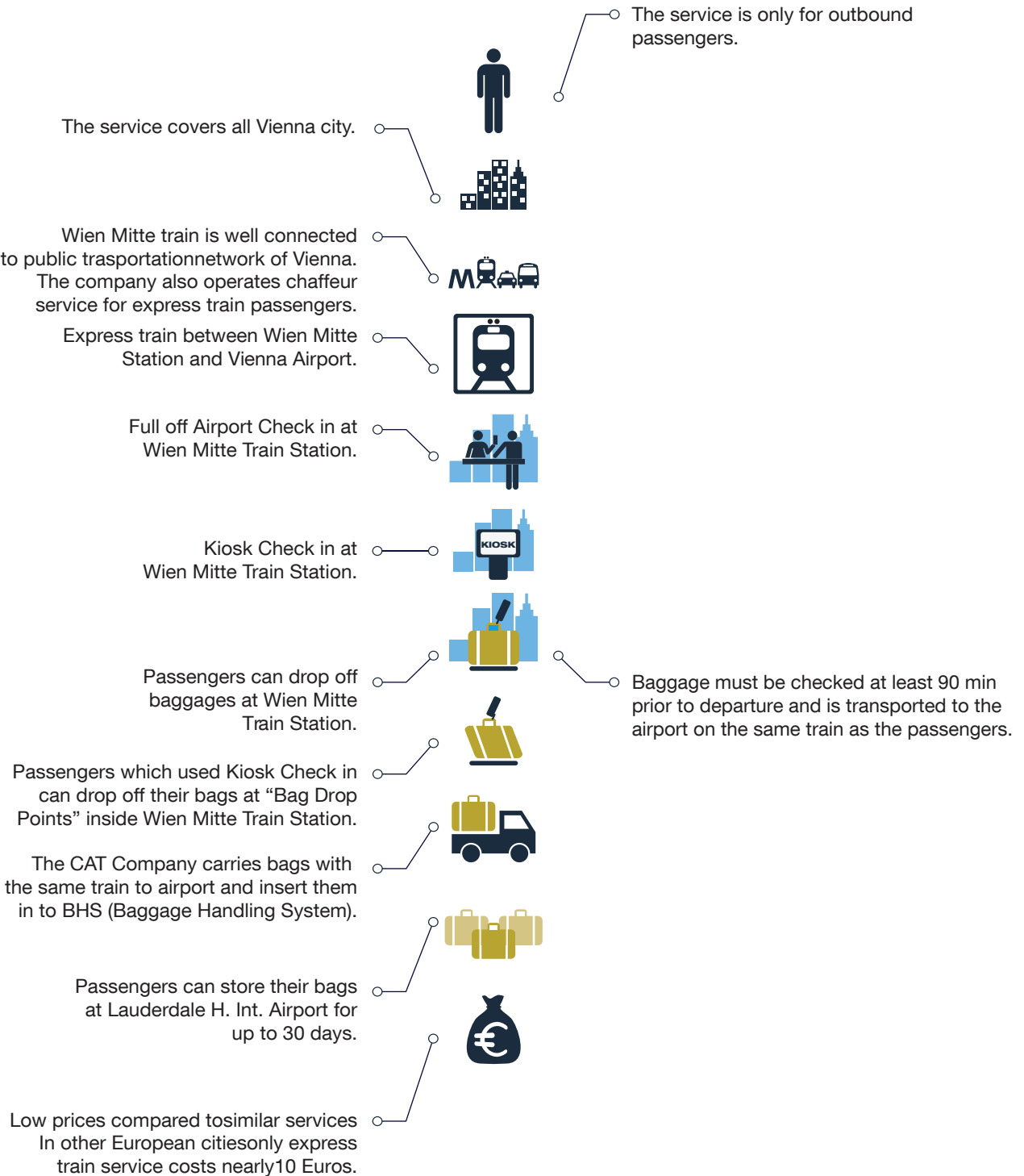
The price for a CAT-CAB ticket includes the travel with the CAT as well as the travel with the CAT-CAB for up to 4 passengers.

The price of the service is 26 Euros. The additional passengers (maximum 4 person per vehicle) have to pay 9 Euro for CAT Train ticket.



## STRENGTHS

## WEAKNESSES



***Electric car of the CAT-CAB  
delivers customers to Wien Mitte train station***





***Checked in baggage must be transported  
to the airport on the same train as passengers***



***CAT CAB customers  
check in their baggage and  
receive their boarding passes***



# ***CHINA***

***CITIES SERVED*** Hong Kong

***AIRPORT*** Hong Kong International Airport



The MTR Corporation was established in 1975 as the Mass Transit Railway Corporation with a mission to construct and operate, under prudent commercial principles, an urban metro system to help meet Hong Kong's public transport requirements.

The Corporation operates the Airport Express Services, a dedicated high-speed link providing the fastest connections to Hong Kong International Airport and the city's exhibition and conference centre, AsiaWorld-Expo.

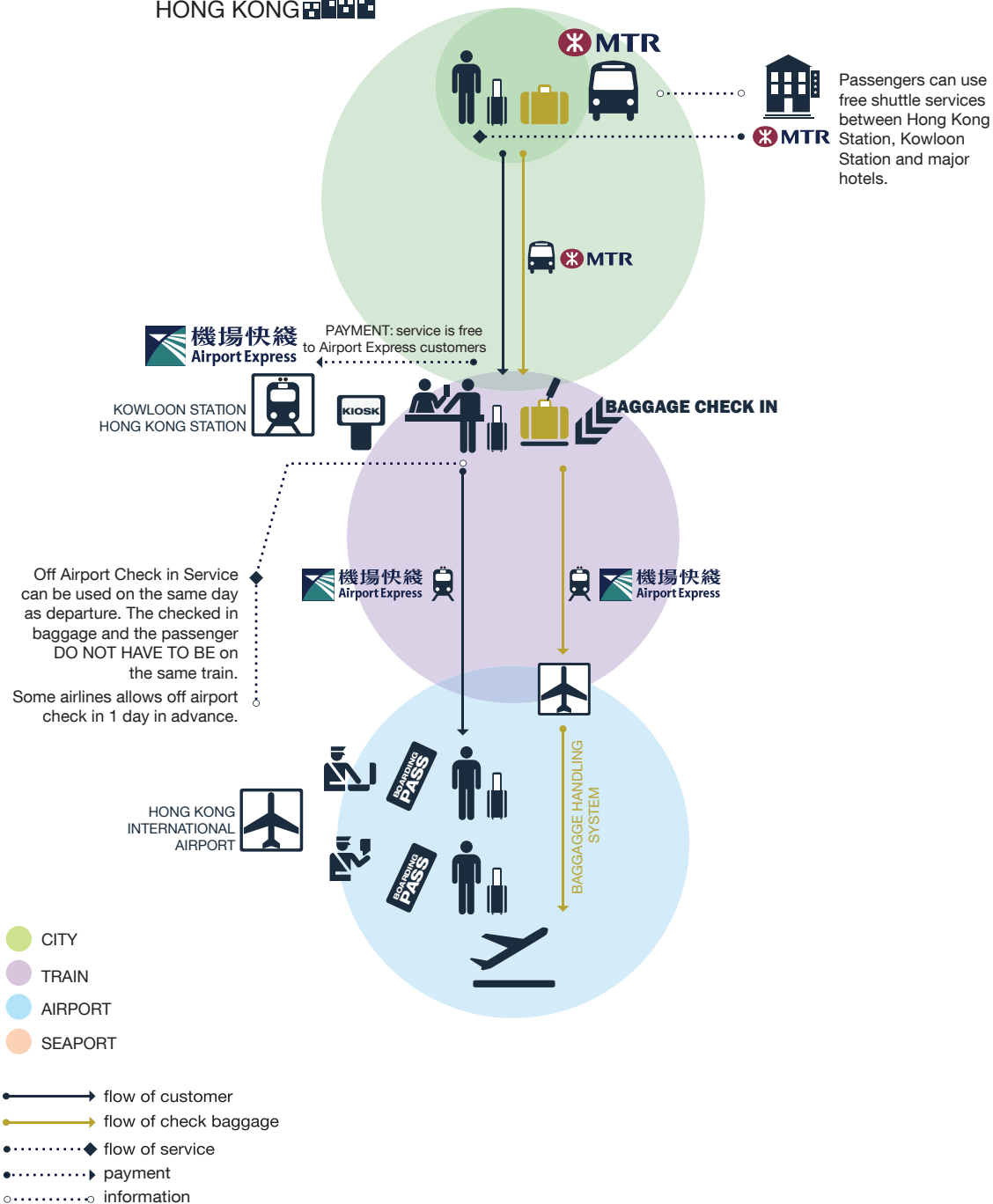
**PARTNERS**

Hong Kong International Airport  
108 airline companies participate to this service.



## CASE STUDY

PEOPLE'S REPUBLIC of CHINA  
HONG KONG



**HOW DOES IT WORK**

Most airlines have their check-in counters at both the Hong Kong Station and Kowloon Station. As such, Airport Express Train (AEL) passengers can check-in and leave luggage by using the In-town Check-in facilities at these stations, so that they don't need to carry the luggage and can go shopping and eating for the rest of day before heading off to the Airport (The In-town Check-in service can be used on the same day as departure, and 90 minutes before the aircraft takes off. Some airlines allow Check-in one day in advance)

Free shuttle services connect Hong Kong Station, Kowloon Station and major hotels.

Hong Kong Station, Kowloon Station and Tsing Yi Station are well connected to the local MTR stations and bus services. The journey takes 23 minutes from the Airport to Hong Kong Station; 20 minutes to Kowloon Station.

The passenger can use free in town check in service with an issued Airport Express ticket.

Service Hours: 6:00 am - 1:00 am

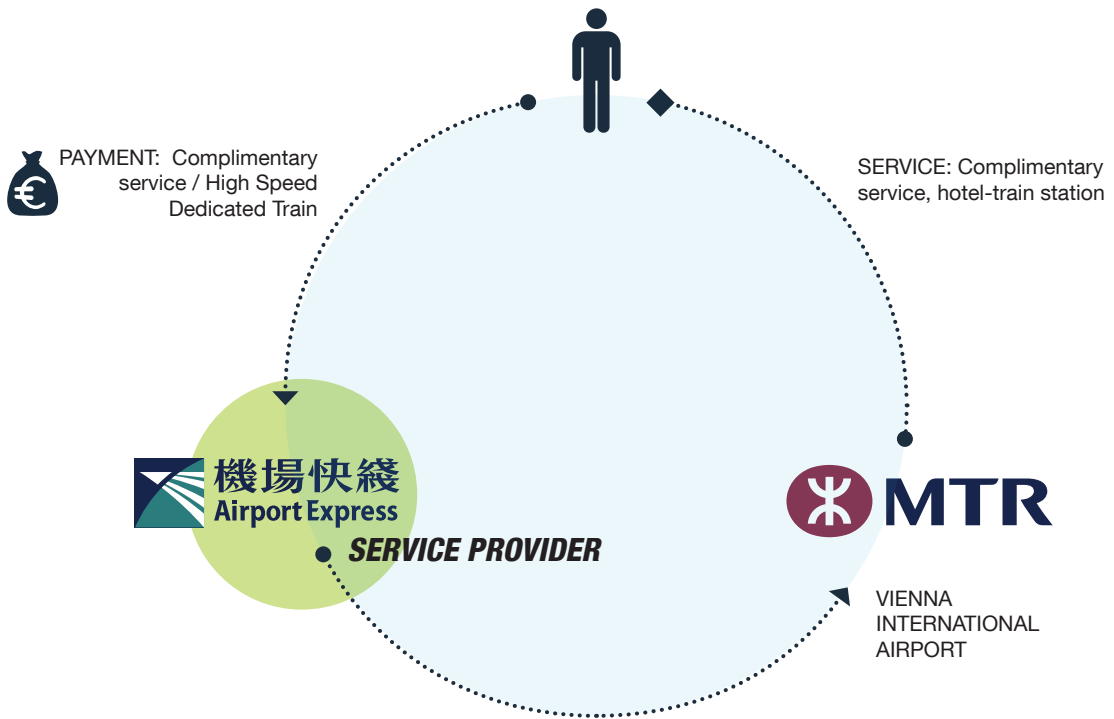
**PAYMENT SYSTEM**

The service is free for AEL customers, and the tickets can be purchased from Airport Express Customer Services or Ticket Issuing Machines. Alternatively, the passengers can make online reservation.

**PRICES**

Hong Kong to Airport \$100, Round Trip \$180

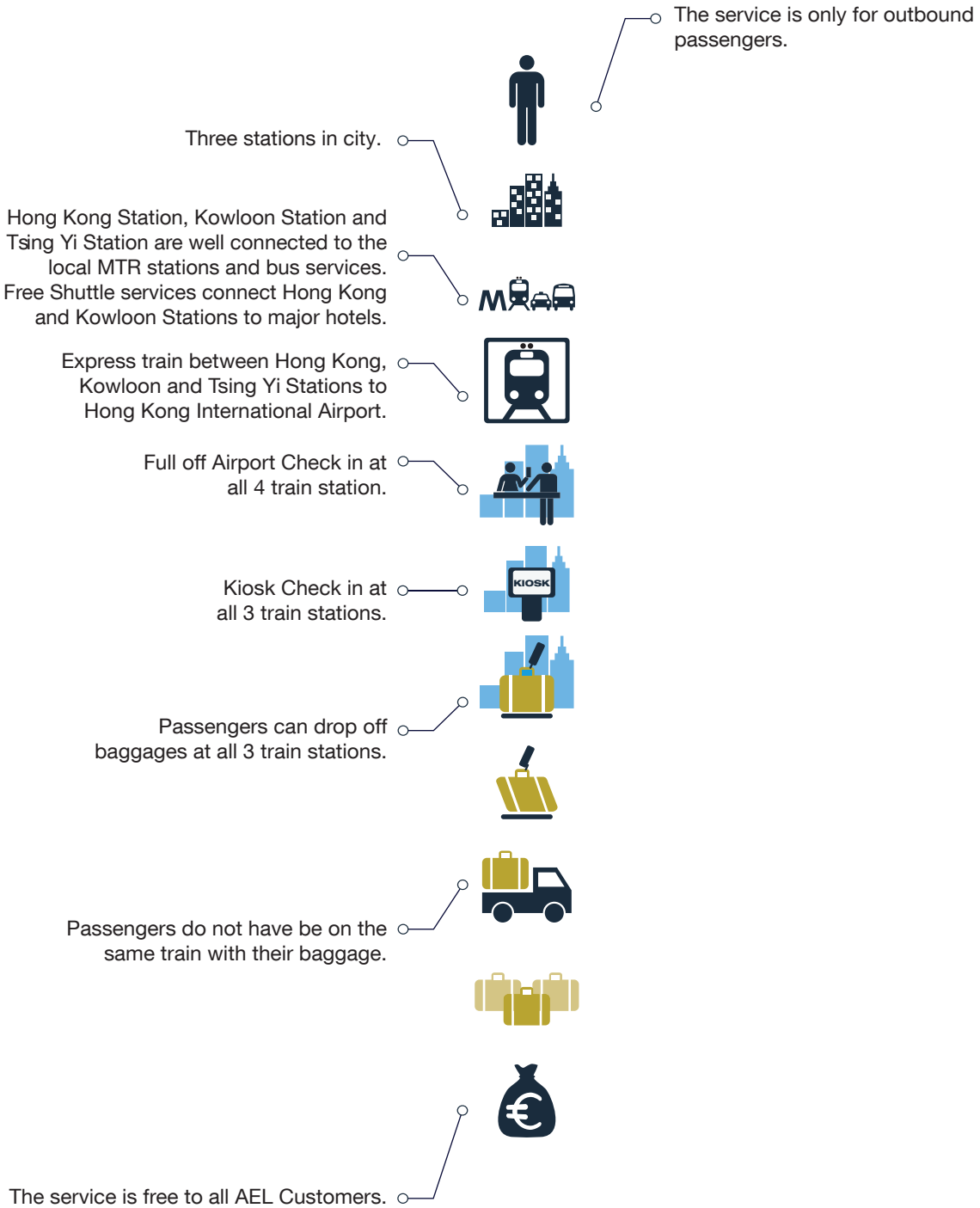
Kowloon to Airport \$90, Round Trip \$160  
Tsing Yi to Airport \$100, Round Trip \$180



- .....◆ flow of service
- .....▶ payment
- .....○ information

## STRENGTHS

## WEAKNESSES



**Full Check in counters at  
Kowloon Train Station//city center**





***Passengers directly proceed  
to the embarking gates***



***After check in passengers  
use MTR Express trains to reach  
Hong Kong Airport***



# **JAPAN**

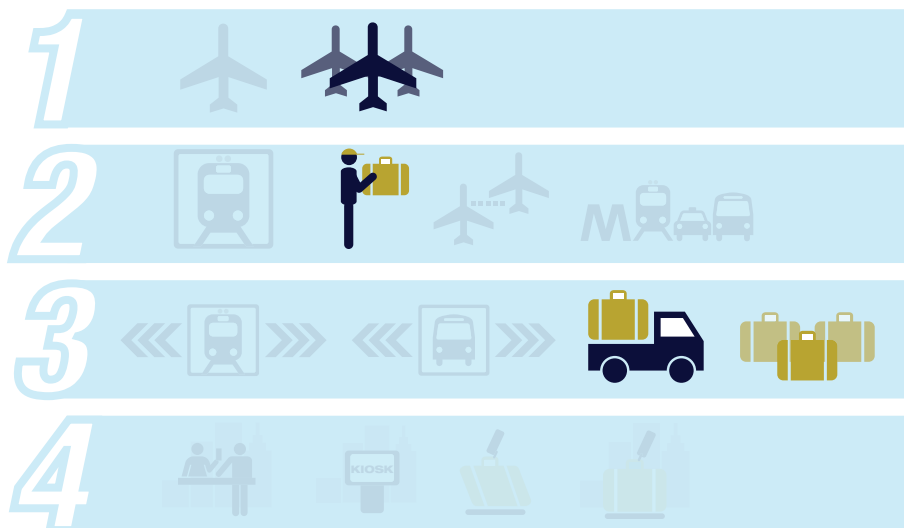
***CITIES SERVED*** Tokyo

***AIRPORT*** Narita International Airport, Kansai International Airport

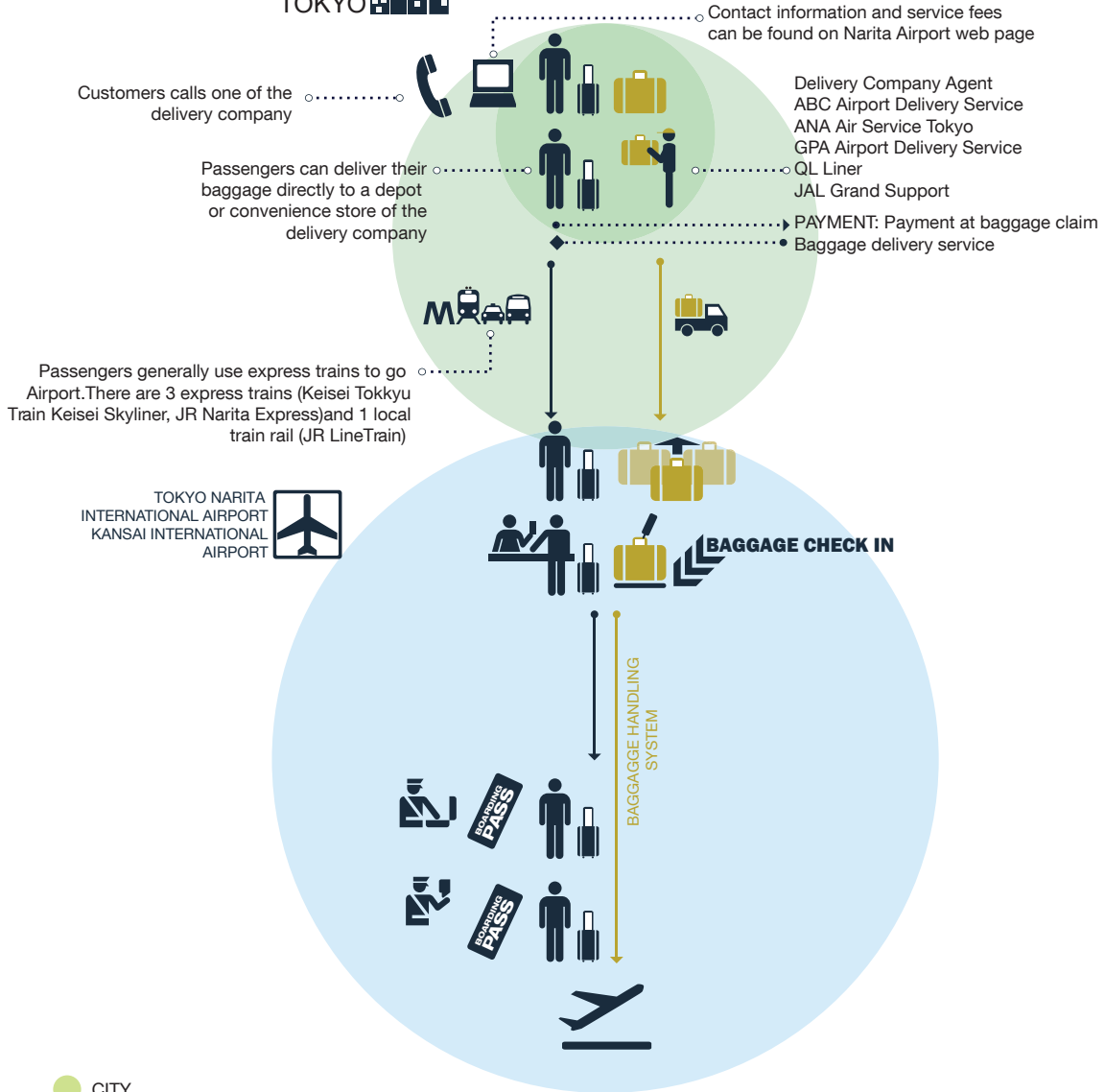
Tokyo Narita international Airport offers one of the widest assortments of rail services available at any airport. 36 percent of the passengers arrive by rail, 23 percent arrive by bus.

**PARTNERS**

GPA Airport Delivery Service, ABC Airport Delivery Service, JAL Airport Delivery Service, QL Liner, ANA Air Service Tokyo.



**JAPAN**  
TOKYO



- CITY
- TRAIN
- AIRPORT
- SEAPORT

- flow of customer
- flow of check baggage
- ◆ flow of service
- payment
- information

**HOW DOES IT WORK**

Tokyo Narita Airports collaborates with private luggage delivery services for airport baggage delivery. The service doesn't have Off Airport Baggage Check.

Passengers can have their baggage collected from their lodging in Japan in advance and delivered at the airport.

Passengers have to telephone call center to make arrangements for a pick up. Passengers who prefer to deliver their baggage directly to a depot or convenience store should contact the relevant delivery company on which Locations accept baggage for delivery to the airport.

In addition, baggage can also be delivered from the airport to the passenger's lodging on arrival.

**PAYMENT SYSTEM**

2,000 yen (approximately 18 Euros) per suitcase (in the Kanto area). Charges may vary depending on size, weight, and area to be delivered.

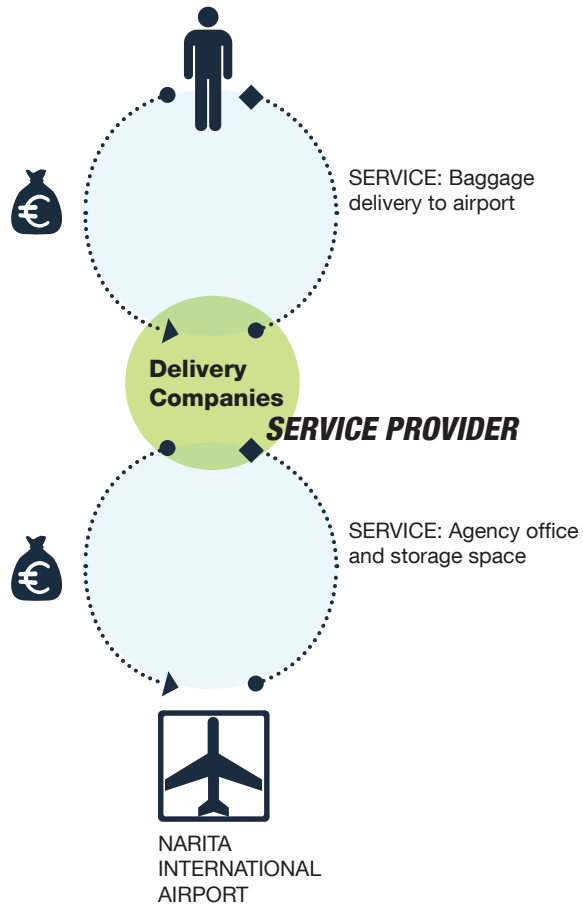
**Prices**

Charges for the luggage delivery service from Narita Airport to Tokyo :

ABC Airport Delivery Service max 20 kg	1700 Yen
ANA Air Service Tokyo max 15 kg	1690 Yen
GPA Airport Delivery Service max 25 kg	2110 yen
QL Liner 20 kg	1700 Yen

Charges for the luggage delivery service from Kansai International Airport to Tokyo

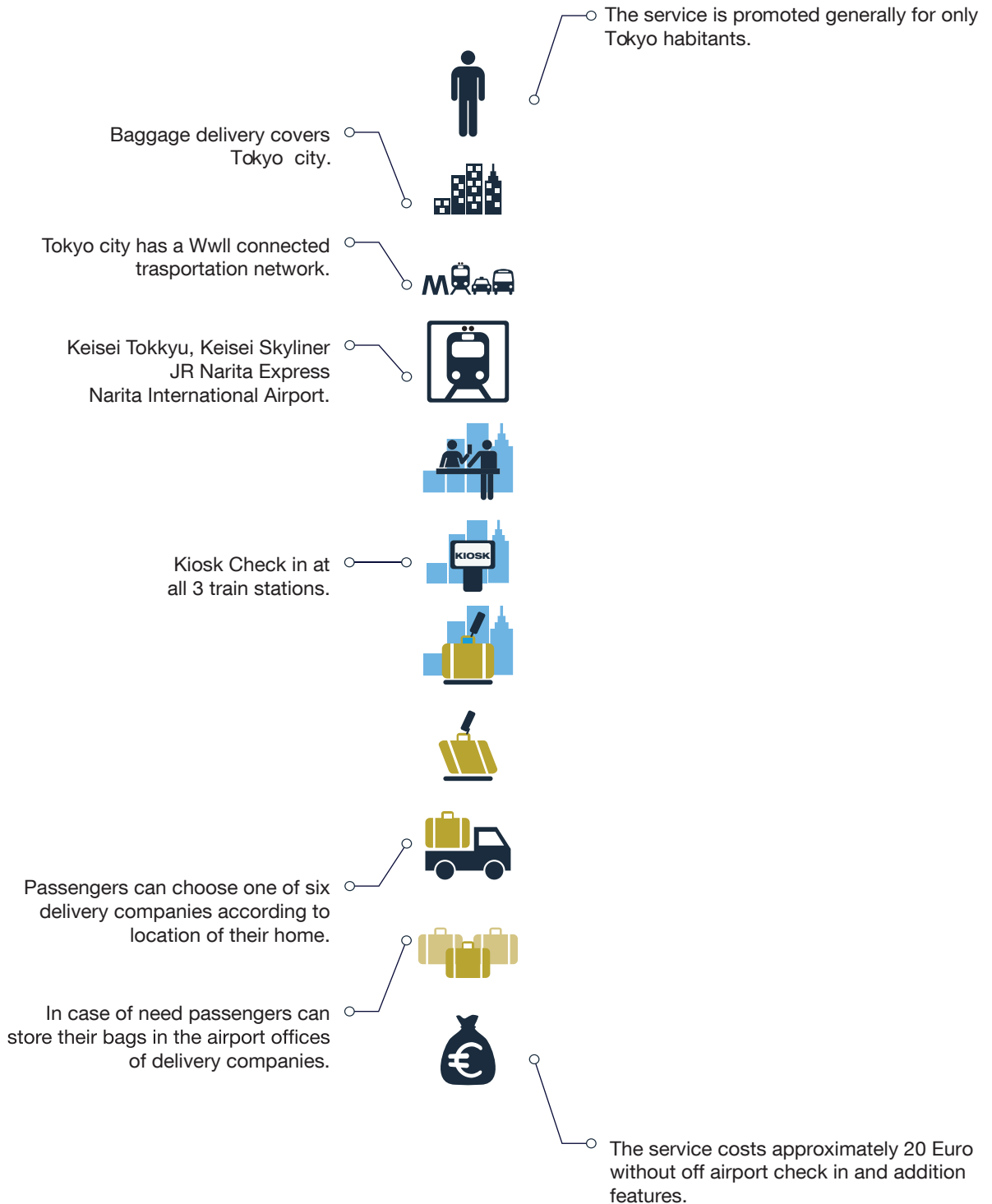
ANA Air Service Tokyo max 15 kg	1990 Yen
JAL Grand Support	1990 Yen



- .....◆ flow of service
- .....▶ payment
- .....○ information

## STRENGTHS

## WEAKNESSES



**Tokyo Narita Airports collaborates with private luggage delivery services for airport baggage delivery**



HAKONE

Sight  
Ba

On arrival  
Hakone-Yu  
Station

Check bag  
at the Hakone  
Service car  
at Hakone-Yu

Baggage checking  
unit 12

Enjoy  
without

Pick your bag  
at your hotel

Checked baggage on  
from 3,500

●Rates

Baggage fee  
Regular size: total of  
100 yen (including 100  
weight 20 kg or less)

Large size: total of  
150 yen (including 100  
weight 30 kg or less)

Baggage

Enjoy your

Airport

STEP  
1 Sim  
res

Received by phone  
wherever you are

150 yen dis

JALABC

Reservations are  
subject to change



**Most of the customers use Narita Express to go city center. However; Delivery companies use their own trucks**



**BAGGAGE FREE!**

**See Carefree, Baggage-free!**

When checking out the next morning

Check baggage at your hotel or inn

Baggage checking accepted until 12:00

解脫行李束縛，旅程更加輕鬆愉快！

離境住宿處轉 轉機托運服務櫃檯

於轉機場本站 轉機托運服務櫃檯 寄放行李

12:00截止受理

離境住宿處轉 轉機托運服務櫃檯

於住宿處 寄放行李

10:00截止受理

貴身輕鬆享受轉機遊覽之樂

行李已送達 轉機托運服務櫃檯

13:00截止受理 (至19:00為止可接機)

行李已送達 轉機托運服務櫃檯

15:00截止受理

●費用

行李尺寸	運送費用/單程/1個
一般尺寸： 邊長約120cm以下・ 重量20kg以內	700日元
大型尺寸： 邊長約150cm以下・ 重量25kg以內	800日元

●요금

行李尺寸	運費/單程/1個
標準尺寸： 邊長約120cm・ 20kg(44lb)以下	7000韓元
大型尺寸： 邊長約150cm・ 25kg(55lb)以下	8000韓元

**Baggage-free, to/from the airport!**

Have ABC carry your baggage for you.

**Baggage Delivery Service**

STEP 1 Pick-up

STEP 2 Pick-up

STEP 3 Delivery

Designate a pick-up time slot (evening same as usual). Pick-up is possible from home, workplace, etc.

Night time slots are available! (Pick-up the day before departure is OK)

**Rates**

**Narita International Airport Delivery Rates**

Destination	Standard	Large	Overnight
Honolulu	8,450yen	8,850yen	8,180yen
Manila	5,250yen	5,650yen	5,080yen
Seoul, Incheon	3,600yen	3,900yen	3,230yen
Seoul, Gimpo	3,600yen	3,900yen	3,230yen
Osaka, Kansai	3,600yen	3,900yen	3,230yen
Singapore	5,250yen	5,650yen	5,080yen
Yokohama	2,800yen	3,100yen	2,430yen
Chongqing	4,200yen	4,500yen	3,830yen
Shanghai	4,200yen	4,500yen	3,830yen
Beijing	4,200yen	4,500yen	3,830yen
Guangzhou	4,200yen	4,500yen	3,830yen
Chengde	4,200yen	4,500yen	3,830yen
Chongqing	4,200yen	4,500yen	3,830yen
Shanghai	4,200yen	4,500yen	3,830yen
Beijing	4,200yen	4,500yen	3,830yen
Guangzhou	4,200yen	4,500yen	3,830yen
Chengde	4,200yen	4,500yen	3,830yen

**Kansai International Airport Delivery Rates**

Destination	Standard	Large	Overnight
Honolulu	8,450yen	8,850yen	8,180yen
Manila	5,250yen	5,650yen	5,080yen
Seoul, Incheon	4,600yen	4,900yen	4,230yen
Seoul, Gimpo	4,600yen	4,900yen	4,230yen
Osaka, Kansai	4,600yen	4,900yen	4,230yen
Singapore	5,250yen	5,650yen	5,080yen
Yokohama	3,200yen	3,500yen	2,830yen
Chongqing	4,600yen	4,900yen	4,230yen
Shanghai	4,600yen	4,900yen	4,230yen
Beijing	4,600yen	4,900yen	4,230yen
Guangzhou	4,600yen	4,900yen	4,230yen
Chengde	4,600yen	4,900yen	4,230yen



**These private delivery companies have different services for different passenger types**



# ***ITALY***

***CITIES SERVED*** Milano

***AIRPORT*** Malpensa Airport, Linate Airport

Sistema Milano is an association which operates several airport services to promote tourism in Lombardy.

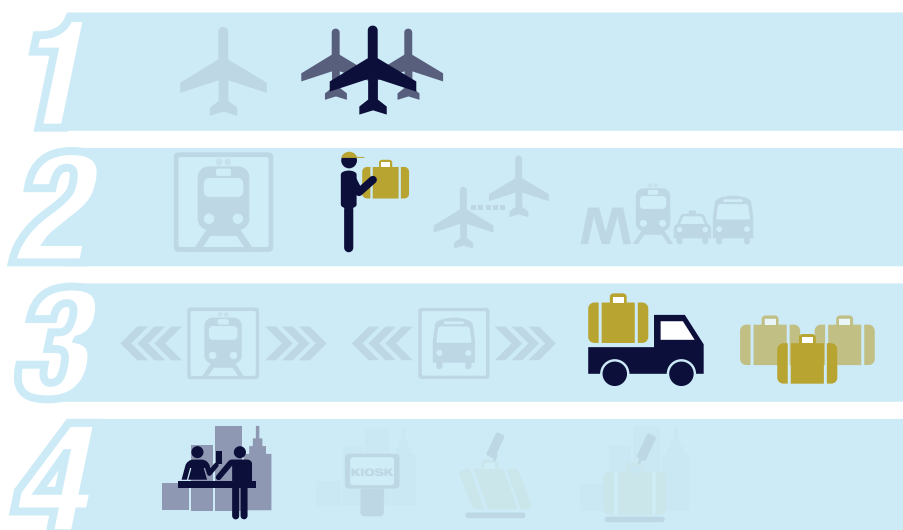
With collaboration of SEA (The operator Company of Milano Airports), Sistema Milano provides value added and enhanced travel experiences to the visitors at hotels, fairs, and airports. The company is also sector leader in domestic and international transportation and logistics.

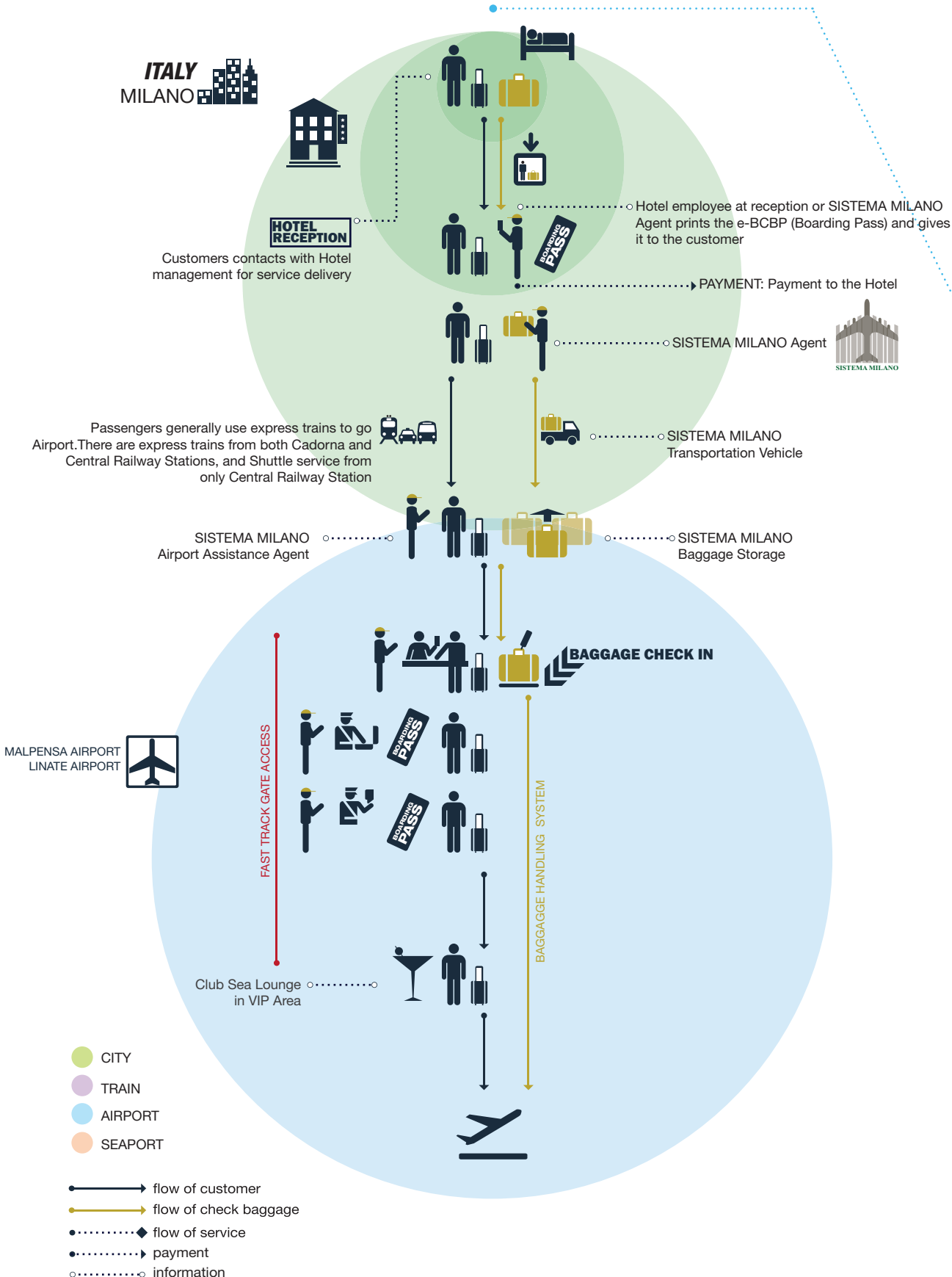
Sistema Milano also provides reservation and transportation services for hotels, restaurants, cultural and gastronomic tours through its official web site, with collaboration of Unione Confcommercio

#### **PARTNERS**

SEA (The Operator company of Milano Airports)

Unione Confcommerci (The Association represents businesses operating in the fields of commerce, tourism, services and professions in the Milan area and province)







### **Sistema Milano**

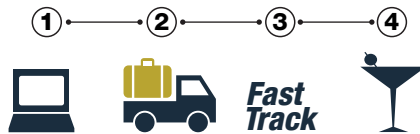
Passenger can ask hotel reception for the possible service and choose the most suitable option according to his interest.

There are 3 options.



#### **1 // Web Check in + Baggage Transfer**

The Sistema Milano Agent takes the baggage from the hotel and delivers it to the Malpensa or Linate Airport. Passenger collects his baggage from Sistema Milano office at airport to proceed bag drop.



#### **2 // Web Check in + Fast Track-Lounge**

The Sistema Milano Agent takes the baggage from the hotel and delivers it to the Malpensa or Linate Airport.

Passenger collects his baggage from Sistema Milano office at airport to proceed bag drop and security points through Fast Track gate access. Instead of waiting at boarding gate, he can rest at Club SEA Lounge in VIP AREA.



#### **3 // Web Check in + Airport Assistance**

The Sistema Milano Agent takes the baggage from the hotel and delivers it to the Malpensa or Linate Airport.

When the Passenger arrives at Sistema Milano office at the airport, the company provides an airport consultant at his disposal.

The passenger is provided additional facilities like Fast Track gate Access through check in desk and security points and exclusive access to Club SEA Lounge in VIP Area.



FIERA MILANO

FIERA MILANO CHECK IN

BOARDING PASS

BAGGAGE CHECK IN

BAGGAGE HANDLING SYSTEM

MALPENSA AIRPORT  
LINATE AIRPORT



FAST TRACK GATE ACCESS

Club Sea Lounge  
in VIP Area

SISTEMA MILANO Agent prints the e-BCBP (Boarding Pass) and gives it to the customer

SISTEMA MILANO Agent



PAYMENT: Payment at baggage claim

Passengers generally use Taxi to arrive Airports from Fiera Milano

SISTEMA MILANO Transportation Vehicle

SISTEMA MILANO Airport Assistance Agent

SISTEMA MILANO Baggage Storage

- CITY
- TRAIN
- AIRPORT
- SEAPORT

- flow of customer
- flow of check baggage
- ◆ flow of service
- ▶ payment
- information



### **Fiera Milano check in**

Fiera Milano provides service to all the visitors and exhibitors allowing to check-in directly from Fiera Milano for all the flights from both the Milan Airports (Malpensa and Linate).

The service, provided in conjunction with Sistema Milano, will provide additional facilities like the Fast Track gate access and the exclusive access to Club SEA Lounge in VIP AREA. Furthermore travellers could leave their luggages directly at Fiera Milano Check-In Point and collect them in the Airport at the Sistema Milano office.

①



#### **1 // Web Check in**

Passenger have the check in for his flight in to the Fiera Milano permises.

①



②



#### **3 // Web Check in + baggage Transfer**

Passenger leaves his baggage at Check in Point in Fiera Milano and reconcile with it at the Sistema Milano office in the airport.

①



②



③

**Fast Track**

④



#### **2 // Fast Track Lounge**

Passenger have the check in for his flight in to the Fiera Milano permises. At the airport he proceeds bag drop and security points through Fast Track gate access. Instead of waiting at boarding gate, he can rest at Club SEA Lounge in VIP AREA.

①



②



③



④

**Fast Track**

⑤

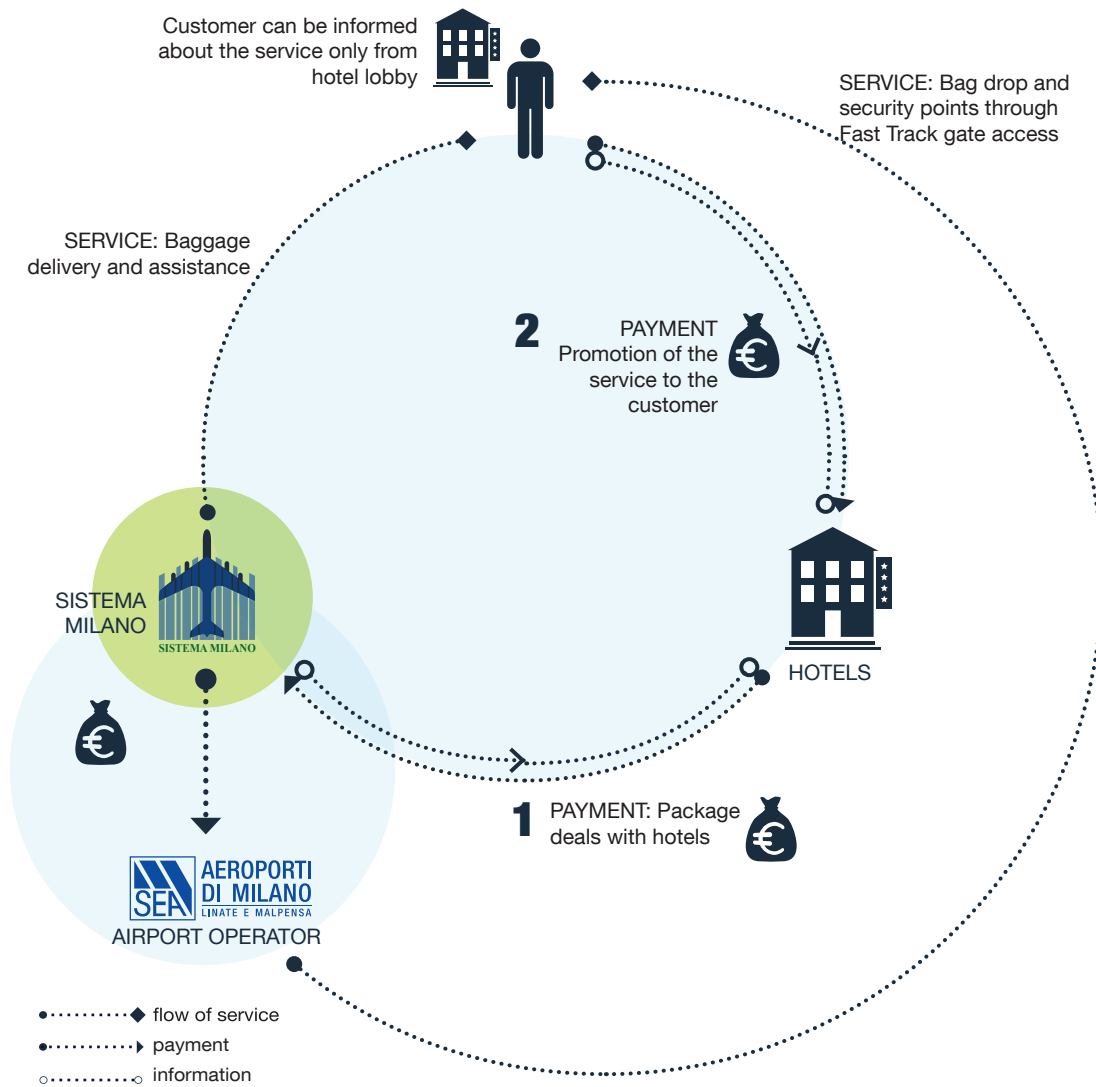


#### **4 // Web Check in + Airport Assistance**

Passenger leaves his baggage at Check in Point in Fiera Milano and reconcile with it at the Sistema Milano office in the airport.

When the Passenger arrives at Sistema Milano office at the airport, the company provides an airport consultant at his disposal.

The passenger is provided additional facilities like Fast Track gate Access through check in desk and security points and exclusive access to Club SEA Lounge in VIP Area.





**STRENGTHS**

**WEAKNESSES**

Business class airport experience for all types of passengers (LCC, Economy Class).



The service covers all hotels in Milano.



No marketing for the Milano habitants, Maximum 6-7 customer per day which are only from the hotels.

High level of transportation connectivity.



The service does not benefit from Express Train services.

Off Airport Check in is possible at all hotels in Milano.



NO Kiosk Check in.



NO off Airport Baggage Check in because of the legislation.



Passengers use FastTrack gate access.



Very old Baggage Handling System in Malpensa Airport.

SISTEMA MILANO can receive baggage from any location in Milano.



Passengers can store their bags at baggage storage office in Malpensa and Linate airport.

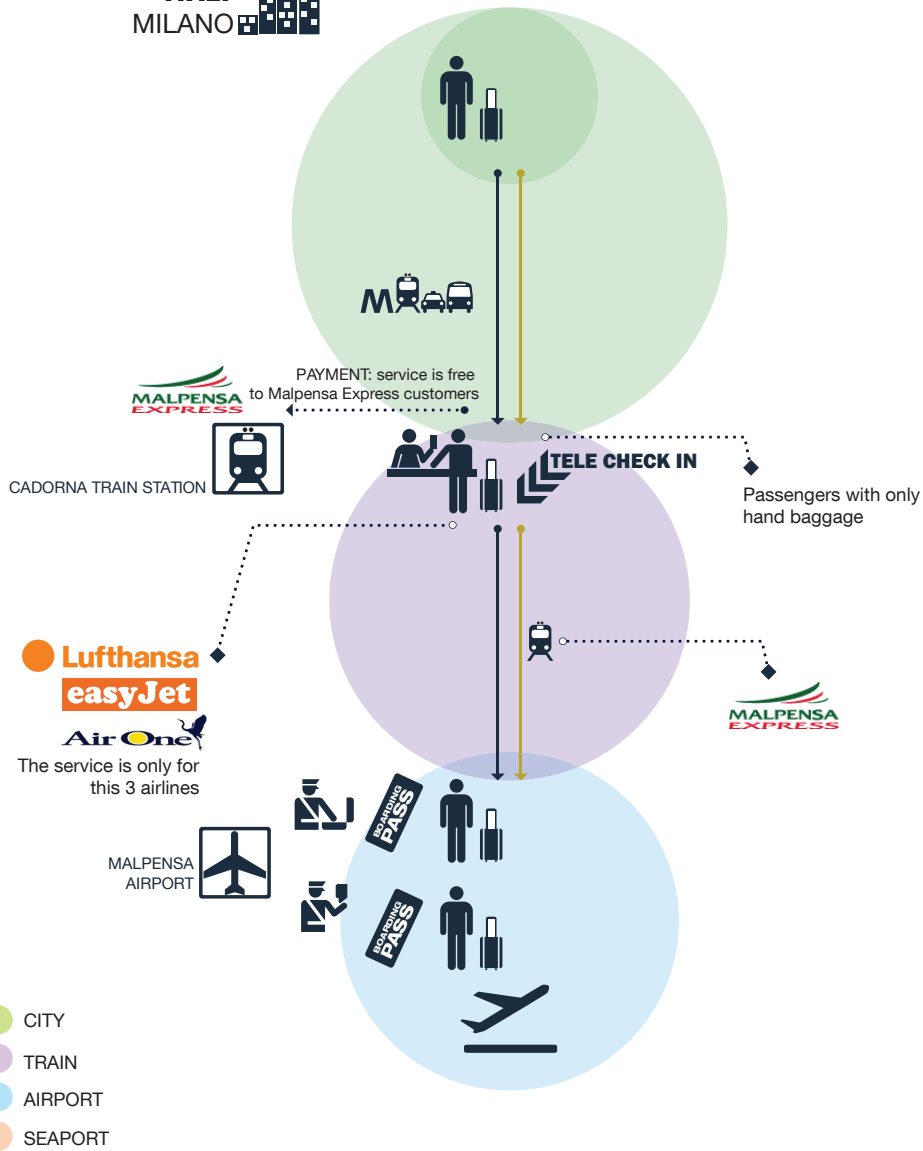


Lower prices for bigger groups and special events.

Payment through Hotels

Relatively high prices with respect to similar services in the world.

**ITALY**  
MILANO



According to Italian Civil Aviation Authority **Ente Nazionale per l'Aviazione Civile (ENAC)**

“Baggage destination tags will only be placed on check baggage at the point of acceptance and only by a direct airline employee or an authorized airline representative.”

#### **Malpensa Express Tele Check in**

Passenger with only hand baggage can check in at Malpensa Express office at Cadorna Train station. The service is provided only for Lufthansa Airlines, Easyjet and Airone.

Passenger can directly proceed to security points when they arrive at Malpensa Airport.

#### **Payment System**

Passengers must buy the Malpensa Express ticket to use the Tele check in service.

#### **Price**

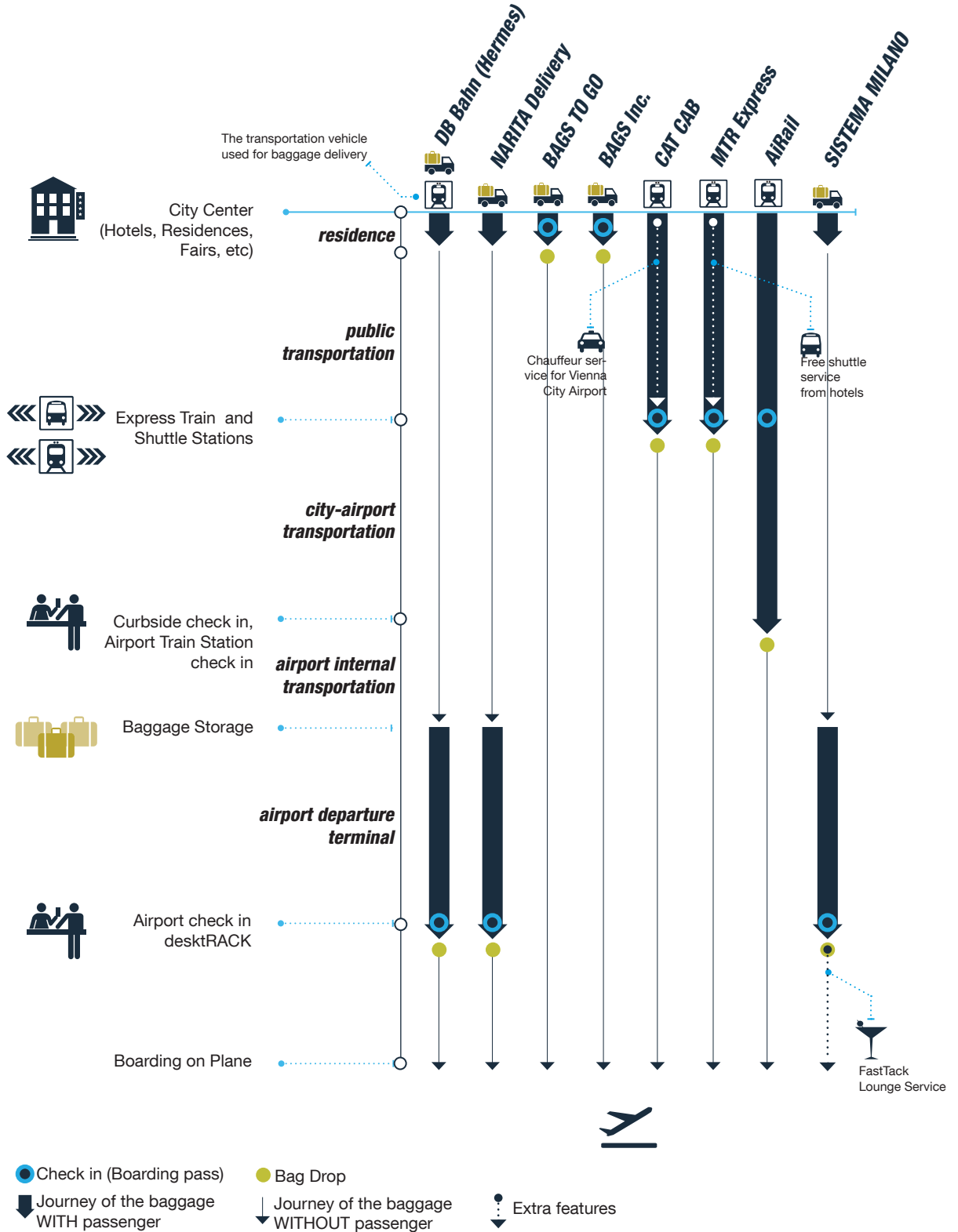
Malpensa Express ticket	11 Euro
-------------------------	---------

#### **Disadvantages**

No Check baggage in city.



# PASSENGER JOURNEY WITH CHECK BAGGAGE AND CHECK IN POINTS COMPARISON



The graphic on the left page shows the comparisons of passenger journey with check baggage between 7 companies which are previously analyzed.

The thick arrows corresponds to time that passenger carries check baggage and the thin arrows shows the baggage-less movement.



## PASSENGER JOURNEY TIME WITH CHECK BAGGAGE COMPARISON



Baggage delivery with truck



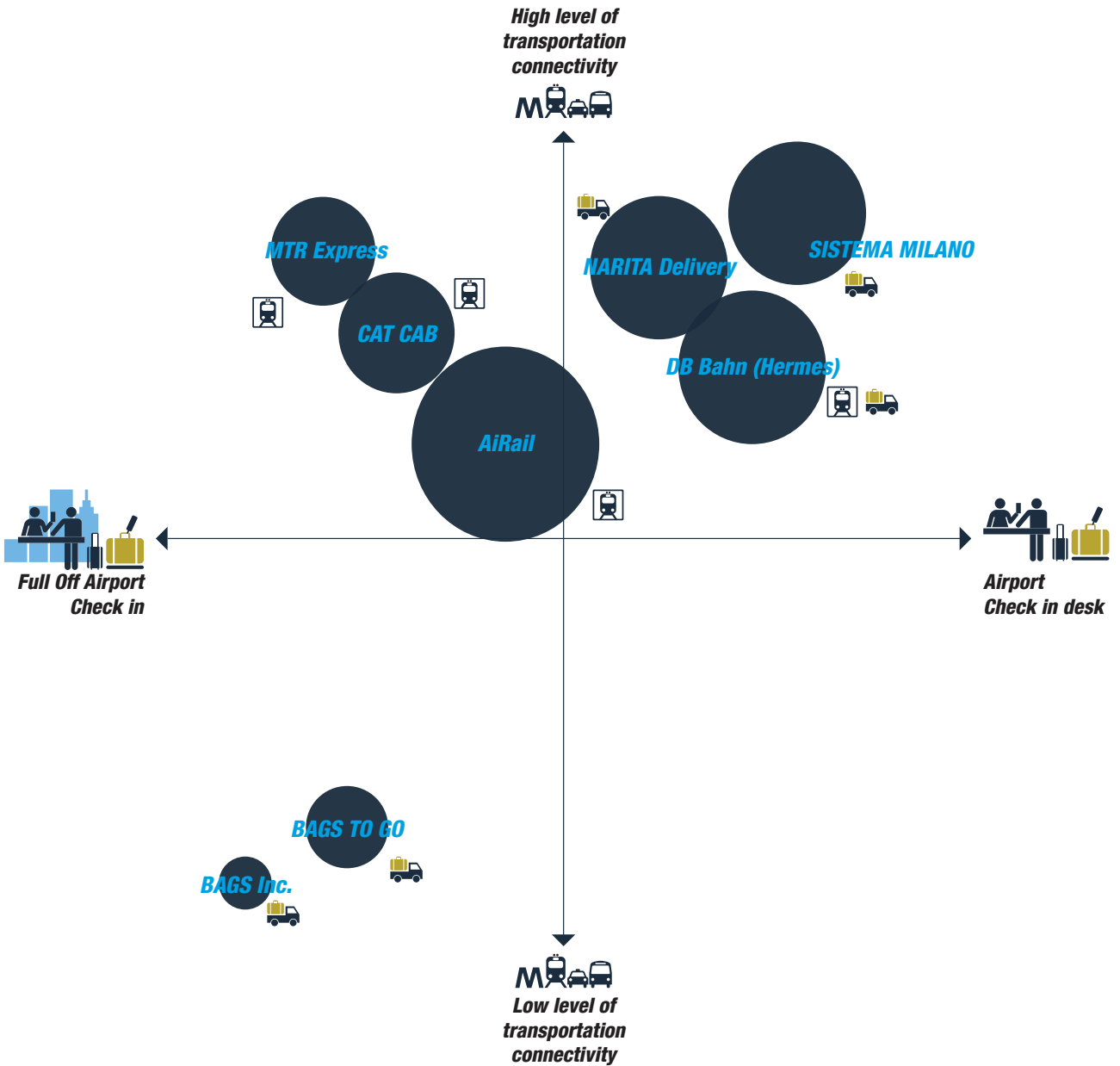
Baggage delivery with train



Size of the circles correspond to total amount of time that passenger carries check baggage



**COMPANY POSITIONING ACCORDING TO OFFERED SERVICE AND CITY TRANSPORTATION NETWORK**



Baggage delivery with truck

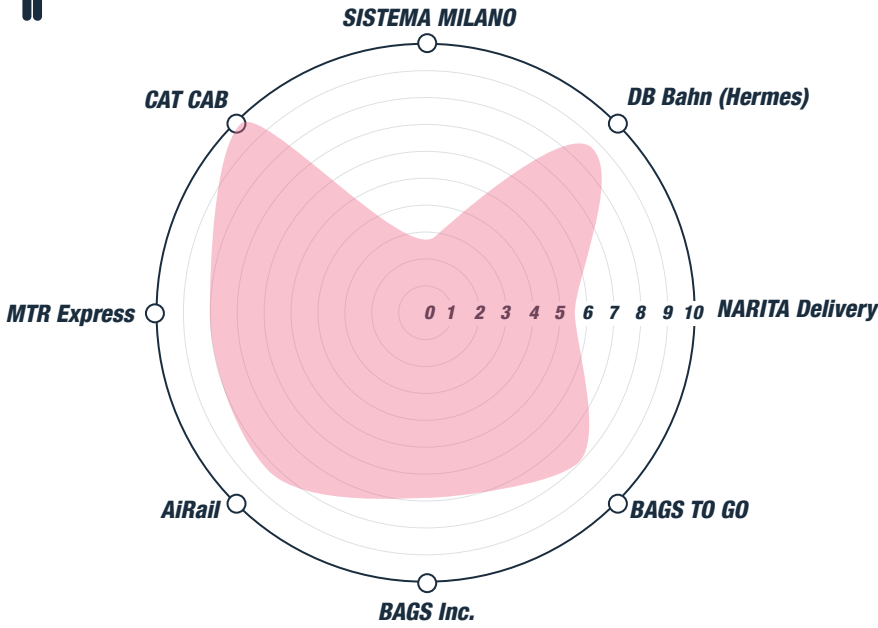


Baggage delivery with train

Size of the circles correspond to total amount of time that passenger carries check baggage



## BRAND COMMUNICATION & PUBLIC VISIBILITY



The level of progress in public communication through different channels.

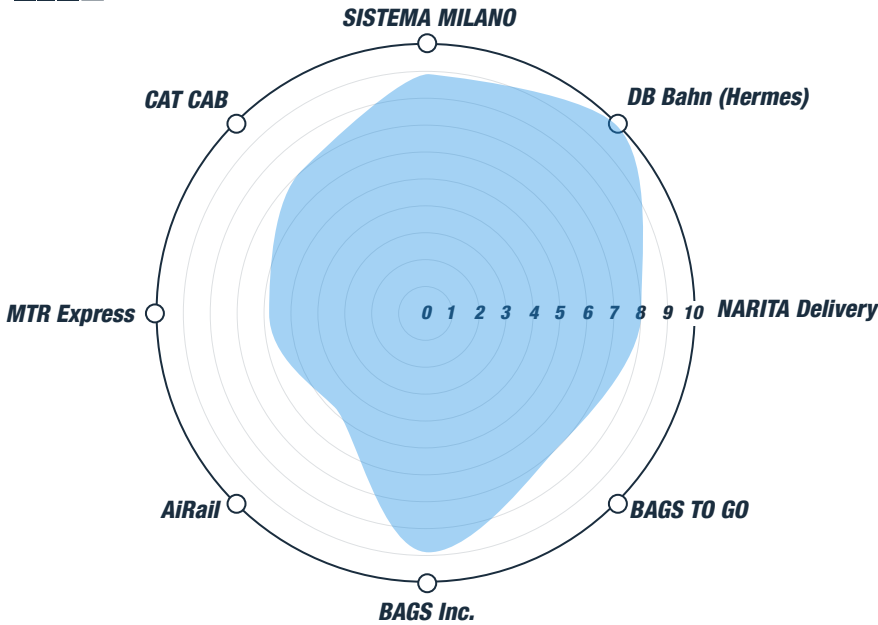
Because of selling their services directly to the costumers, some of the companies in my research, such as **CAT CAB** in Vienna, **MTR Express** in Hong Kong and **BAGS TO GO** in Orlando give great importance to public visibility.

The companies which sell their services through other stakeholders such as hotels, convention centers and railway companies, gives less importance of public communication.

**(SISTEMA MILANO, BAGS Inc., DB Bahn Hermes)**



## COVERED AREA



Depending on service type (luggage delivery, Off airport check in, Express train, limousine service), some of the delivery companies can serve to a broader area.

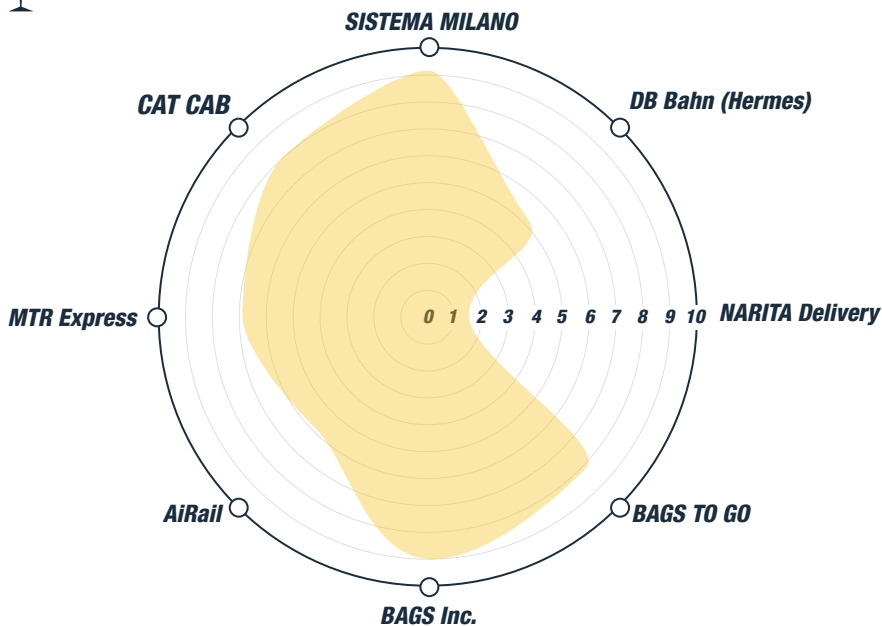
**DB Bahn** (national railway company of Germany) can make baggage delivery to 6 airports from all cities of the country.

**SISTEMA MILANO** can take delivery of baggage from hotels at larger urban zone of Milan city.

**CAT CAB** and **MTR Express** can receive baggage from only specific train stations which are located in city center.



**VARIETY OF SERVICES**

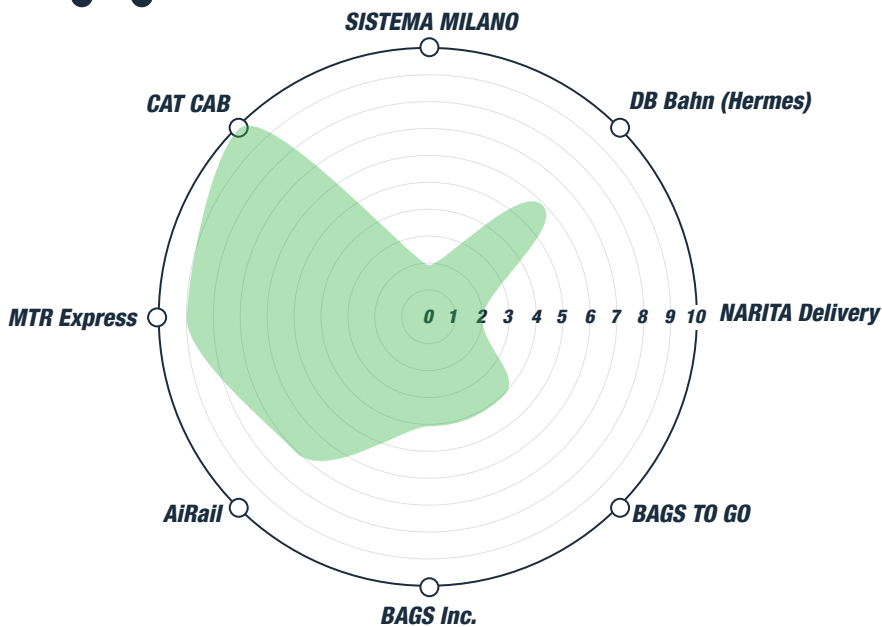


In addition to luggage delivery, **BAGS Inc.**, and **BAGS TO GO** offers a variety of services including curbside Check in, Wheelchair provider and passenger verification.

**CAT CAB** from Vienna provides chauffeur service For Vienna City Airport Train. Also in Hong Kong, **MTR Express** operates free shuttle services from major hotels to train stations.

On the other hand, **SISTEMA MILANO** offers more individualized services such as airport assistance and VIP Lounges.

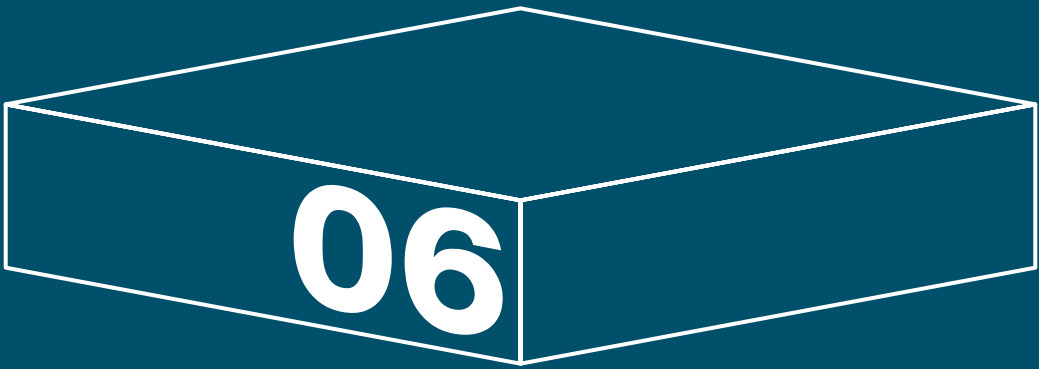
**TRANSPORTATION EFFICIENCY**



In Vienna, **CAT CAB** offers City service with chauffeur service , the service uses electrical cars for chauffeur service.

In Hong Kong, the baggage check in points of **MTR Express** train service are located at metro stations which are well connected to the urban transportation system of Hong Kong.

**NARITA** Delivery companies in Tokyo and **SISTEMA MILANO** in Milan use their own delivery vehicles to transport baggage from city center to Airport. The usage of delivery trucks instead of railway causes high costs in transportation and increase in CO2 emission.



***ABOUT MILANO***





## MILANO

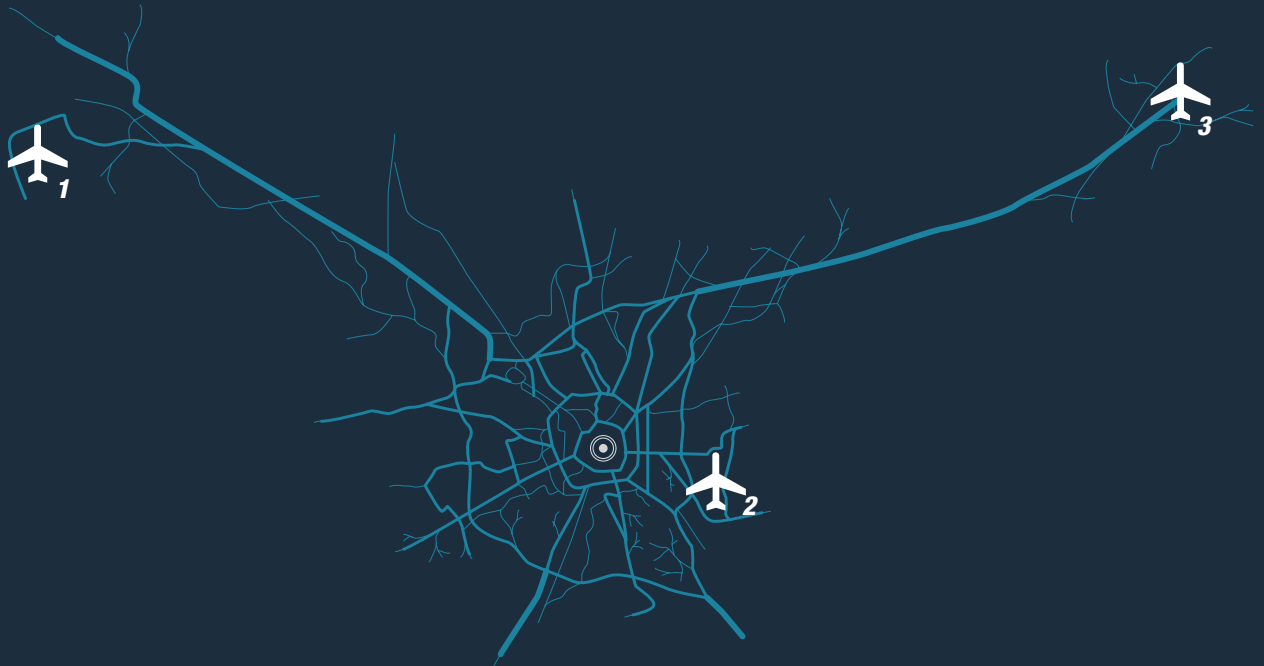


Milan is the second biggest city of Italy and the capital of the region Lombardy and of the province of Milan. It is one of Europe's largest city and one of the world's major financial and business centres. its hinterland is the largest industrial area in Italy.

The main sources of revenues are finance and banking, food production, information technologies, logistics, transportation and tourism.


The city maintains its strong economy by production of textile and garments, automobiles chemicals, industrial tools, heavy machinery, book and music publishing.

Milan hosts one of the worlds largest and most important furniture, design and fashion fairs. The new fair ground of city was opened in 2005. Fiera Milano is the biggest trade fair of Italy, and the second biggest in the world after Hannover. The Fiera milano organizes almost 70 events each year which are visited by 5 million people in total.



**1** MILANO  
MALPENSA  
AIRPORT


**18.947.808**   
Number of passengers  
served in 2010





  
**Regular, Charter**  
**TERMINAL 1**  
**Low Cost Carriers**  
**TERMINAL 2**

 **39.97km**   
 **50min**  
 **30min**  
 **60min**

**2** Linate  
"ENRICO FORLANINI"  
AIRPORT

**8.296.450**   
Number of passengers  
served in 2010

  
**Domestic, short**  
**Haul int. Flights**  
**TERMINAL**

 **7.8km**   
 **25min**  
 **35min**

**3** BERGAMO  
ORIO AL SERIO  
AIRPORT

**7.677.224**   
Number of passengers  
served in 2010

  
**Low Cost Carriers**  
**TERMINAL**

 **45km**   
 **60min**

**Milano Airport System** consists of three international airports. Malpensa, Linate and Bergamo Orio Al Serio Airports. Each of these airports have different characteristics and structures depending on the location with respect to city, transportation

**Malpensa** is the biggest airport of Milan, and the busiest in Italy in terms of international traffic. First terminal is used for all types of flights with a majority of regular airlines. The second terminal is the hub terminal of Easyjet and it is totally dedicated to English Low Cost Carrier.

**Linate** airport is the second major airport of Milan. The biggest advantage of the airport is its closeness to the city center. The airport is generally used for domestic flights.

The third of the system is **Orio al Serio** Airport in the Bergamo city. Low Cost Carriers uses this airport because of its low landing fees.





**21<sup>st</sup>**   
 busiest airport in Europe  
 in terms of passenger

**1<sup>st</sup>**   
 busiest airport in Italy in  
 terms of international  
 traffic

**15** MILLION   
 The population of in-  
 habitants that Malpensa  
 airport serves


**18.947.808**   
 Number of passengers  
 in 2010

**Regular, Charter**   
 TERMINAL 1  
**Low Cost Carriers**  
 TERMINAL 2

**116**   
 The total number of air-  
 lines that use Melpensa

**22** MINUTE   
 Minimum queuing  
 time at check-in

**11** MINUTE   
 Minimum queuing time  
 at passport control

**27-37** MINUTE   
 Reclaim time for first  
 and last piece of baggage

**Malpensa** is the dominant airport not only in Milan, but also in Lombardy. Malpensa was the 21st busiest airport in Europe in terms of passengers. As of early 2008, Malpensa remains the top Italian airport in terms of international traffic, together with Rome Leonardo da Vinci Airport in terms of total passengers.

**Hub**

Malpensa Airport is hub for 6 airline companies such as Airone, Cargolitalia, Air Italy, Neos, Blue Panorama and Lufthansa Italia.

**Lufthansa at Malpensa Airport**

In 2008 Lufthansa announced plans to create its first Hub outside Germany, and its fourth European hub. In October 2008 Lufthansa set up its Italian division, Lufthansa Italia. SEA (the company which controls Milan's airports) and Lufthansa have a memorandum of understanding for future development and improvement of current facilities.

In July 2009 Lufthansa announced that it had requested 10 additional daily slots at Malpensa.[5] As of July 2010, "Lufthansa Italia" serves fifteen destinations from Milan.

**Easyjet Case**

EasyJet has a dedicated Terminal (T2) and Malpensa is that company's biggest base outside the UK.

**Airline Hub**

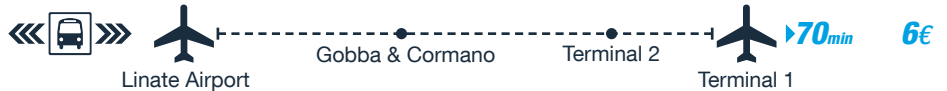
An airline hub is an airport that an airline uses as a transfer point to get passengers to their intended destination.



## TRANSPORTATION // MALPENSA // FIXED ROUTE BUS SERVICES

### SCHEDULED EXPRESS BUS // AUTOSTRADALE, AIRPULLMAN

#### Malpensa Shuttle-Linate



#### Malpensa Shuttle-Milano



**39.97km**



**Scheduled Express Bus**

A wide variety of bus services are operated from Malpensa Airport by two private companies, Autostradale and Airpullman. These shuttles utilizes common shared bus stop locations (Milan fair, Central Railway Station) in the center.

Also it is the only direct fixed route service between two Malpensa and Linate Airports.

The price of the service varies between 5 to 8 Euros depending on the departure time and number of the passengers.

**Integration with urban transportation system**

The final destination of shuttles are Central Railway Station which is served by 2 metropolitan lines( Linea 2, 3)

**Advantages**

- Low price respect to Malpensa Express Train
- Service frequency (every 15 minutes)
- Location of last stop in city is highly integrated with regional and interurban transportation system (Central Railway Station).
- Direct connection to Malpensa Airport Terminal 2
- Transfer to Linate Airport

**Disadvantages**

- The service is slow during peak periods of traffic.
- Uncomfortable couches
- Uncomfortable passage between meto trains and bus stop



MILANO MALPENSA AIRPORT //  
MALPENSA EXPRESS

**TRANSPORTATION // MALPENSA // FIXED ROUTE RAIL SERVICES**

**RAILWAY**

Local Train



Via Gallarate State Rail

Central Railway Station  
Garibaldi Station



▶ 90min 1.5€

Terminal 1

**HIGH SPEED DEDICATED TRAIN // LENORD**

Malpensa Express



Cadorna Railway Station  
Central Railway Station



▶ 29min 11€

Terminal 1

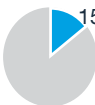
Since 1998, some Malpensa expresses are providing non stop services between Malpensa and Cadorna




39.97km




**9.482.982**   
The total number of Malpensa Express seats available in 2006

**1.482.982**   15.6  
The total number of Malpensa Express passengers in 2006

**22.658**   
The total number of journey of Malpensa Express in 2006

**412**   
The seating capacity of the trains

**72.6km**   
The average speed of Malpensa Express Trains

**57**   
The current number of journey of Malpensa Express per day



### **Malpensa Express**

The Malpensa Airport is a high speed dedicated rail service linking two central destination areas of Milan with the main airport of the city, Malpensa International Airport.

The Malpensa Express service opened in 1999 and until 2010 it was only serving between Malpensa Airport and Cadorna Station. In September 2010, new Trenitalia services to Central Railway Station (Stazione Centrale) introduced, along with connecting lines from other cities in Milan.

The Malpensa Express operates every 30 minutes on a 29 minute journey from the Cadorna Railway Station to Malpensa Terminal 1. The existing rail station located on the west side of the terminal under the Sheraton Hotel and provides direct escalator access to the floor -1 where passengers can find elevators for arrival and departure floors.

### **Integration with urban transportation system**

Both Cadorna and Central Railway Stations are integrated with regional transportations system. Both stations are served by two metropolitan rail lines.

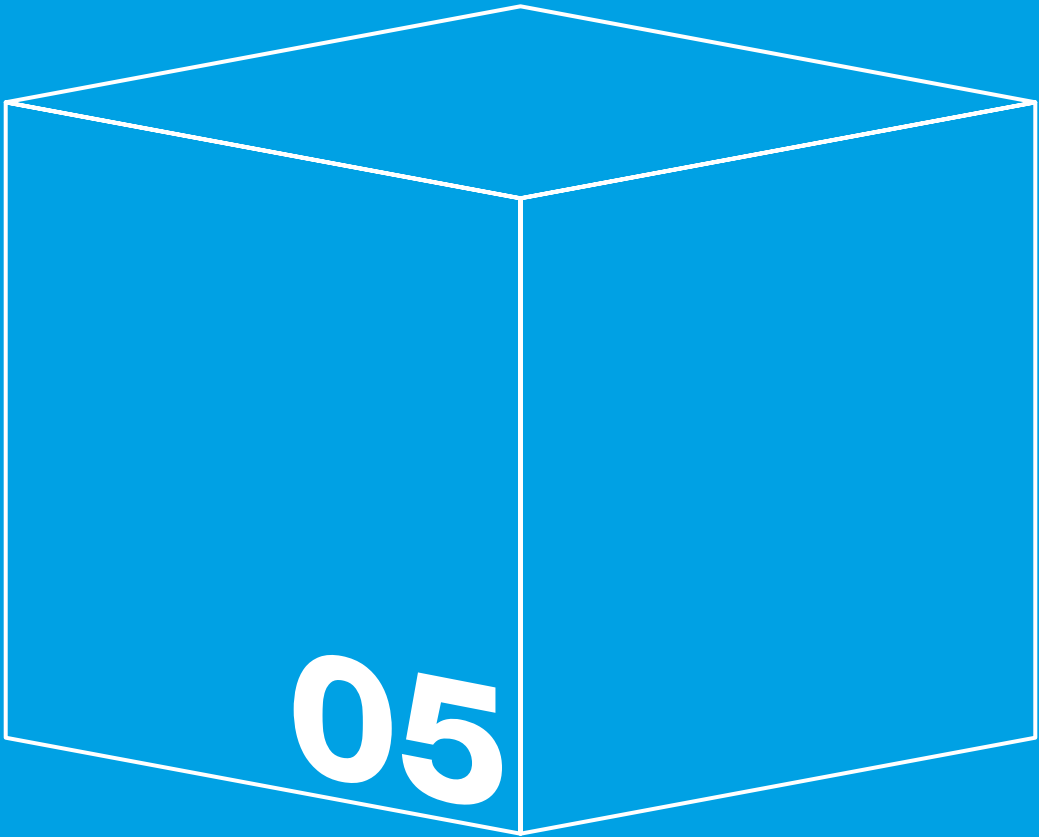
In addition to the Malpensa Express, there are other direct high-speed rail services connecting Malpensa Airport with Florence, Bologna, Rome and Naples.

### **Advantages**

- The trains are designed for people with baggage.
- The rail system provides service every 30 minutes
- The service is faster than taxis and buses to many downtown locations
- The stations at the city are both served by two metropolitan rail lines, Cadorna Station // Linea 1, 2 Central Railway Station // Linea 2, 3
- Lowered entry platform

### **Disadvantages**

- Currently, all rail users must access the Terminal 2 by entering Terminal 1 and taking free (for Malpensa Express passengers) shuttle.



***PROJECT***



*e forte e popolata, e  
di ogni sorti d'arti  
sia sulta, o praticata, o  
operare e pero qui si lalla  
che di essa piu.*



Milano is the business capital of Italy and one of the world's most popular meeting point for many sectors. The city held nearly 150 events with more than 6 million visitor per year. And the city will host Expo in 2015.

However; contrary to dynamic structure of the city, the main airport is old and can not meet the needs of travelers. Only some of the airplanes can get access to tubes, passengers are generally transported to the baggage claiming area by airport buses, Moreover old infrastructure of the baggage handling system increase the amount of loss time, dramatically. In addition to all, When we count the amount of time which is lost in the traffic, passengers loose almost an whole day.

Business travelers are often frustrated by the actual and perceived waste of time and are anxious about missing their meeting.

The biggest advantage of the airport is the Malpensa Express trains which connect Malpensa Airport to the city in 30 minutes. I put this quality of the airport at the center of practice. Express railway helped me to increase transportation efficiency both in time and energy aspects.

In my thesis I tried to create a new kind of connection between the city and frequent Milano traveler. The service is specifically designed for Milano business travelers, which seek speed, comfort, connection.



BagExpress is a premium class baggage delivery and assistance service for frequent milano visitors and residents which facilitate baggage carrying processes to maximise travelers efficiency. The service use already existing infrastructure and combine main stakeholders (Delivery Company-Sistema Milano, Malpensa Express Train-LeNord, City Fairs and Hotels) which currently provide their services independently.

#### ***Vision***

- Create ideal conditions for business travelers. Their checked bags would be picked up at their home and delivered to their final destination.
- Business travelers seeks quality at reasonable prices.

#### ***PSS***

- Decrease the total transportation costs and air pollution.
- Create a community through baggage, and business sectors.
- Several services from single contact point.

#### ***AIM***

- To reduce amount of time in waiting lines, city traffic.
- To increase “Passenger Level of service”
- Create additional revenues for all stakeholders by dividing the service.
- To encourage milano visitors to use public transportation and express trains.
- Be inexpensive and reliable



**What?**

In my researches, I have found out that each service provider uses its cities specific characteristics to maximise passenger satisfaction and profit. In this project I concentrated to the needs of Milano business travelers and to their baggage and transportation problems.

BagExpress offers Milano business travelers (both residents and visitors) an unconventional way of baggage travel. The service focuses on business people, which visits milano frequently.

Just from the first visit BagExpress encourages its customers to use public transportation. The service assists the passenger to minimise his time loss in traffic and waiting lines. customers

Moreover, online platform of the BagExpress Service, uses bags as a linkage between different passengers which visit Milano for the same basic reason "Business".



**Where?**

The specific criteria necessary is dependant on the specific elements of a particular off-site check-in location. In general, the location should be very convenient to the target customers.

BagExpress uses focuses on 3 different locations in Milano, Malpensa Airport, FieraMilano City, Fiera (Rho) and hotels.

**Malpensa Airport**

Similar to other cities which are discussed in previous chapter, main airport of Milano is outside of the city metropolitan area. There are 2 different ways connection, railway and highway. If a traveler goes to city center by a taxi the costs of transportation increase dramatically. Also if a Milano resident goes to the airport by his private car, he has to pay excessive amounts of parking fees.

**Fiera**

The city has two trade fairs. The major fair is located 25 kilometers outside of city center. The second fair is located northwest of the town. both of these fairs houses almost 40000 exhibitors and 6 million visitors. The most famous events are Salone del Mobile, EICMA, BI-MU and International Tourism Exchange. Milano is also regarded as one of the fashion capitals of the world, along with New York City, London and Paris.

**Hotels**

The service provider of BagExpress, SistemaMilano S.r.l has stands-desks in 30 hotels and deliver baggage up to 500 hotels in Milano.



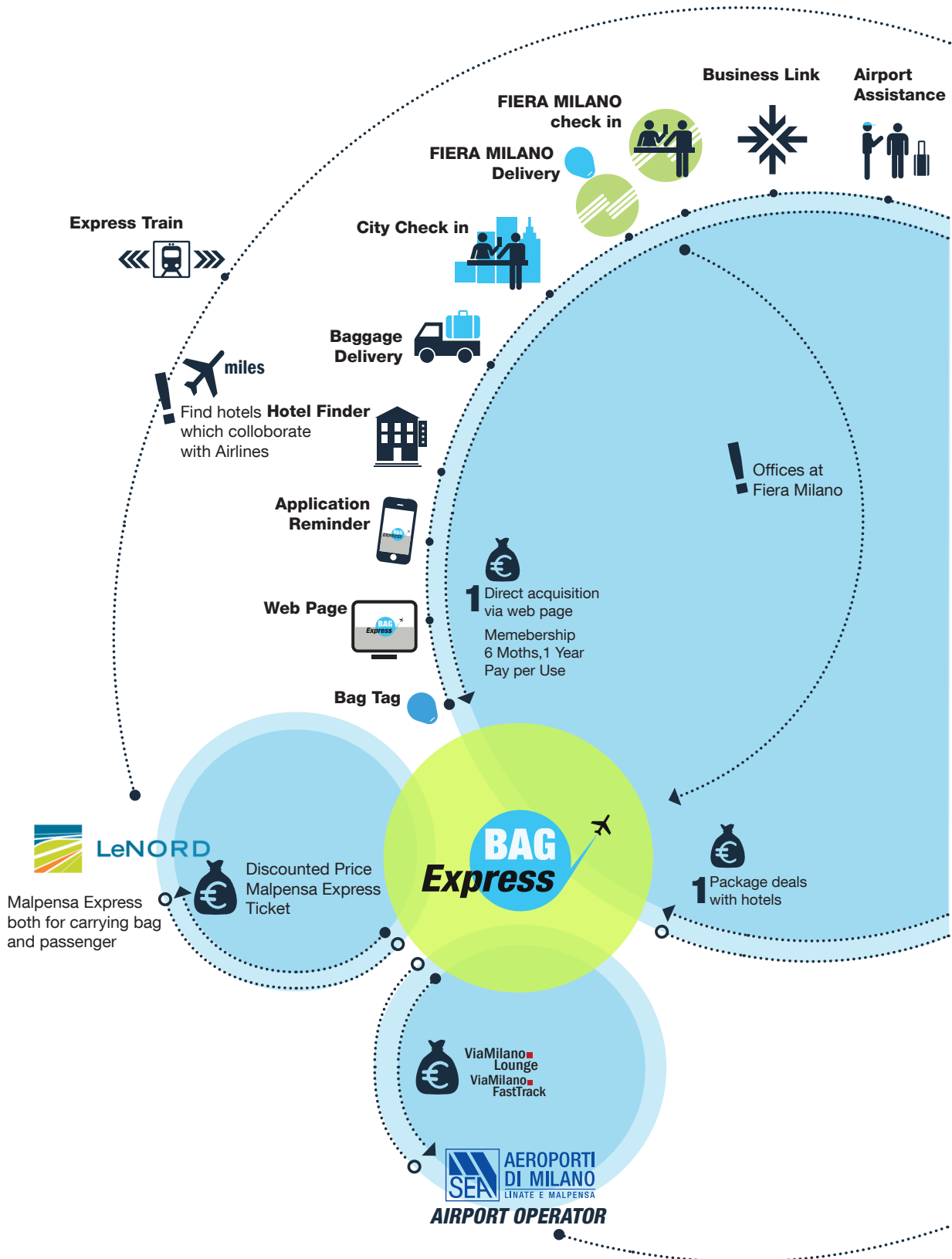


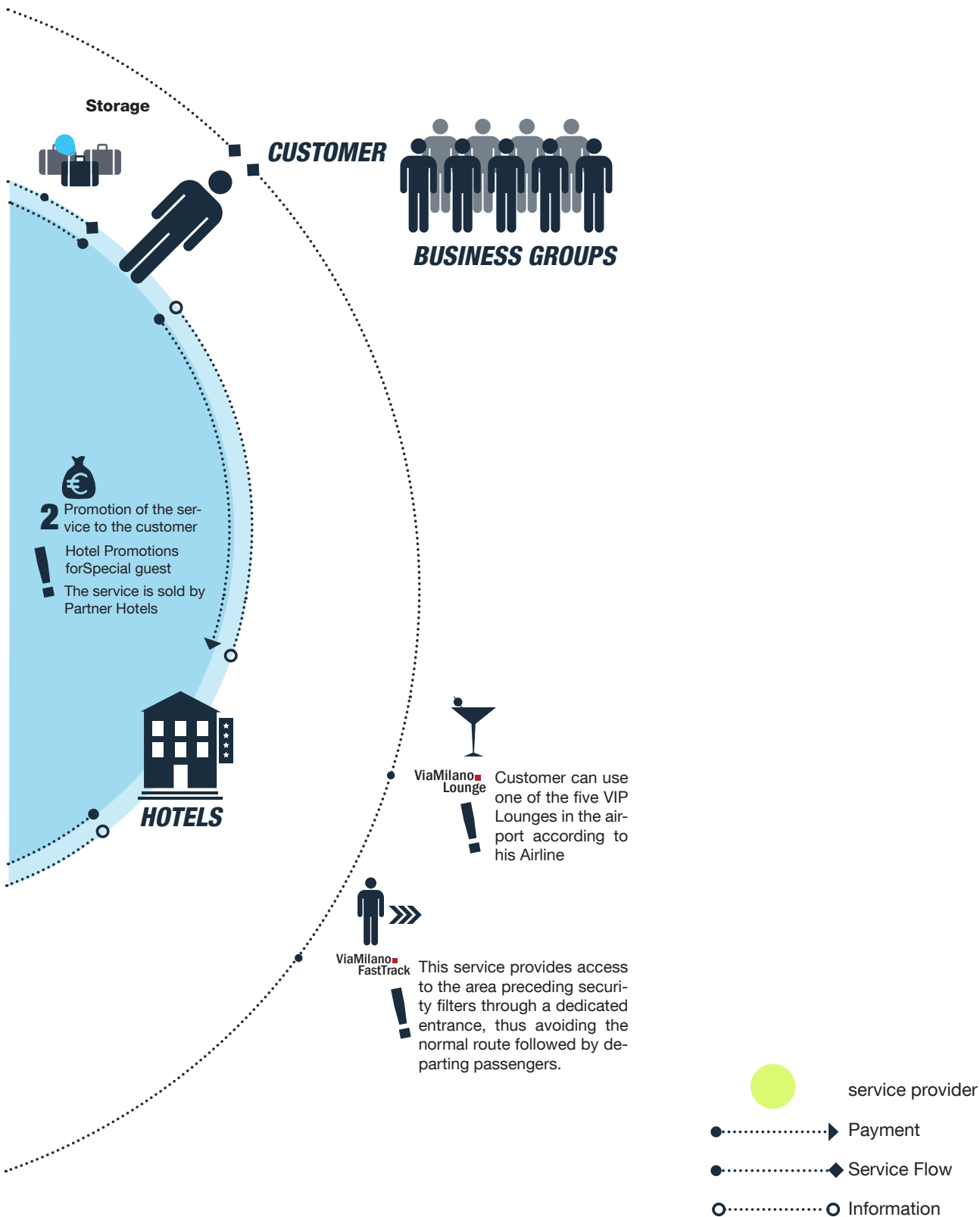
**Why?*****Comfort and Business***

Milano is one of the world's major financial and business centres. and its hinterland is the largest industrial area in Italy.

BagExpress Service is designed for Milano business travelers (both residents and visitors). The main target group is business traveler which comes to Milano alone or with a small group.

- Business people from various sectors visits Milano. Some of them are coming for trade fairs, meetings and industrial area visits.
- The customers main focus is their business and they usually do not stay more than 3 days.
- They are comfort seekers but they do not want to pay too much money on Business or First Class flights.
- They are active and they can easily adapt to different situations.
- Their most valuable asset is time and organize their trip in advance.
- They are willing to pay reasonable prices. They avoid flying with business class because of it is high price and, they are willing to use public transportation, instead of driving or using a taxi.





**SERVICE NAME**



**SERVICE OPERATOR**



**3rd PARTY OPERATORS**



**PARTNERS // SOURCE OF FUNDS**



## MAIN ACTORS

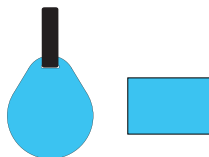


## OTHER ACTORS

**Network**



**Plastic Bag Tags Id Cards**



**Shipment Bag Tags**



There are many parties to bring together on off-airport program. Airport, airline, security, location and service operators must all be taken into consideration when developing such a program.

There are generally several agreements by and between the various parties. On this page you can find main actors, 3rd party operators and source of funds.

### **Cost Sharing**

#### **Operation and Maintenance costs**

- Baggage collecting point (staff, airline computer network, space)
- Baggage Handling Transportation
- Baggage Storage area and handling systems
- Insurance-Staff Screening, liability, responsibility for lost baggage



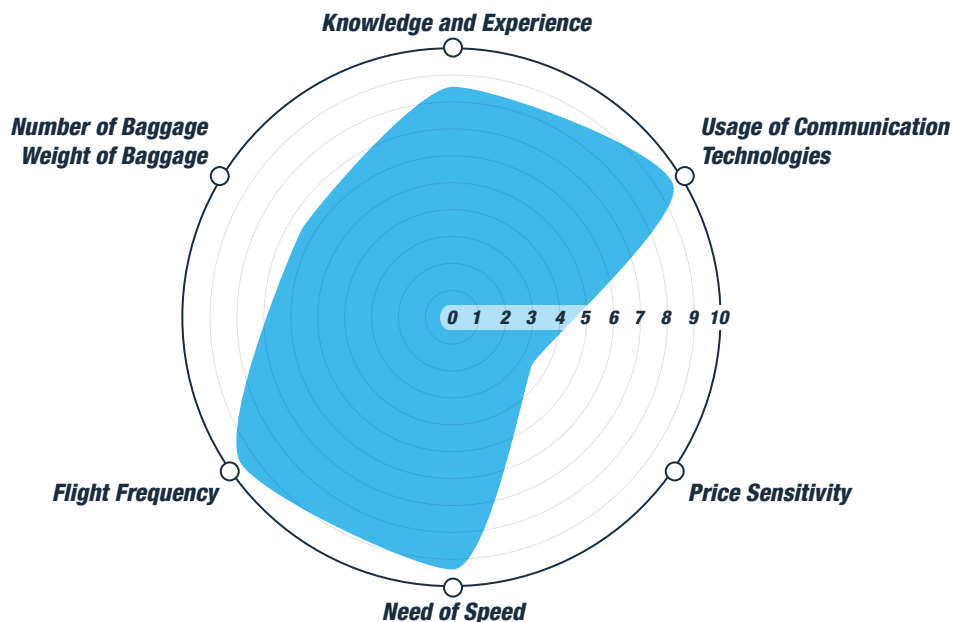
**Philipp Muller**  
*Regional manager of TextileBerlin*  
*32 years old*

## ***“I have to be fast and punctual”***

Philipp is the regional manager of a well known german textile company. He is living in Berlin with his wife Rachel and one daughter. He needs to go to Milano once in every two month and because he is the general manager of middle and south eu- rope (italy ,Germany, switzerland, Austria) department he has to make business trips very often. He makes online check in to gain some time before departure.

Because of his tight schedule, after landing, James directly goes to his meeting. He has to carry his hand and suit bag in the car, till late hours. When he travels with baggage, he send the driver to leave his baggage to the hotel while he is on meeting. Also he doesnt want to lose time by waiting his baggage in the Baggage Claim Area.

In his business trips he stays at the same hotel chain. Most of the time he stays more than he planned because of the unseen problems and meetings.



### **Key characteristics**

- Needs to carry more (Generally he carries hand bag, suit bag, and sometimes sports bag)
- travels two times per week
- Not sensitive to prices but he pays only reasonable amounts.
- He is conveniently check his baggage 3 to 12 hours in advance.

### **Goals**

- Find an easier way of travelling with baggage.
- Avoid losing time in Baggage waiting Lounge
- To carry his sport equipment
- Send his baggages to the hotel as fast as possible.

### **Questions**

- is it possible send his baggages before he goes to the hotel?
- Is there any faster way to get out from the airport with checked baggage?

### **Influencers**

- speed
- Punctuality
- Exclusive services for business people
- Ease of movement

### **Frustration and pain points**

- Lack of movement with the baggage
- Don't know the traveled cities
- Get lost in too many informations
- Cannot focus on accommodation and baggage problems in between his tight business life.



***BagExpress CITY***



***BagExpress BUSINESS***



***BagExpress PREMIUM***



### ***Service Options***

BagExpress has the same services for baggage delivery. Every passenger has special BagExpress bag tags and with that tag and registration their baggage will be sent to the requested location in the city center.

However; business people who visit Milano has different destinations. BagExpress has 3 different services to meet their demands.

- BagExpress City
- BagExpress Fiera Link
- BagExpress Premium

In the next pages you will find the customer journey maps and the detailed description of the services .



## **BagExpress CITY**

The service for the one who has to go to the city center in the fastest way possible. After landing customer directly proceeds to Malpensa Express. In 29 minutes he is at center.

### **Services Included**



Baggage  
Delivery



Milano City  
Check-in



Reminder



Baggage  
Storage



Business  
Link



Airport Internet  
Access



ViaMilano  
FastTrack



ViaMilano  
Lounge



Express Train



FIERA MILANO  
Delivery

★ Star stands for additional services.



Customer receives an information packet and luggage tags via postal mail prior to departing on their vacation.



Customers can make BagExpress reservation online from Web site or through mobile application.



**BAGGAGE CHECK IN**



BAGGAGE HANDLING SYSTEM



**BAG Express**

PLUS Company Agent collects DBag Express Tagged Baggage from the Baggage Reclaim Belt.



MILANO CITY CENTER  
Cadorna and Central Stations.



BagExpress Transportation Vehicle



BagExpress agent delivers the luggage to the hotel room of the guest before 8 pm.

- CITY
- TRAIN
- AIRPORT
- SEAPORT

- flow of customer
- flow of check baggage
- ◆ flow of service
- ▶ payment
- information



# 1 Create an Account

Free registration. Every visitor can check the baggage limits, Milano business calendar, Flight status and Malpensa Express Schedule.

# 2 New Order Choose the Service

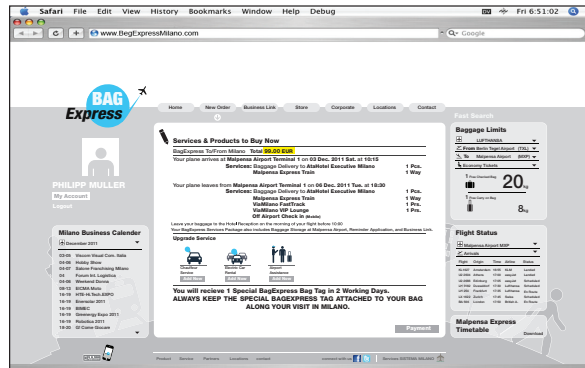
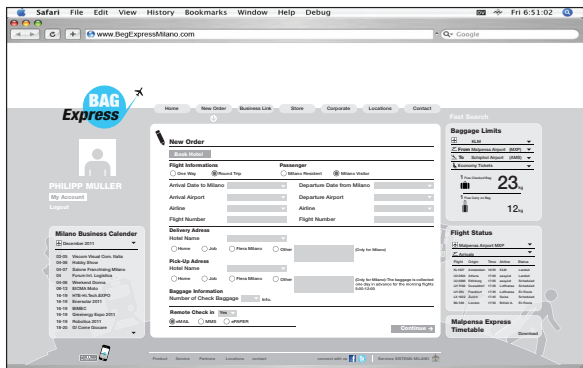
Philipp has to go to city center first. So he chose the basic service BagExpress CITY.



### 3 Flight and Baggage Information

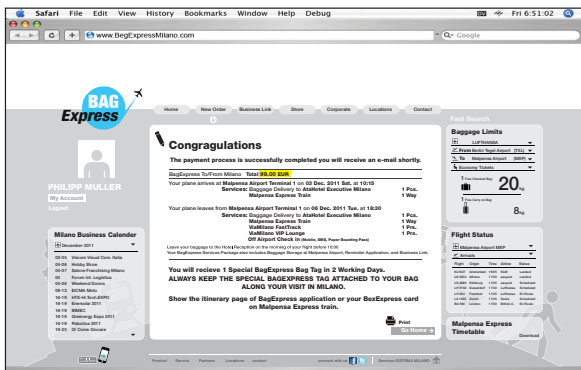
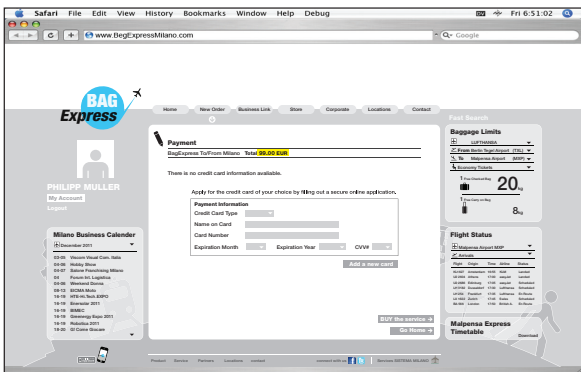
### 4 Control and Upgrade

At this point Philipp can Upgrade his order.



# 5. Payment

BagExpress Saves the Credit Card information for further orders.



# 6. Business Link

Philipp check Feature of the Website and he sees Business Link and check into ModaDonna Event. (4-5 december)

You can check into an event from Business Clender Window.



## Business Link

Business Link shows other customers that travel to same Milano in the same time interval. Customers can also check into fair events.



## 7 Business Link

Business Link shows other customers that travel to Milano in the same time interval.

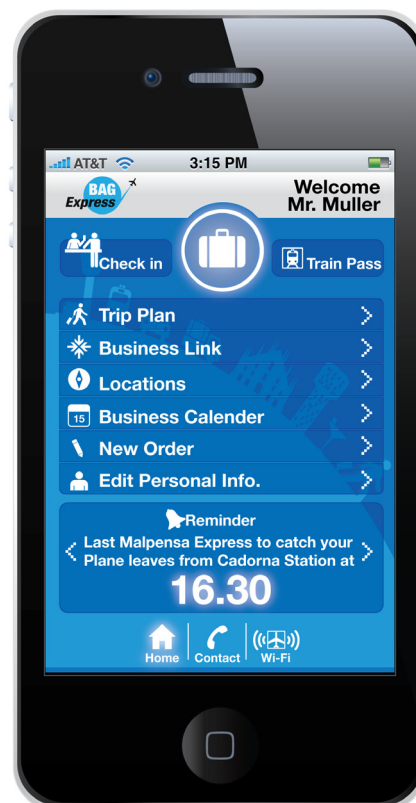
Phillipp finds out his ex colleague Carla is already check in for same date. He sends an eMail directly from the Website to arrange a meeting.



### Business Link

Business Link shows other customers that travel to same Milano in the same time interval. Customers can also check into fair events.

## 8 Download Application





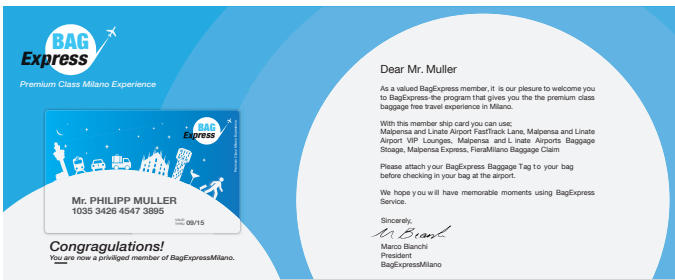
## 9 Receive Bag Tag and Membercard

First time users receive a mail which has Member Card, Plastic BagExpress Baggage tag and Baggage Tag Stripe.

## 10 Attach the Bag Tag

Every passenger has special BagExpress bag tags and with that tag and registration their baggage will be sent to the requested location in the city center.

This tag is sent to the customer for once. For his further Milano visits, he only need to attach the same tag after registering new order.







03 DEC // 10.15

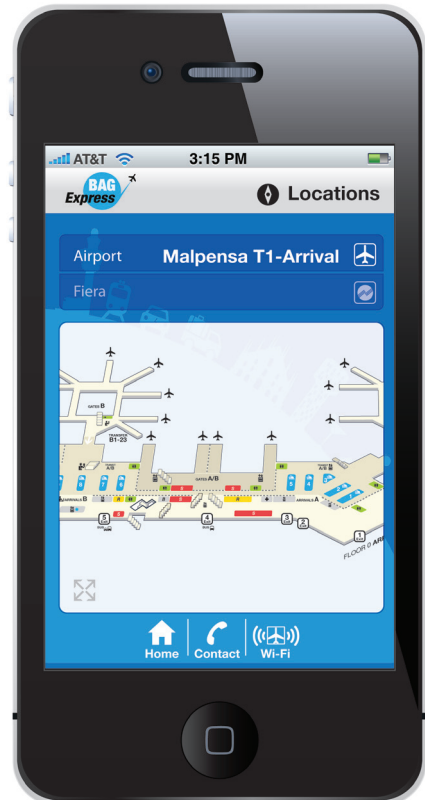


## 11 **Hometown Check in**

Philipp checks in his baggage at his hometown with BegExpress Baggage Tag on it.

## 12 **Landing on Malpensa**

He skips baggage claim and proceed directly to the Malpensa Ex-



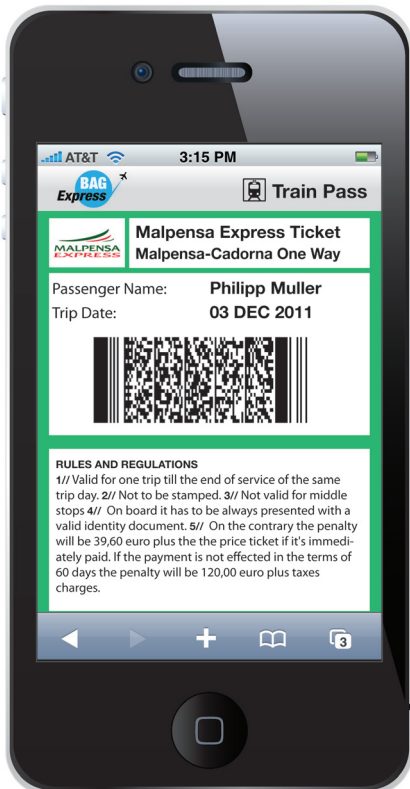
### **Locations**

Visitors can easily find the Malpensa Express Station from their application.



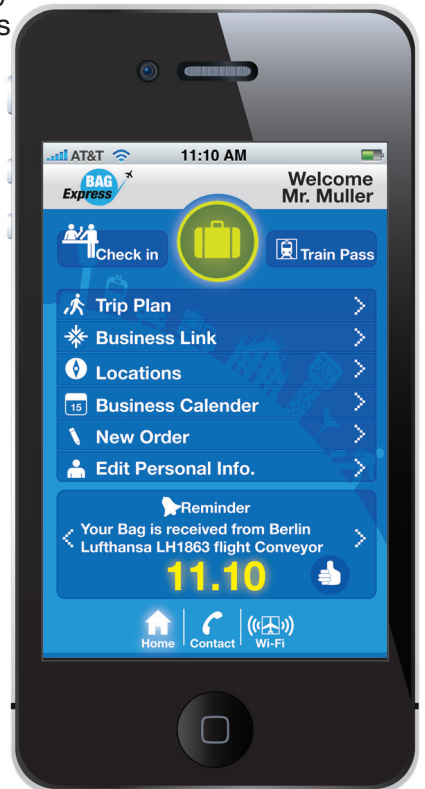
# 13 Malpensa Express

Customer skips baggage claim and proceed directly to the Malpensa Express train.

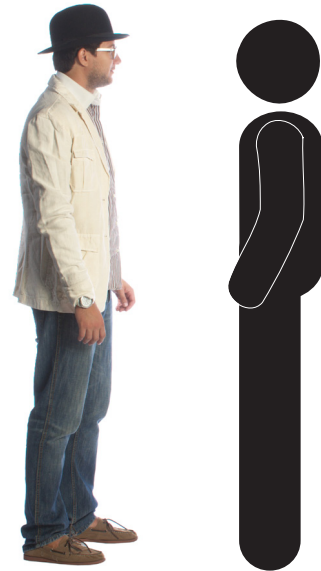


**Malpensa Express Ticket**  
Phillip shows his ticket from BegExpress application.

Bag icon on the application turns yellow each time the situation of bag changes.



**Reminder**  
Application informs customer. His baggage is just received from conveyor belt.

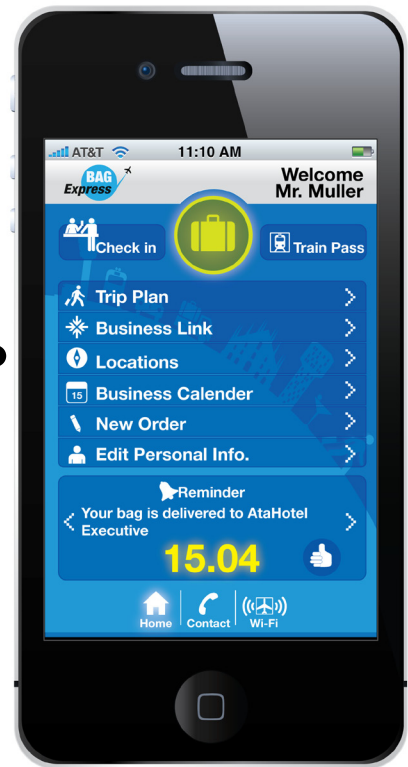


# 14. Malpensa Express

After arriving Cadorna Philipp takes metro to go to the Duomo for his meeting.



# 15. Meeting at City Center



### Reminder

Application informs customer. His baggage is just delivered to his hotel.

... **03** DEC // 21.15

**04** DEC // 10.30



## **16** Finds the Bag in hotel Suit.

AtaHotel Executive

Baggage of passengers which arrives between;

05.00-17.00 is delivered at 19.00

17.00-20.00 is delivered at 22.00

22.00-05.00 is delivered at 08.00  
next morning

## **17** Next Morning Philipp Directly goes to FieraMilano.



## 18 Business Link Mobile

He rememer his appointment with Carla, He opens Business Link and call him directly from application. Also he checks other who are there.



You can classify your search depending on Events, Business Sectors and Flight Dates.

## 19 Catalog Delivery

At the End of the Fair, He check in his catalogs to the BagExpress Fiera Office. He will collect them back at the airport eith his bag-gage.



Catalog Delivery bags Max 10 kg



## 20 *Baggage Hand Over*

On the Morning of Flight Philip hand over the baggage to the Hotel Reception before 9.30.

For the flights before 13:30 passengers have to deliver their bags to the reception at 21.00 on the previous night.

## 21 *Reminder and Malpensa Exp.*

Application Reminds for the Latest Malpensa Express Train to Catch Flight.

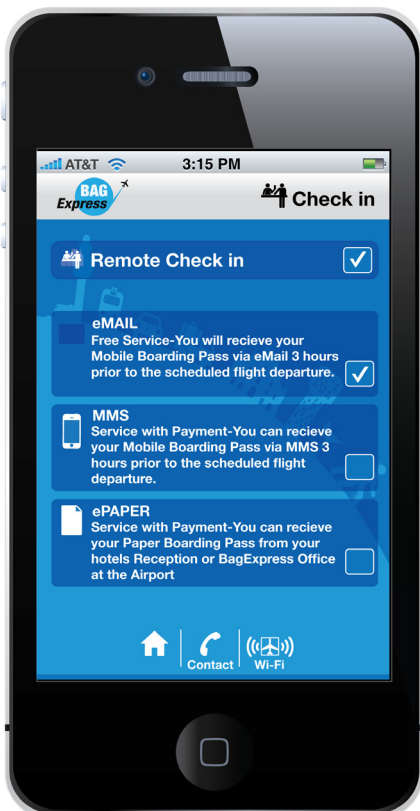


### *Malpensa Express Alert*

Yellow alert 45 min. before departure, Red alert 20 min. before departure

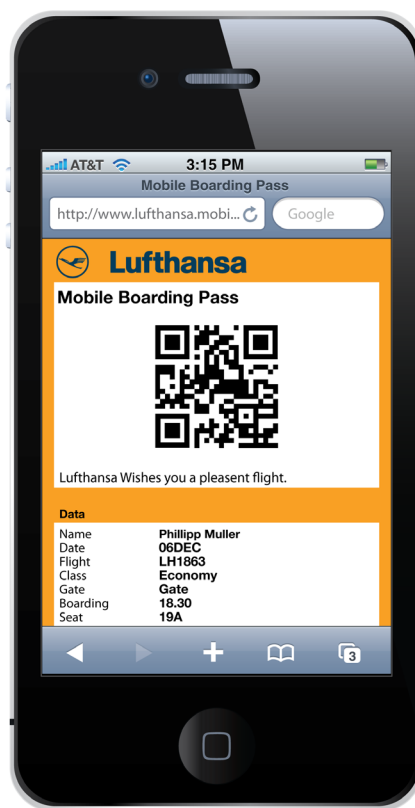
## 22. Remote Check in

Upon Philipps request the Boarding Pass is sent as a Mobile BCBP trough Appl. or MMS. Paper Boarding Pass is also provided with an extra fee.



## 23. Mobile Boarding Pass

BagExpress Application receives the Mobile Boarding Pass of Philipp.



06 DEC // 17.15

06 DEC // 17.20



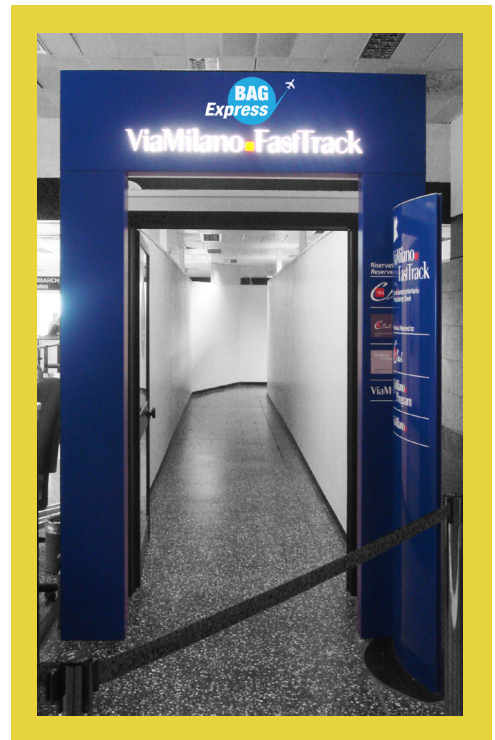
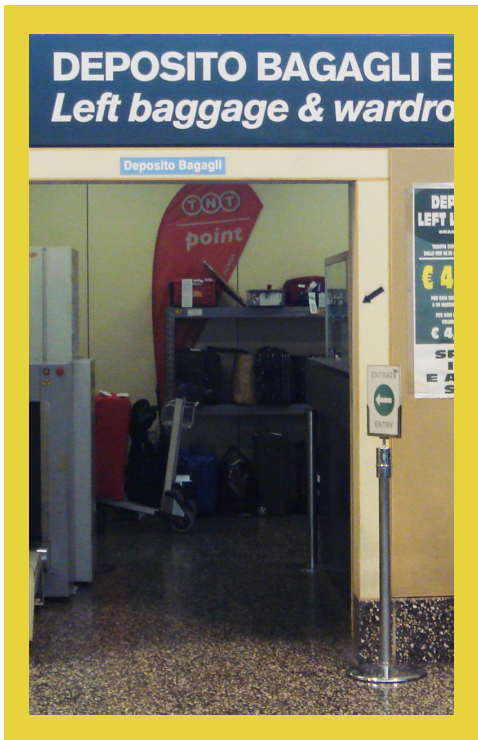
 **Lufthansa**  
Bag Drop



## 24 Receive Baggage and Catalog

## 25 Bag Drop and Fast Track

Almost all airlines in Malpensa offers bag Drop service for already check in passengers.



### **ViaMilano Fast Track**

Malpensa Airport has 2 fast track lanes. ViaMilano is offered by SEA and Lufthansa Fast-Track is offered by Lufthansa for Business and First class passengers.





## 26 Lounge and Boarding

Philipp goes one of the five VIP Lounges depending on the Airline he is flying with.



### **ViaMilano Fast Track**












Respighi VIP Business Lounge, Monteverdi VIP Business Lounge, Pergolesi VIP Business Lounge, Albinoni Meeting Lounge, Verdi VIP Business Lounge



## BagExpress FIERA LINK

Best for Fiera days. Go to FieraMilanoCity or Rho Fiera directly from Malpensa Airport. Go to the Fiera Meeting Point at the arrival floor.

### Services Included

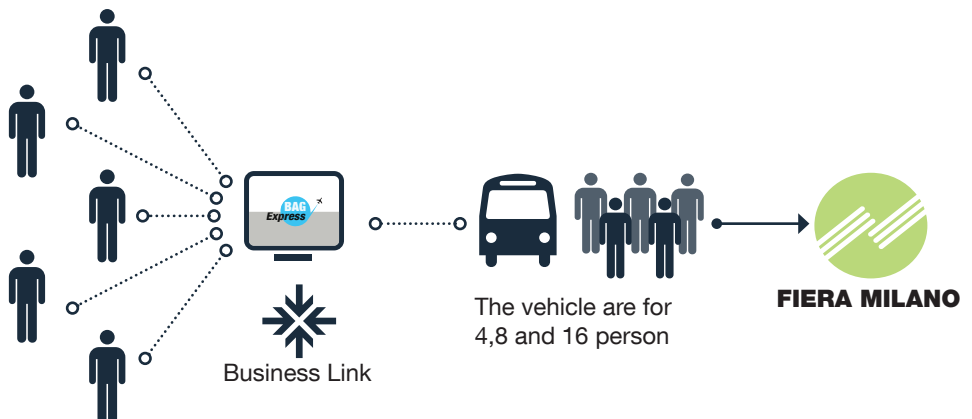
 Baggage Delivery	 Milano City Check-in	 Reminder	 Baggage Storage	 Business Link
 Airport Internet Access	 ViaMilano FastTrack	 ViaMilano Lounge	 FIERA MILANO Check in ★	 FIERA MILANO Delivery ★
 Fiera Link Service ★				

★ Star stands for additional services.

### How BagExpress customers share a bus?

Each BagExpress passenger has an access to a service called Business Link. Through this service BagExpress shares information about the arrival and departure time of its customers. By this each customer knows the number of people who is going to Fiera at the time of their arrival.

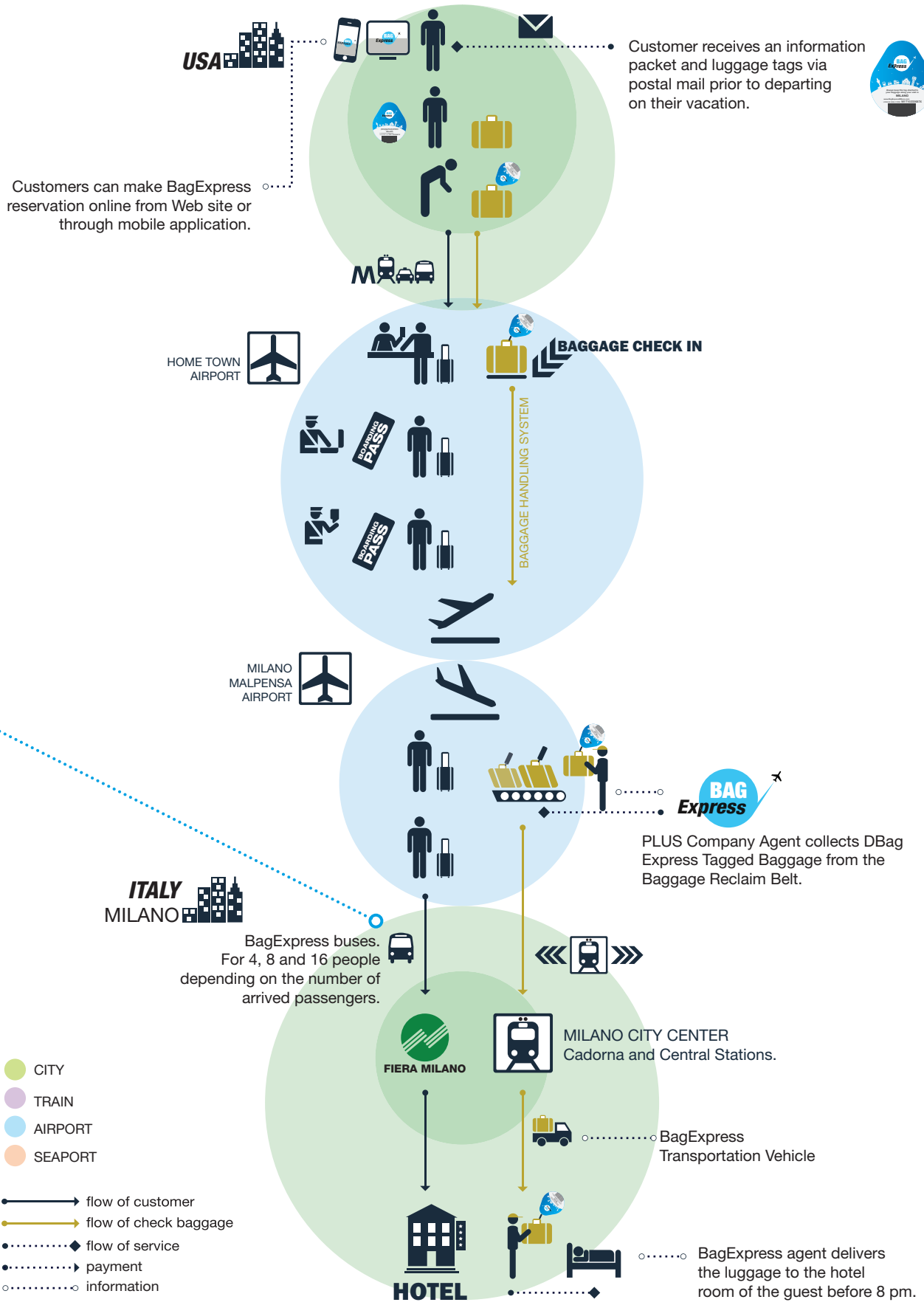
BagExpress Fiera Link can offer cars for 4, 8 and 16 people. If a customer registers for the service they can share the cost of the Fiera transportation with others. The maximum waiting time is limited to 45 minutes. Each car (for 4, 8 and 16) has a fixed price for FieraMilano City and Rho Fiera which is divided between service users.



FIERA MILANO

The vehicle are for 4,8 and 16 person

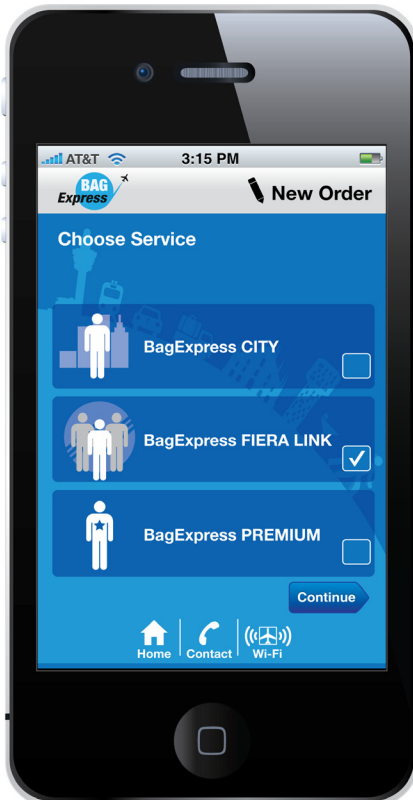
Business Link





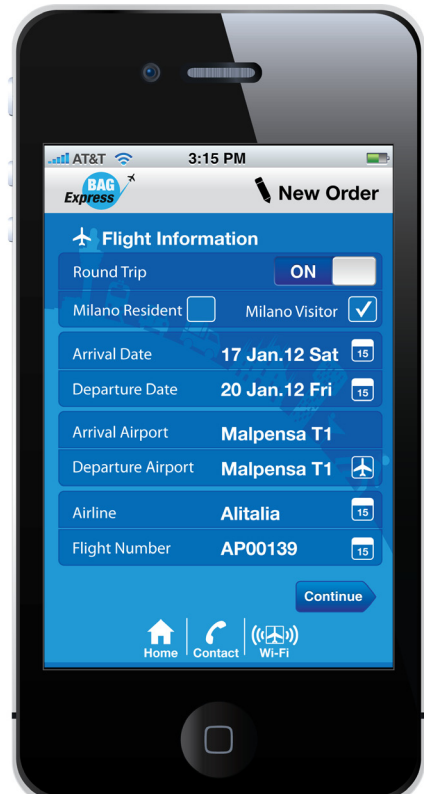
## 1 Order Via Application Choose the Service

This time he has to go to the Fiera RHO directly from Airport. So he choose BagExpress FIERA LINK



## 2 Flight Information

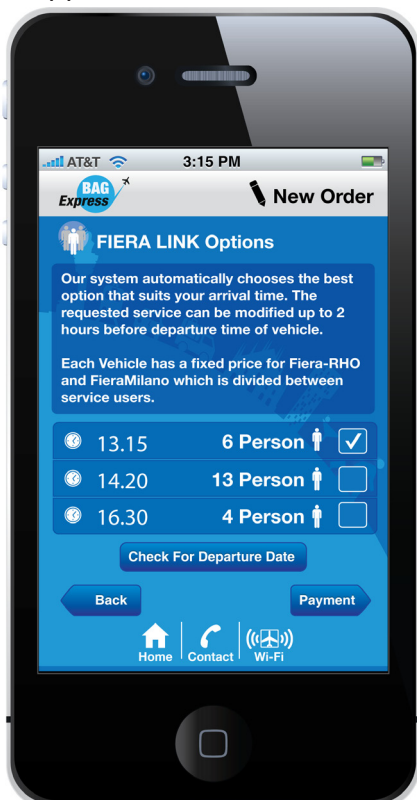
He enters his flight information.





### 3 FieraLink Options

BagExpress offers several options. The system automatically chooses the best suitable option that suits Philipps arrival time.



The requested service can be modified up to 2 hours before departure time of the vehicle.

### 4 Control the Bag Tag

Attach the BagExpress Bag Tag again if it is not on the Bag.

### 5 Hometown Check in

### 6 Landing on Malpensa



## 7 Landing on Malpensa

He skips baggage claim and proceed directly to the BagExpress Stand on the Arrival Floor of the Airport.

## 8 Fiera Link Vehicle for Fiera

At 1.15 Fiera Link passengers goes to the vehicle that parked in front of the arrival floor.



### Vehicles

The vehicles are for 4, 8 and 16 person.



### Locations

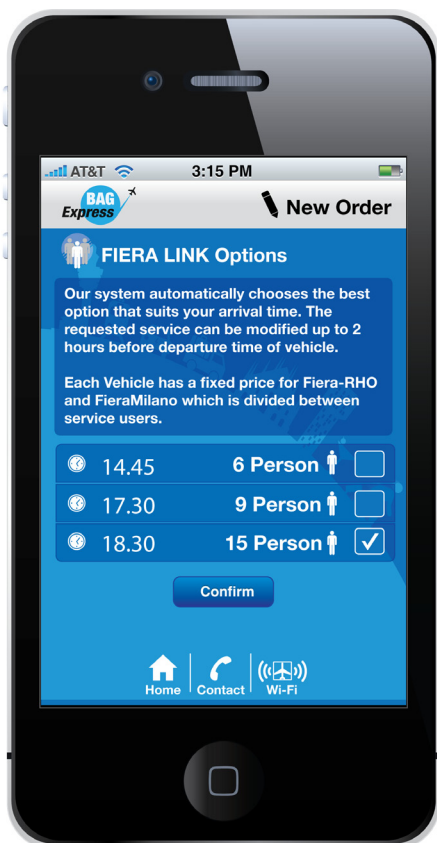
Visitors can easily find the Malpensa Express Station from their application.





## 9 Departure Day Fiera Link Reminder

On the morning of departure day BagExpress Appl. shows departure time of the vehicle for Malpensa Airport.



## 10 Fiera Link Vehicle for Airport

He skips baggage claim and proceed directly to the BagExpress Stand on the Arrival Floor of the Airport.



### Vehicles

The vehicles are for 4, 8 and 16 person.



## 11 Remote Check in

## 12 Receive Bags, Catalogs

## 13 Bag Drop and Fast Track

## 14 Lounge and Boarding



## **BagExpress PREMIUM**

A premium class experience. We welcome you at arrival gate, and take you to the desired destination with our premium class vehicles.

### **Services Included**



Baggage  
Delivery



Milano City  
Check-in



Reminder



Baggage  
Storage



Business  
Link



Airport Internet  
Access



ViaMilano  
FastTrack



ViaMilano  
Lounge



FIERA MILANO  
Check in ★



FIERA MILANO  
Delivery ★



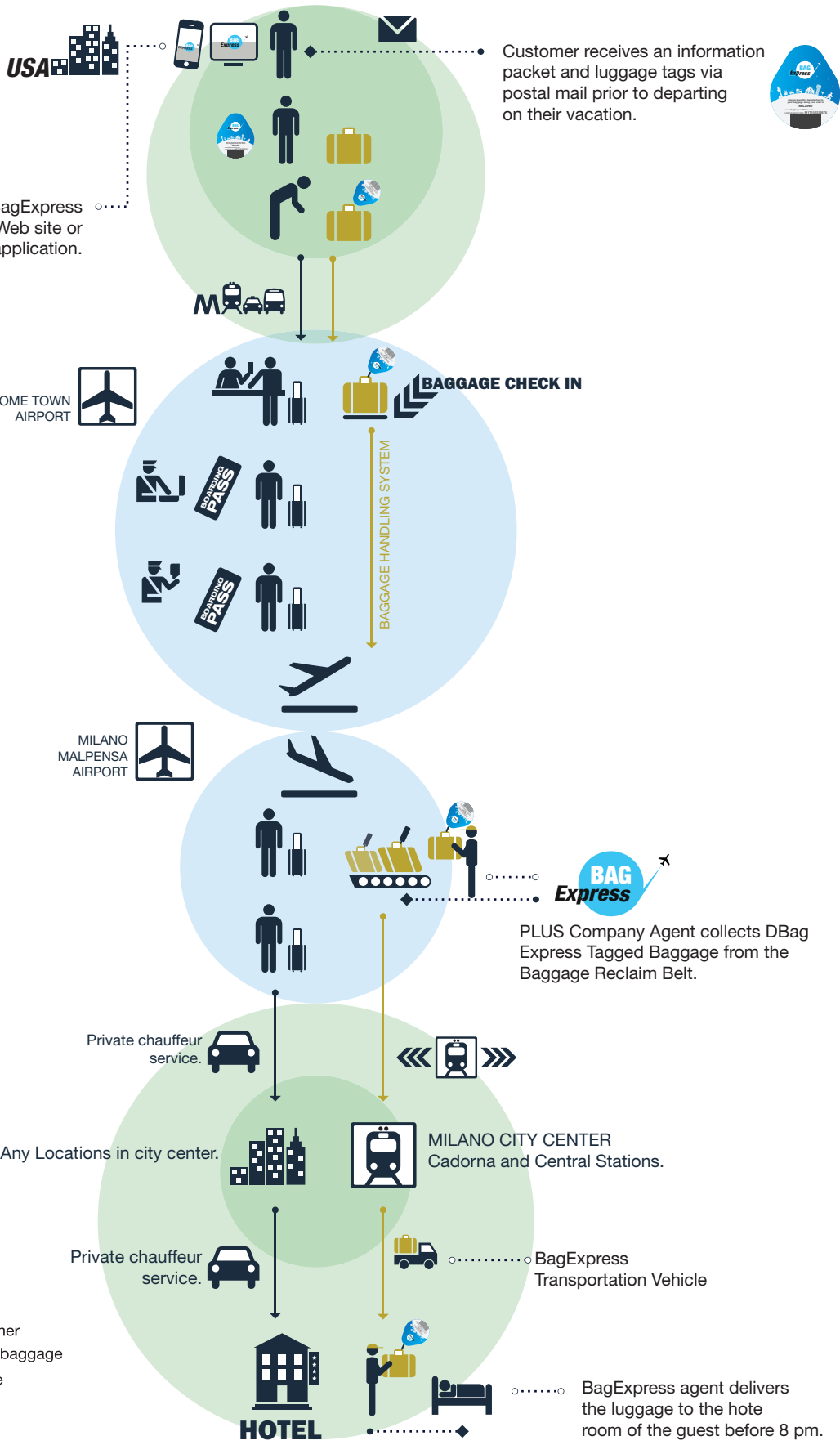
Chauffeur  
Service ★



Airport  
Assistance ★

★ Star stands for additional services.





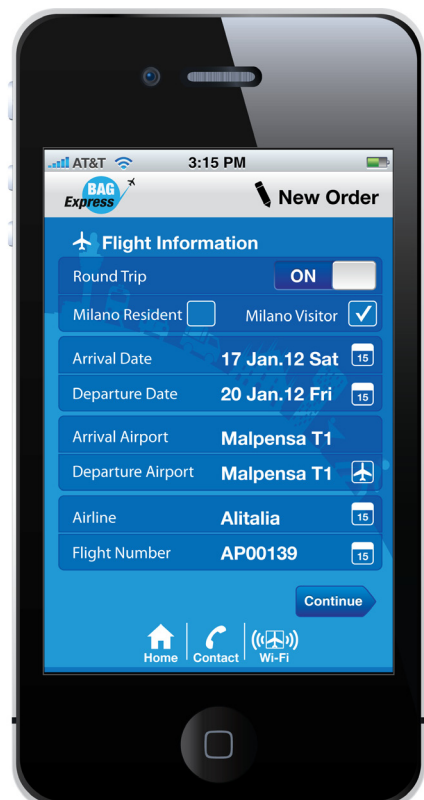
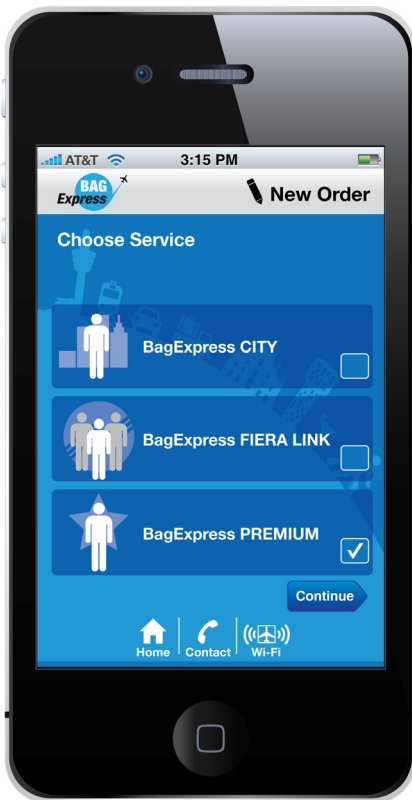


# 1 Order Via Application Choose the Service

This time he has to go to the Fiera RHO directly from Airport. So he choose BagExpress PREMIUM

# 2 Flight Information

He enters his flight information.





### **3** *Control the Bag Tag Hometown Check in*

### **4** *Landing on Malpensa*

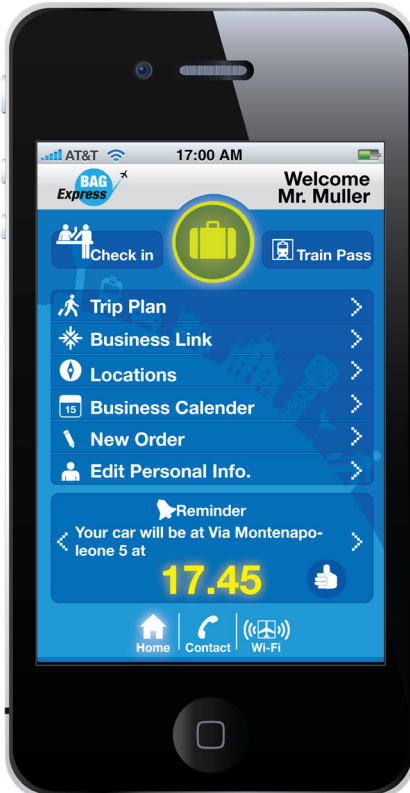
BagExpress Agent welcomes Philipp and takes him to luxury car.





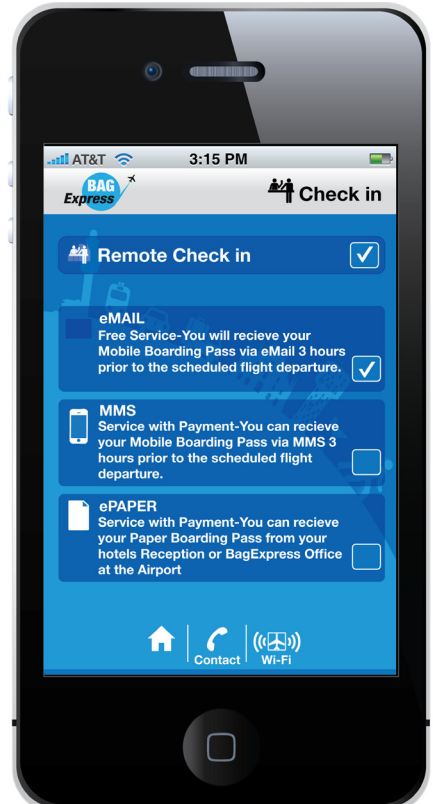
## 5 Departure Day

BagExpress Appl. reminds Philipp about the pick up time and location.



## 6 Remote Check in

Upon Philipps request the Boarding Pass is sent as a Mobile BCBP trough Appl. or MMS. Paper Boarding Pass is also provided free of charge.





## **7** *Receive Bags, Catalogs and Bag Drop*

BagExpress Agent brings bags and catalogs to Bag Drop area.

## **8** *Fast Track*

## **9** *Lounge and Boarding*

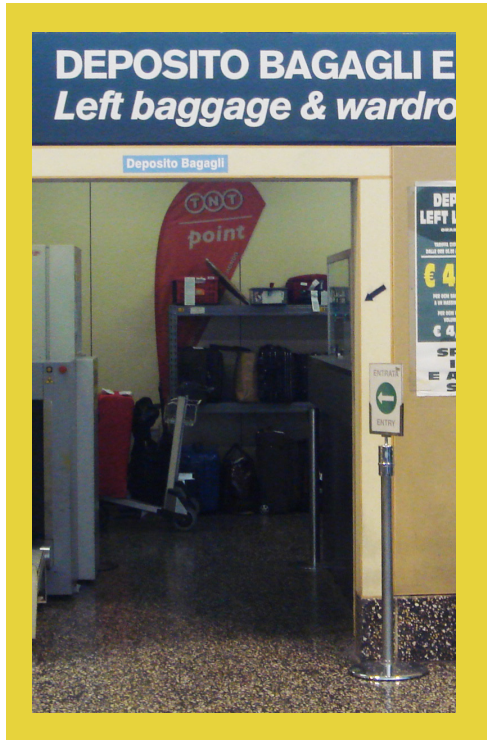


# 1 **Bag Pick Up From Conveyor Belt**

Bag Express Agent picks up the registered baggage from conveyor belt

# 2 **BagExpress Office Baggage Storage**

Bags are stored at Baggage Storage





**3** *Pick up/Delivery Baggage MXP-Malpensa Express*

BegExpress Agent load baggage in to Special cabin in the Malpensa Express. And pick up the arrived ones.

**4** *Pick up /Delivery Baggage Cadorna-Malpesa Express*

At Cadorna BagExpress agent and Bag-Express Delivery Driver load bags on to Delivery Truck.



**5** *Pick up /Delivery Baggage City Center*

Bags are delivered to requested locations.



***Arrival Time***

05.00 •.....▶ 17.00  
17.00 •.....▶ 21.00  
21.00 •.....▶ 05.00

***Delivery Time  
to City Center***

at 19.30  
at 22.30  
next morning at 08.00

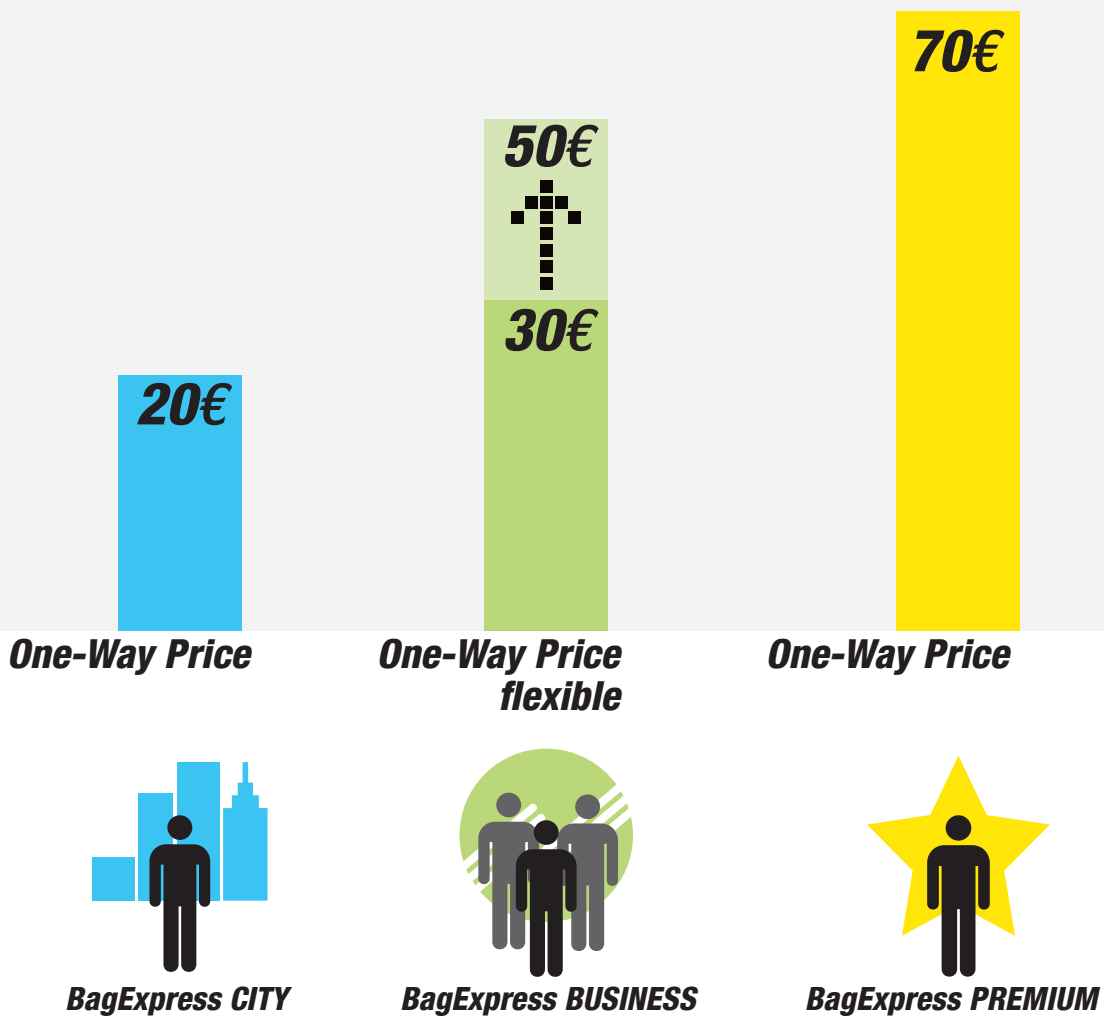
***Departure***

05.00 •.....▶ 13.30  
13.30 •.....▶ 05.00

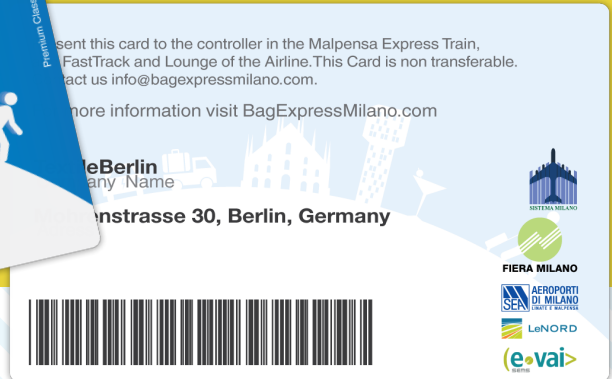
***Pick up Time  
City Center***

previous night at 21.00  
at 10.00





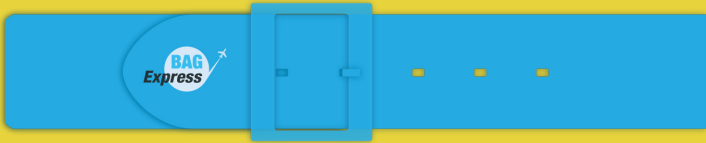
## BagExpress Package Mail Delivery



## Member Card Job Title and Address



### Special Plastic BagTag Stripe



Use the Strap to attach Bag Tag

#### Services / Included in Your Membership

Hotel Finder	Baggage Delivery	Milano City Check-in	FIERA MILANO Delivery	FIERA MILANO Check in	Express Train
Chauffeur Service	Electric Car Rental	Airport Assistance	ViaMilano FastTrack	ViaMilano Lounge	Airport Internet Access
Baggage Storage	Business Link	Reminder	Web site		

Partners:

For more information and upgrades visit [BagExpressMilano.com](http://BagExpressMilano.com) or Call +39 346 301 33 50

### Special Plastic BagTag and Basic Services



**BagExpress Multi-use Plastic Bag Tag**

**No need to remove after use.  
Hard durable plastic material.**

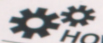


**BAG**  
Express

Premium Class  
Milano Experience



Just think your business...



#### HOW THE SERVICE WORKS

- 1 Go to [www.BagExpress.it](http://www.BagExpress.it) and register up as a member.
- 2 Before your travel register your contact information and hotel name.
- 3 Attach the plastic BagExpress tag to your checked baggage that we will send you to your hotel in Milano.
- 4 After landing at Malpensa Airport, proceed to the Malpensa Express train without waiting for your checked baggage.
- 5 Arrive at city center in 29 minutes.
- 6 When you finish your business and get back to hotel, you will find your baggage in your room.
- 7 At the date of departure, you will receive your boarding pass via mobile phone application, SMS or from hotel reception as a print out e-BCBP.
- 8 Before you go to your business just claim your baggage to the reception. Our agents will carry your baggage to the airport.
- 9 When you arrive to the airport. You just claim your bag from BagExpress Office and avoid counter desk and passport lines by checking it in at FastTrack lanes.
- 10 Finally, you can chill out at comfortable VIP Lounges, waiting for your departure.

(e.vai) >

**BagExpress Brochure, Bag Icon Form. Open at display. Foldable.**



**BAG**  
Express

**GET STARTED NOW!**

No matter if you are a visitor or resident of Milan.

Now it is time to make a change. Experience stressless travel with our unique service.



Ask to the BagExpress Agent or hotel reception for more information.

**Premium Class  
Milano Experience**



**A SERVICE TAILORED FOR YOU**

Bag Express offers a personal service tailored to your specific needs to maximise the efficiency of your Milano visit.



**FIND THE HOTELS WHICH ARE PARTNER OF YOUR FREQUENT FLYER PROGRAM AT BagExpressMilano.com.**



**TAKE THE ELECTRIC CAR DIRECTLY FROM CADORNA TRAIN STATION, AND TRAVEL FREELY.**



**WE CARRY THE CATALOGS AND SMALL SIZE ITEMS FROM FAIRS TO AIRPORTS**



**WE UPDATE YOU ABOUT DEPARTURE TIME, DELAYS AND TRAIN SCHEDULES, AND WE WILL CHECK IN FOR YOU.**



**YOU CAN FIND OTHER BUSINESSMEN WHICH TRAVELS WITH IN SAME HOURS**

**Fiera Catalog Delivery Box.  
Vertical and Horizontal Boxes, Max 10 kg.**







***BagExpress Baggage Transporter.***

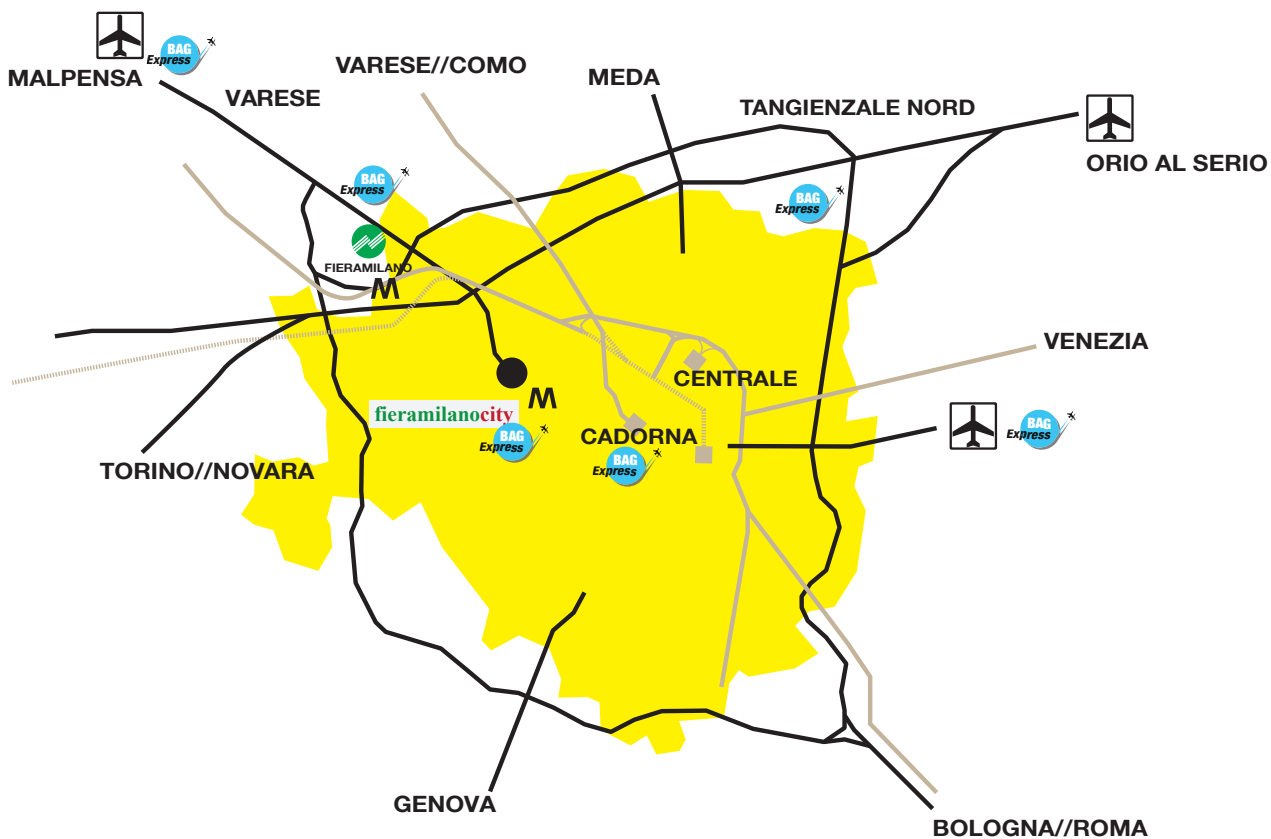




***BagExpress Transporter for 8.  
The company also offers services  
for 4 and 16 and 45 people.***







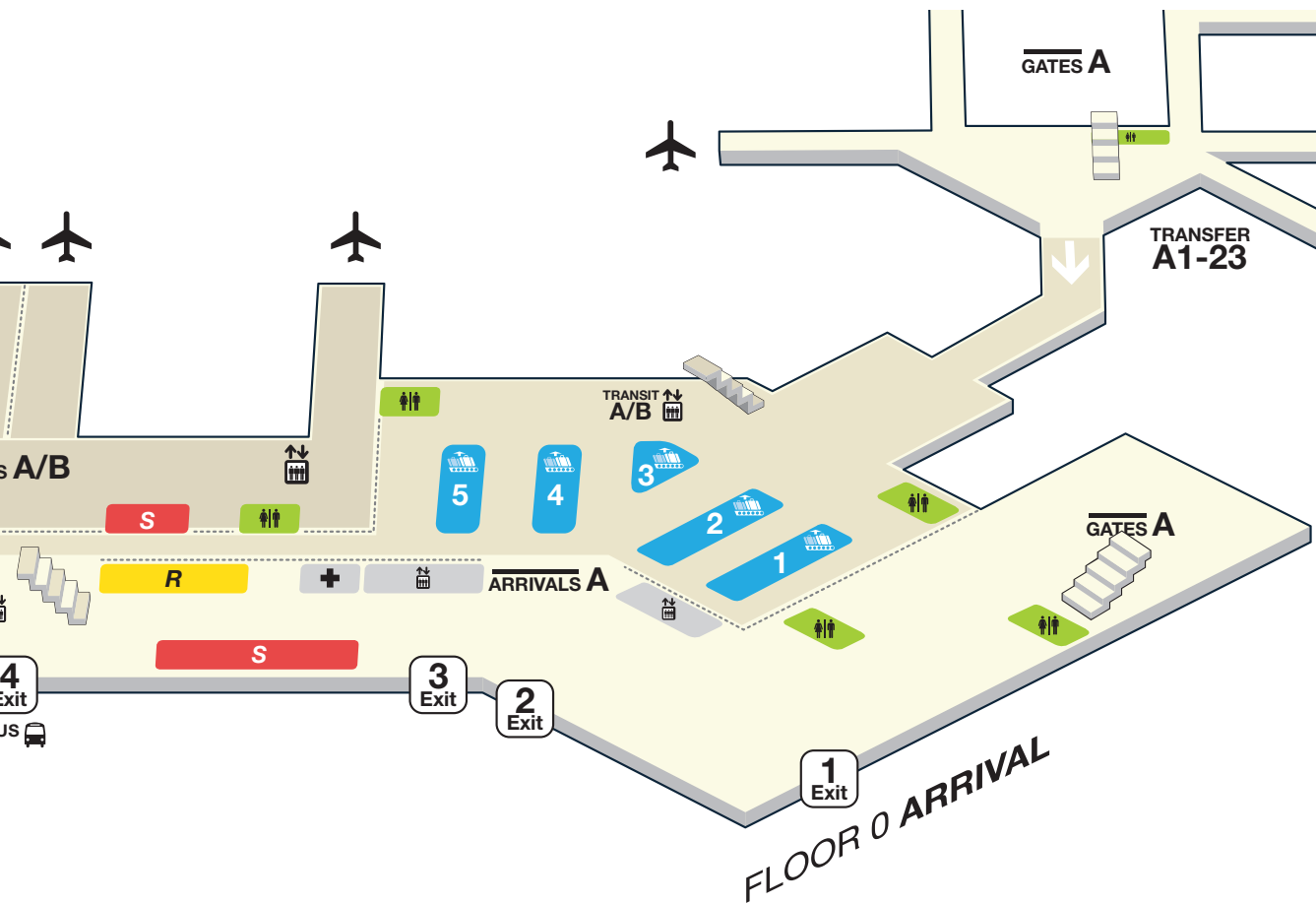
**Locations**

-  Malpensa Airport // Office, Stand
-  Linate Airport // Stand
-  Cadorna Train Station // Stand
-  FieraMilano City // Office
-  Fiera Milano Rho // Office
-  Centro Tessile // Stand



FLOOR -1 MALPENSA EXPRESS

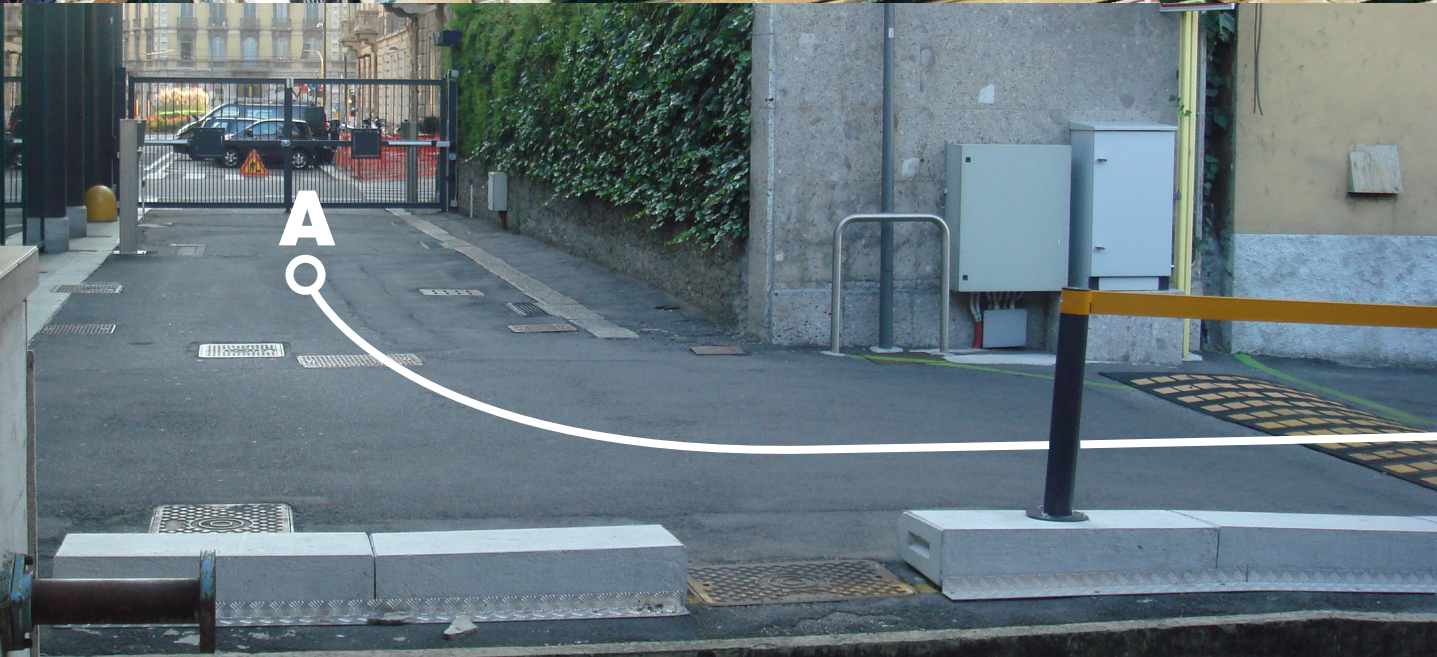




**Malpensa Airport Office and Stand**

After arriving to the Malpensa Airport Customer directly proceed to the Malpensa Express Train on the -1 floor. Elevators are just in front of the Arrival B Exit.

**Cadorna Train Station BagExpress Baggage  
Transporter Entrance.**





***Cadorna Train Station  
Malpensa Express Baggage Depot Entrance.***

***Cadorna Train Station BagExpress Baggage  
Transporter Entrance.***

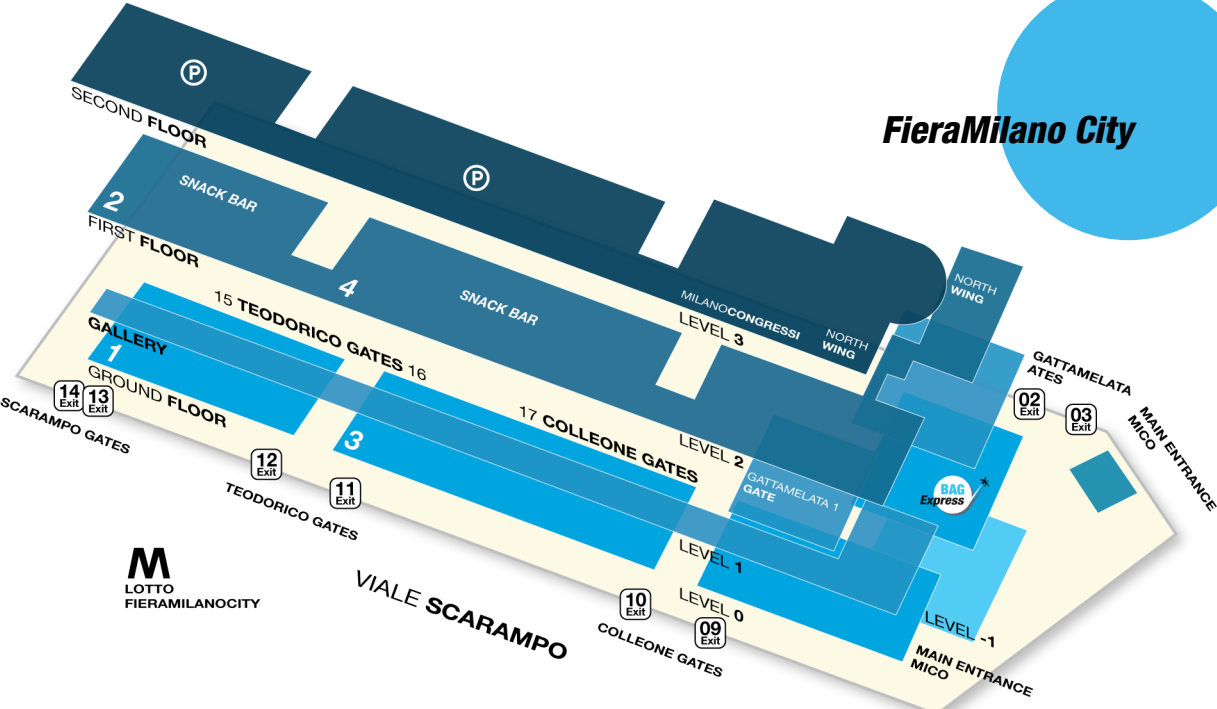
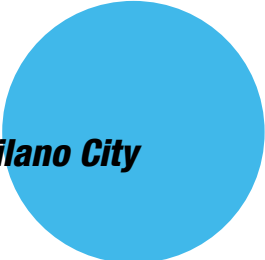


A



***BagExpress Transport uploads and downloads baggage to the Malpensa Express at this point.***

# FieraMilano City



**M**  
LOTTO  
FIERAMILANOCITY

**M**  
AMENDOLA

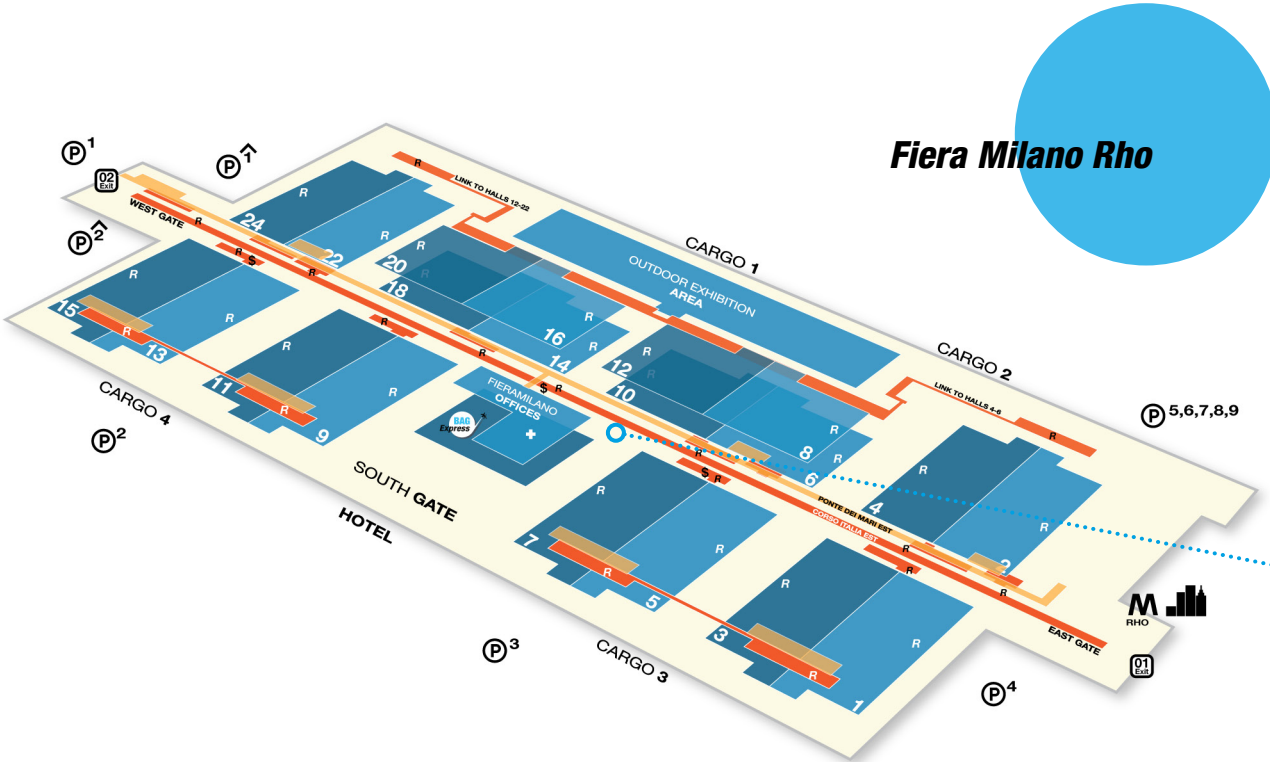


**Locations**

**FieraMilano City**

Fiera Milano Offices building, south gate

# Fiera Milano Rho







**The ads of the BagExpress aims to explain main features.**







**Premium Class Milano Experience**

**A SERVICE TAILORED FOR YOU**

Bag Express offers a personal service tailored to your specific needs to maximise the efficiency of your Milano visit.

 Hotel Finder	 Baggage Delivery	 Milano City Check-in	 Reminder
 FIERA MILANO Check in	 FIERA MILANO Delivery	 Express Train	 Web site
 Chauffeur Service	 Electric Car Rental	 Airport Assistance	 Baggage Storage
 ViaMilano FastTrack	 ViaMilano Lounge	 Airport Internet Access	 Business Link



Always keep this tag attached to your baggage along your visit in **MILANO**  
[www.BagExpressMilano.com](http://www.BagExpressMilano.com)  
 UNIQUE BAG CODE: M110233687X

**Just think your business...**

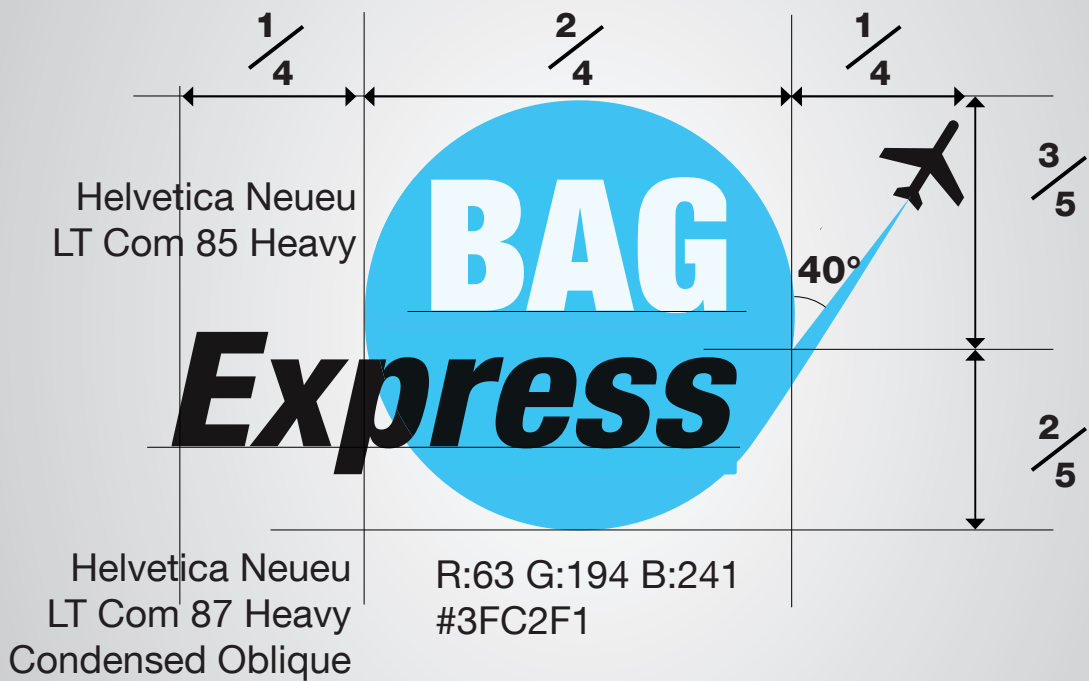


BagExpressMilano.com



For more information and updates visit [BagExpressMilano.com](http://BagExpressMilano.com) or Call +39 362 31 11 10

Panasonic



### ***Logo Design***

BagExpress logo has 4 elements. Plane and the Blue circle with its extended arrow defines the movement of Milano visitors which has to act fast.

The blue color symbolize sky.

The bold “BAG” text is at the center of the logo, and it represents the core business of the service.

“EXPRESS” stands for the speed of the service and Malpensa EXPRESS train.

## **General information**

First contact point with the visitor.  
A brief explanation of the service.

## **Milano Business Calender**

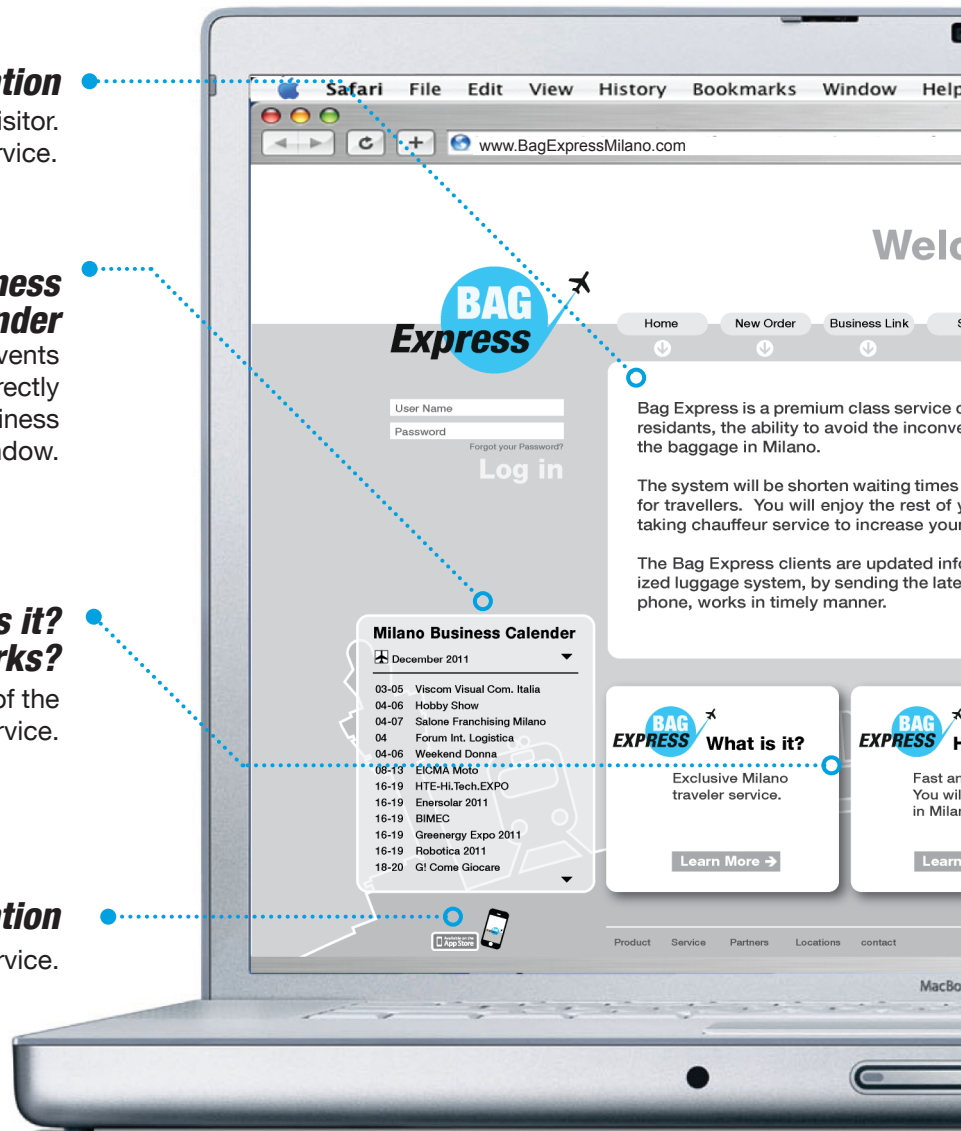
Calender of the business events in Milano. Member can directly check in to an event for business link through this window.

## **What is it? How it works?**

Detailed explanation of the service.

## **Download Application**

iPhone application for the service.

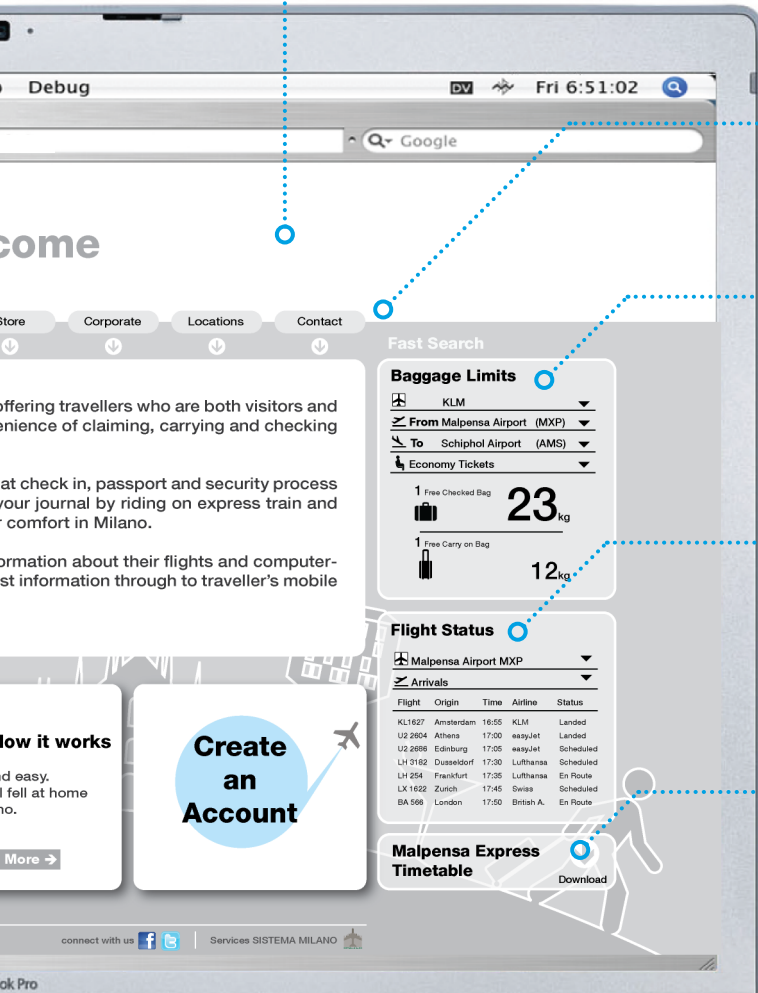


The main touchpoint of the service is website.

Main page is designed for both members and non-member users. The central boxes are for information and creating new account.

Also people who wants to control Baggage Limits, Flight Status, Malpensa Timetable and Milano Business Calender can use the website.

## Banner and Advertisement Space



**New Orders, Business Link, Store, Corporate, Locations, Contact**

### Baggage Limits

Both members and non-members can control the weight limits (Checked and carry on baggage) of their flights. The service is only for Milano flights.

### Flight Status

Departure and arrival times of flights. The information of all 3 airlines, Malpensa, Linate and Orio al Serio

### Malpensa Express Timetable

Link to the PDF document of Malpensa Express Timetable.

**Home**

**Go To How It Works and What Is It Pages**



**BAG Express**

Home New Order Business Link Store Corporate Locations Contact

Fast Search

**Baggage Limits**

KLM  
From Malpensa Airport (MXP)  
To Schiphol Airport (AMS)  
Economy Tickets

1 Free Checked Bag **23kg**  
1 Free Carry on Bag **12kg**

**Flight Status**

Malpensa Airport MXP

Flight	Origin	Time	Airline	Status
KL1627	Amsterdam	16:55	KLM	Landed
U2 2604	Athens	17:00	easyJet	Landed
U2 2686	Edinburg	17:05	easyJet	Scheduled
LH 3182	Dusseldorf	17:30	Lufthansa	Scheduled
LH 254	Frankfurt	17:35	Lufthansa	En Route
LX 1622	Zurich	17:45	Swiss	Scheduled
BA 568	London	17:50	British A.	En Route

**Malpensa Express Timetable** Download

**HOW THE SERVICE WORKS?**

First create an account. Before your travel, register the flight information and hotel name through website or mobile application or via telephone.

Outbound Inbound

- If this is your first time using BagExpress Service. You will receive Special Plastic BagExpress Tag in two working days (One day for Italy). This tag will have the information about your travel schedule and accommodation information. And it will be updated after each service acquisition.
- Attach the plastic BagExpress Tag to your baggage that we will send you. You will use this tag also for your future travels to Milano.
- Attach the plastic BagExpress Tag to your baggage that we will send you. You will use this tag also for your future travels to Milano.
- After landing at Malpensa Airport, directly proceed to the Malpensa Express Train without waiting for your checked
- Arrive at city center in 29 minutes.
- When you finish your business and get back to hotel, you will find your baggage in your room (On the day delivery). If you are a milano resident, your baggage will be delivered directly to the address you requested at a designated time.

**A SERVICE TAILORED FOR YOU**

Bag Express offers a personal service tailored to your specific needs to maximise the efficiency of your Milano visit.

- FIND THE HOTELS WHICH ARE PARTNER OF YOUR FREQUENT FLYER PROGRAM
- TAKE THE ELECTRIC CAR DIRECTLY FROM CADORNA TRAIN STATION, AND TRAVEL FREELY.
- WE CARRY THE CATALOGS AND SMALL SIZE ITEMS FROM FAIRS TO AIRPORTS
- WE UPDATE YOU ABOUT DEPARTURE TIME, DELAYS AND TRAIN SCHEDULES, AND WE WILL CHECK IN FOR YOU.
- YOU CAN FIND OTHER BUSINESSMEN WHICH TRAVELS WITH IN SAME

Order Now → Go Home →

Milano Business Calender

December 2011

03-05	Viscom Visual Com. Italia
04-06	Hobby Show
04-07	Salone Franchising Milano
04	Forum Int. Logistica
04-06	Weekend Donna
08-13	EICMA Moto
16-19	HTE-Hi.Tech.EXPO
16-19	Enersolar 2011
16-19	BIMEC
16-19	Greenery Expo 2011
16-19	Robotica 2011
18-20	GI Come Giocare

Product Service Partners Locations contact connect with us Services SISTEMA MILANO

## How The Service Works?//Outbound

**BAG Express**

Home New Order Business Link Store Corporate Locations Contact

Fast Search

**Baggage Limits**

KLM  
From Malpensa Airport (MXP)  
To Schiphol Airport (AMS)  
Economy Tickets

1 Free Checked Bag **23kg**  
1 Free Carry on Bag **12kg**

**Flight Status**

Malpensa Airport MXP

Flight	Origin	Time	Airline	Status
KL1627	Amsterdam	16:55	KLM	Landed
U2 2604	Athens	17:00	easyJet	Landed
U2 2686	Edinburg	17:05	easyJet	Scheduled
LH 3182	Dusseldorf	17:30	Lufthansa	Scheduled
LH 254	Frankfurt	17:35	Lufthansa	En Route
LX 1622	Zurich	17:45	Swiss	Scheduled
BA 568	London	17:50	British A.	En Route

**Malpensa Express Timetable** Download

**HOW THE SERVICE WORKS?**

First create an account. Before your travel, register the flight information and hotel name through website or mobile application or via telephone.

Outbound Inbound

- Attach the plastic BagExpress Tag to your baggage.
- At the date of departure, you will receive your boarding pass via, mobile phone application, SMS or from hotel reception as a print out e-BCBP.
- Before you go to your business just claim your baggage to the reception. Our agents will carry your baggage to the airport. If you are a milano resident, your baggage will be picked up from the address you requested at a designated time.
- When you arrive to the airport. You just claim your bag from BagExpress Office and avoid counter desk and passport lines by checking it in at FastTrack lanes.
- Finally, you can chill out at comfortable VIP Lounges, waiting for your departure.

**A SERVICE TAILORED FOR YOU**

Bag Express offers a personal service tailored to your specific needs to maximise the efficiency of your Milano visit.

- FIND THE HOTELS WHICH ARE PARTNER OF YOUR FREQUENT FLYER PROGRAM
- TAKE THE ELECTRIC CAR DIRECTLY FROM CADORNA TRAIN STATION, AND TRAVEL FREELY.
- WE CARRY THE CATALOGS AND SMALL SIZE ITEMS FROM FAIRS TO AIRPORTS
- WE UPDATE YOU ABOUT DEPARTURE TIME, DELAYS AND TRAIN SCHEDULES, AND WE WILL CHECK IN FOR YOU.
- YOU CAN FIND OTHER BUSINESSMEN WHICH TRAVELS WITH IN SAME

Order Now → Go Home →

Milano Business Calender

December 2011

03-05	Viscom Visual Com. Italia
04-06	Hobby Show
04-07	Salone Franchising Milano
04	Forum Int. Logistica
04-06	Weekend Donna
08-13	EICMA Moto
16-19	HTE-Hi.Tech.EXPO
16-19	Enersolar 2011
16-19	BIMEC
16-19	Greenery Expo 2011
16-19	Robotica 2011
18-20	GI Come Giocare

Product Service Partners Locations contact connect with us Services SISTEMA MILANO

## How The Service Works?//Inbound



**BagExpress**

Home New Order Business Link Store Corporate Locations Contact

Fast Search

**Baggage Limits**

From Malpensa Airport (MXP) To Schiphol Airport (AMS) Economy Tickets

Free Checked Bag **23**kg

Free Carry on Bag **12**kg

**Flight Status**

Malpensa Airport MXP

Flight	Origin	Time	Airline	Status
KL627	Amsterdam	16:55	KLM	Landed
U2264	Athens	17:00	easyJet	Landed
U2268	Edinburg	17:05	easyJet	Scheduled
LH3182	Düsseldorf	17:30	Lufthansa	Scheduled
LH254	Frankfurt	17:35	Lufthansa	En Route
LX1822	Zurich	17:45	Swiss	Scheduled
BA568	London	17:50	British A	En Route

**Malpensa Express Timetable** Download

**WHAT IS IT?**

- NO WAITING AT AIRPORT
- NO RUSHING
- PREMIUM CLASS EXPERIENCE
- CONVENIENT
- BUSINESS CONNECTION
- ECO-FRIENDLY
- ECONOMIC

**BagExpress is a total business travel experience for Milano residents and visitors.**

Bag Express is a premium class service offering travellers who are both visitors and residents, the ability to avoid the inconvenience of claiming, carrying and checking the baggage in Milano. The bags are directly sent to the predefined destinations.

Order Now → Go Home →

Product Service Partners Locations contact connect with us Services SISTEMA MILANO

Website // BagExpressMilano.com

What Is It?



Create a New Account



# CREATE A NEW ACCOUNT

## Personal and Corporate Informations



## Preferences





Safari File Edit View History Bookmarks Window Help Debug Fri 6:51:02

www.BagExpressMilano.com Google

# Welcome

Home New Order Business Link Store Corporate Locations Contact





**PHILIPP MULLER**  
My Account  
Logout

**Milano Business Calender**  
December 2011

- 03-05 Viscom Visual Com. Italia
- 04-06 Hobby Show
- 04-07 Salone Franchising Milano
- 04 Forum Int. Logistica
- 04-06 Weekend Donna
- 08-13 EICMA Moto
- 16-19 HTE-Hi.Tech.EXPO
- 16-19 Enersolar 2011
- 16-19 BIMEC
- 16-19 Greenery Expo 2011
- 16-19 Robotica 2011
- 18-20 GI Come Giocare

## Congratulations

Your BagExpress Account has been successfully created.

Order Now

[Go Home →](#)

**Fast Search**

**Baggage Limits**




From Malpensa Airport (MXP)  
To Schiphol Airport (AMS)  
Economy Tickets

Free Checked Bag **23**kg  
Free Carry on Bag 12kg

**Flight Status**  
Malpensa Airport MXP

Flight	Origin	Time	Airline	Status
KL1627	Amsterdam	16:55	KLM	Landed
U2 2604	Athens	17:00	easyJet	Landed
U2 2686	Edinburg	17:05	easyJet	Scheduled
LH 9182	Dusseldorf	17:30	Lufthansa	Scheduled
LH 254	Frankfurt	17:35	Lufthansa	En Route
LX 1622	Zurich	17:45	Swiss	Scheduled
BA 568	London	17:50	British A	En Route

**Malpensa Express Timetable**  
[Download](#)

Product Service Partners Locations contact
connect with us  
Services SISTEMA MILANO 

Website // BagExpressMilano.com

**Congratulations!**



**Now GO for New Order**



# NEW ORDER

Safari File Edit View History Bookmarks Window Help

www.BagExpressMilano.com

## BAG Express

Home New Order Business Link

### New Order

Choose the Transportation Option That

#### BagExpress City

The service for the one who has to go city center in the fastest way possible. Directly proceed to Malpensa Express in 30 minutes you are there!

#### BagExpress

Best for Fiera Milano  
Fiera directly  
Malpensa Air  
the Fiera Me  
the arrival flo

#### Baggage Delivery

#### Reminder

#### Milano City Check-in

#### Express Train

#### FIERA MILANO Check in

#### Business Link

### Milano Business Calender

December 2011

- 03-05 Viscom Visual Com. Italia
- 04-06 Hobby Show
- 04-07 Salone Franchising Milano
- 04 Forum Int. Logistica
- 04-06 Weekend Donna
- 08-13 EICMA Moto
- 16-19 HTE-Hi.Tech.EXPO
- 16-19 Enersolar 2011
- 16-19 BIMEC
- 16-19 Greenergy Expo 2011
- 16-19 Robotica 2011
- 18-20 G! Come Giocare

Product Service Partners Locations contact

Debug DV Fri 6:51:02

Google

Home Corporate Locations Contact

[Book Hotel](#)

### Suits You

**Fiera Link**  
 3 days. Go to City or Rho from airport. Go to Meeting Point at work.

**BagExpress Premium**  
 A premium class experience. We welcome you at arrival gate, and take you to the desired destination with our premium class vehicles.

Business

Baggage Storage

ViaMilano FastTrack

ViaMilano Lounge

The price differs depending on the service selected

[Continue →](#)

### Fast Search

#### Baggage Limits

✈ KLM

➤ From Malpensa Airport (MXP)

➤ To Schiphol Airport (AMS)

🧳 Economy Tickets

1 Free Checked Bag **23** kg

1 Free Carry on Bag **12** kg

#### Flight Status

✈ Malpensa Airport MXP

➤ Arrivals

Flight	Origin	Time	Airline	Status
KL1627	Amsterdam	16:55	KLM	Landed
U2 2604	Athens	17:00	easyJet	Landed
U2 2686	Edinburg	17:05	easyJet	Scheduled
LH 3182	Dusseldorf	17:30	Lufthansa	Scheduled
LH 254	Frankfurt	17:35	Lufthansa	En Route
LX 1622	Zurich	17:45	Swiss	Scheduled
BA 566	London	17:50	British A.	En Route

#### Malpensa Express Timetable

[Download](#)

connect with us | Services SISTEMA MILANO



14 Questions to **Order**, Easy and 1 step!

Last Control

**BAG Express**

Home New Order Business Link Store Corporate Locations Contact

**Payment**

BagExpress To/From Milano Total **99.00 EUR**

There is no credit card information available.

Apply for the credit card of your choice by filling out a secure online application.

**Payment Information**

Credit Card Type

Name on Card

Card Number

Expiration Month  Expiration Year  CVV#

[Add a new card](#)

[BUY the service](#) [Go Home](#)

**Fast Search**

**Baggage Limits**

LUFTHANSA

From Berlin Tegel Airport (TXL)

To Malpensa Airport (MXP)

Economy Tickets

1 Free Checked Bag **20 kg**

1 Free Carry on Bag **8 kg**

**Flight Status**

Malpensa Airport MXP

Arrivals

Flight	Origin	Time	Airline	Status
KL627	Amsterdam	16:55	KLM	Landed
U2 2604	Athens	17:00	easyJet	Landed
U2 2686	Edinburg	17:05	easyJet	Scheduled
LH 3162	Düsseldorf	17:30	Lufthansa	Scheduled
LH 254	Frankfurt	17:35	Lufthansa	En Route
LX 1622	Zurich	17:45	Swiss	Scheduled
BA 566	London	17:50	British A	En Route

**Milano Business Calender**

December 2011

- 03-05 Viscom Visual Com. Italia
- 04-06 Hobby Show
- 04-07 Salone Franchising Milano
- 04 Forum Int. Logistica
- 04-06 Weekend Donna
- 08-13 EICMA Moto
- 16-19 HTE-Hi.Tech.EXPO
- 16-19 Enersolar 2011
- 16-19 BIMEC
- 16-19 Greenery Expo 2011
- 16-19 Robotica 2011
- 18-20 GI Come Giocare

Product Service Partners Locations contact connect with us [f](#) [t](#) [b](#) Services SISTEMA MILANO

**Payment Information, This informations will be saved and used for further acquisitions//Website and Application**

**BAG Express**

Home New Order Business Link Store Corporate Locations Contact

**Congratulations**

The payment process is successfully completed you will receive an e-mail shortly.

BagExpress To/From Milano Total **99.00 EUR**

Your plane arrives at **Malpensa Airport Terminal 1** on **03 Dec. 2011 Sat.** at **10:15**

Services: Baggage Delivery to **AtaHotel Executive Milano** **1 Pcs.**  
**Malpensa Express Train** **1 Way**

Your plane leaves from **Malpensa Airport Terminal 1** on **06 Dec. 2011 Tue.** at **18:30**

Services: Baggage Delivery to **AtaHotel Executive Milano** **1 Pcs.**  
**Malpensa Express Train** **1 Way**  
**ViaMilano FastTrack** **1 Prs.**  
**ViaMilano VIP Lounge** **1 Prs.**  
**Off Airport Check in (Mobile, SMS, Paper Boarding Pass)**

Leave your baggage to the Hotel Reception on the morning of your flight before 10:00  
 Your BagExpress Services Package also includes Baggage Storage at Malpensa Airport, Reminder Application, and Business Link.

**You will receive 1 Special BagExpress Bag Tag in 2 Working Days.**  
**ALWAYS KEEP THE SPECIAL BAGEXPRESS TAG ATTACHED TO YOUR BAG ALONG YOUR VISIT IN MILANO.**

**Show the itinerary page of BagExpress application or your BexExpress card on Malpensa Express train.**

[Print](#) [Go Home](#)

**Fast Search**

**Baggage Limits**

LUFTHANSA

From Berlin Tegel Airport (TXL)

To Malpensa Airport (MXP)

Economy Tickets

1 Free Checked Bag **20 kg**

1 Free Carry on Bag **8 kg**

**Flight Status**

Malpensa Airport MXP

Arrivals

Flight	Origin	Time	Airline	Status
KL627	Amsterdam	16:55	KLM	Landed
U2 2604	Athens	17:00	easyJet	Landed
U2 2686	Edinburg	17:05	easyJet	Scheduled
LH 3162	Düsseldorf	17:30	Lufthansa	Scheduled
LH 254	Frankfurt	17:35	Lufthansa	En Route
LX 1622	Zurich	17:45	Swiss	Scheduled
BA 566	London	17:50	British A	En Route

**Milano Business Calender**

December 2011

- 03-05 Viscom Visual Com. Italia
- 04-06 Hobby Show
- 04-07 Salone Franchising Milano
- 04 Forum Int. Logistica
- 04-06 Weekend Donna
- 08-13 EICMA Moto
- 16-19 HTE-Hi.Tech.EXPO
- 16-19 Enersolar 2011
- 16-19 BIMEC
- 16-19 Greenery Expo 2011
- 16-19 Robotica 2011
- 18-20 GI Come Giocare

Product Service Partners Locations contact connect with us [f](#) [t](#) [b](#) Services SISTEMA MILANO

**Milano Business Calender**

# MILANO BUSINESS CALENDER

**BAG Express**

Home New Order Business Link Store Corporate Locations Contact

**Milano Business Calender**

**WEEKEND DONNA**  
04 Nov. Friday - 06 Nov. Sunday 2011

Check into this Event  Yes  No  
Visit Dates, Hours 04 Dec. Sunday 9-13 14-20 05 Dec. Monday 9-13 14-20 06 Dec. Tuesday

From **feramilanocity** How to get there?    
 From the Tangenziale (ring-road), follow signs for the park-and-ride car parks Cascina Gobba (green underground line 2), Famagosta (green underground line 2), Bisceglie (red underground line 1), Lampugnano (red underground line 1), San Donato (yellow underground line 3) and Molino Dorino (red underground line 1), which correspond to the underground stations with the same names.  
 From here, feramilanocity can be reached directly with the red 1 underground line (Lotto-feramilanocity station) or with the green 2 and yellow 3 underground lines plus relative connections

By **Public Trans.**    
 Car

Map **City**    
 FieraM. City    
 Rho Fiera

Click on map to enlarge

Order for this event →

**Fast Search**

**Baggage Limits**

LUFTHANSA

From Berlin Tegel Airport (TXL)

To Malpensa Airport (MXP)

Economy Tickets

1 Free Checked Bag **20** kg

1 Free Carry on Bag **8** kg

**Flight Status**

Malpensa Airport MXP

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LH 3182	Düsseldorf	17:30	Lufthansa	Scheduled
LH 254	Frankfurt	17:35	Lufthansa	En Route
LX 1622	Zürich	17:45	Swiss	Scheduled
BA 569	London	17:50	British A.	En Route

Malpensa Express Timetable Download

Product Service Partners Locations contact connect with us Services SISTEMA MILANO

**If you click on the name of the event in Milano Business Calender Menu, details of selected event opens automatically.**

**BAG Express**

Home New Order Business Link Store Corporate Locations Contact

**Milano Business Calender**

**WEEKEND DONNA**  
04 Nov. Friday - 06 Nov. Sunday 2011

Check into this Event  Yes  No  
Visit Dates, Hours 04 Dec. Sunday 9-13 14-20 05 Dec. Monday 9-13 14-20 06 Dec. Tuesday

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By **Public Trans.**    
 Car

Map **City**    
 FieraM. City    
 Rho Fiera

Click on map to enlarge

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**Fast Search**

**Baggage Limits**

LUFTHANSA

From Berlin Tegel Airport (TXL)

To Malpensa Airport (MXP)

Economy Tickets

1 Free Checked Bag **20** kg

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Malpensa Airport MXP

Arrivals

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BA 569	London	17:50	British A.	En Route

Malpensa Express Timetable Download

Product Service Partners Locations contact connect with us Services SISTEMA MILANO

**You can check location from the map.**



**BAG Express**

Home New Order Business Link Store Corporate Locations Contact

**Milano Business Calendar**

**WEEKEND DONNA**  
04 Dec. Sunday - 06 Dec. Tuesday 2011

Check into this Event  Yes  No

Visit Dates, Hours 04 Dec. Sunday \* 9-13 14-20\*  
05 Dec. Monday \* 9-13\* 14-20\*  
06 Dec. Tuesday \*

From **fieramilanocity** How to get there? ▾  
From the Tangenziale (ring-road), follow signs for the park-and-ride car parks Cascina Gobba (green underground line 2), Famagosta (green underground line 2), Bisceglie (red underground line 1), Lampugnano (red underground line 1), San Donato (yellow underground line 3) and Molino Dorino (red underground line 1), which correspond to the underground stations with the same names.  
From here, fieramilanocity can be reached directly with the red 1 underground line (Lotto-fieramilanocity station) or with the green 2 and yellow 3 underground lines plus relative connections

By **Public Trans**  
Public Trans Car

Map **FieraM. City**  
Rho Fiera  
Click on map to enlarge

**Milano Business Calendar**  
December 2011

- 03-05 Viscom Visual Com. Italia
- 04-06 Hobby Show
- 04-07 Salone Franchising Milano
- 04 Forum Int. Logistica
- 04-06 Weekend Donna**
- 08-13 EICMA Moto
- 16-19 HTE-Hi.Tech.EXPO
- 16-19 Enersolar 2011
- 16-19 BIMEC
- 16-19 Greenery Expo 2011
- 16-19 Robotica 2011
- 18-20 GI Come Giocare

PHILIPP MULLER  
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**Baggage Limits**

LUFTHANSA

From Berlin Tegel Airport (TXL)

To Malpensa Airport (MXP)

Economy Tickets

1 Free Checked Bag **20 kg**

1 Free Carry on Bag **8 kg**

**Flight Status**

Malpensa Airport MXP

Arrivals

Flight	Origin	Time	Airline	Status
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LH 254	Frankfurt	17:35	Lufthansa	En Route
LX 1622	Zurich	17:45	Swiss	Scheduled
BA 566	London	17:50	British A	En Route

**Malpensa Express Timetable**  
Download

Product Service Partners Locations contact connect with us f t Services SISTEMA MILANO

**Customer can check into event from this menu.**



**BAG Express**

Home New Order Business Link Store Corporate Locations Contact

**Milano Business Calendar**

**WEEKEND DONNA**  
04 Dec. Sunday - 06 Dec. Tuesday 2011

Check into this Event  Yes  No

Visit Dates, Hours 04 Dec. Sunday \* 9-13 14-20\*  
05 Dec. Monday \* 9-13\* 14-20\*  
06 Dec. Tuesday \*

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By **Public Trans**  
Public Trans Car

Map **FieraM. City**  
Rho Fiera  
Click on map to enlarge

**Milano Business Calendar**  
December 2011

- 03-05 Viscom Visual Com. Italia
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- 18-20 GI Come Giocare

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**Baggage Limits**

LUFTHANSA

From Berlin Tegel Airport (TXL)

To Malpensa Airport (MXP)

Economy Tickets

1 Free Checked Bag **20 kg**

1 Free Carry on Bag **8 kg**

**Flight Status**

Malpensa Airport MXP

Arrivals

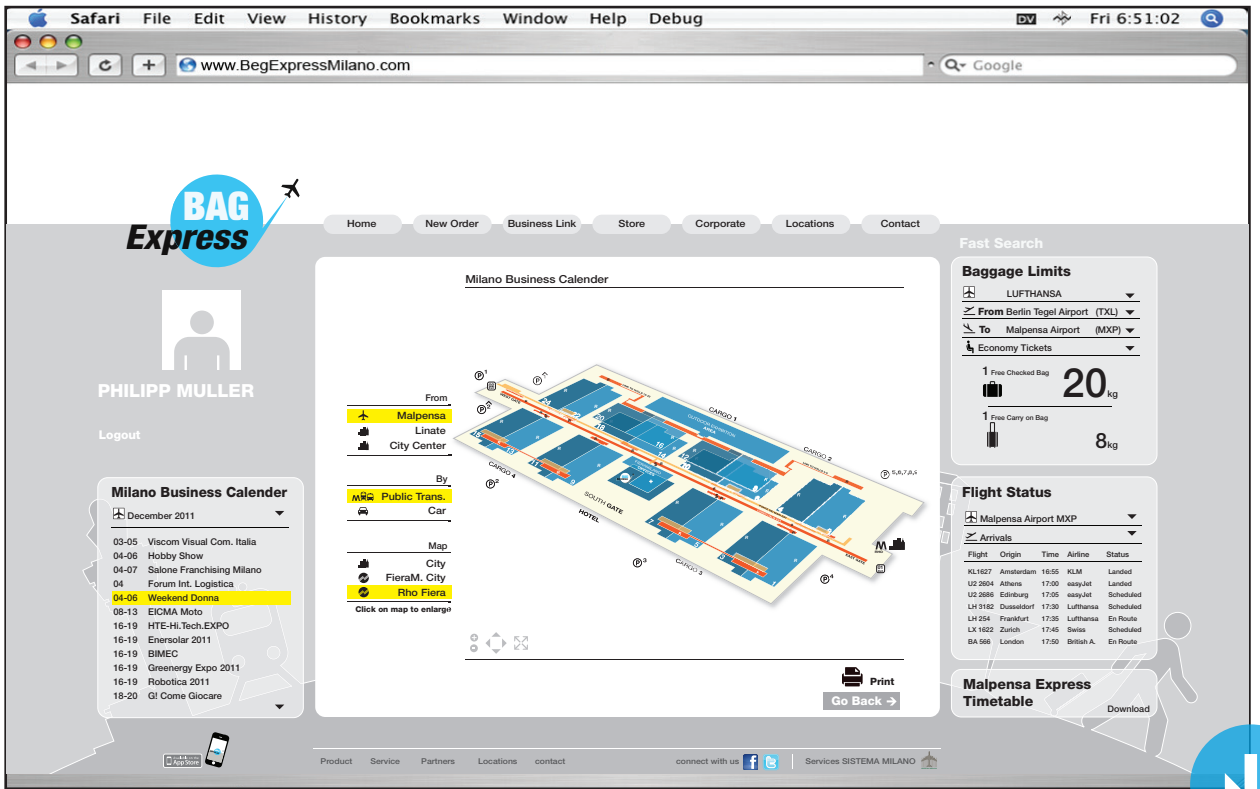
Flight	Origin	Time	Airline	Status
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**Malpensa Express Timetable**  
Download

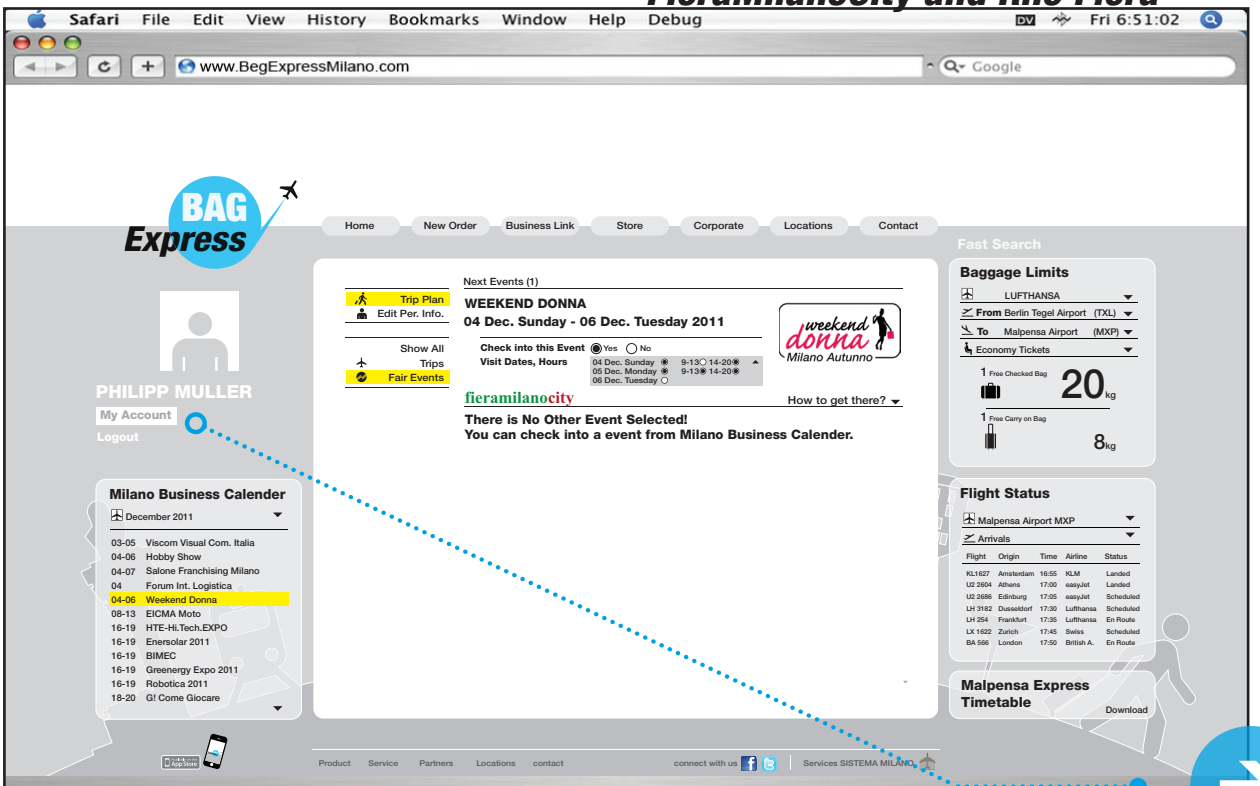
Product Service Partners Locations contact connect with us f t Services SISTEMA MILANO

**Also he can look at the Fiera plan to see the BagExpress Office.**





**BegExpressMilano.com has plans of both FieraMilanoCity and Rho Fiera**



**Passenger can find his trip plan under My Account, and from here he can change his Trip Plans and Personal Info.**



**MY ACCOUNT**

PHILIPP MULLER  
My Account  
Logout

**Milano Business Calender**  
December 2011

- 03-05 Viscom Visual Com. Italia
- 04-06 Hobby Show
- 04-07 Salone Franchising Milano
- 04 Forum Int. Logistica
- 04-06 Weekend Donna**
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- 16-19 BIMEC
- 16-19 Greenergy Expo 2011
- 16-19 Robotica 2011
- 18-20 GI Come Giocare

**Next Events (1)**

**WEEKEND DONNA**  
04 Dec. Sunday - 06 Dec. Tuesday 2011

Check into this Event  Yes  No

Visit Dates, Hours  
04 Dec. Sunday 9-13C 14-20  
05 Dec. Monday 9-13C 14-20  
06 Dec. Tuesday

**ficramilanocity** How to get there? ▾

**There is No Other Event Selected!**  
You can check into a event from Milano Business Calender.

**Fast Search**

**Baggage Limits**  
LUFTHANSA  
From Berlin Tegel Airport (TXL)  
To Malpensa Airport (MXP)  
Economy Tickets

1 Free Checked Bag **20 kg**  
1 Free Carry on Bag **8 kg**

**Flight Status**  
Malpensa Airport MXP

Flight	Origin	Time	Airline	Status
KL1627	Amsterdam	16:55	KLM	Landed
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UZ 2686	Edinburg	17:56	easyJet	Scheduled
LH 3162	Dusseldorf	17:30	Lufthansa	Scheduled
LH 254	Frankfurt	17:36	Lufthansa	En Route
LX 1622	Zurich	17:45	Swiss	Scheduled
BA 966	London	17:50	British A.	En Route

**Malpensa Express Timetable** Download

**Trip Plan**



**MY ACCOUNT**

PHILIPP MULLER  
My Account  
Logout

**Milano Business Calender**  
December 2011

**Edit Personal Information**

Name   
Surname   
Email   
Mobile phone   
Date of Birth   
Sex   
Nationality

**Home Address (Only For Milano Residents)**

Country   
City   
Street   
House Number   
ZIP   
Telephone

Save

**Fast Search**

**Baggage Limits**  
LUFTHANSA  
From Berlin Tegel Airport (TXL)  
To Malpensa Airport (MXP)  
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**Malpensa Express Timetable** Download

**Edit Personal Info. // Personal Info.**



**BAG Express**

Home | New Order | Business Link | Store | Corporate | Locations | Contact

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**Milano Business Calender**  
December 2011

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- 16-19 BIMEC
- 16-19 Greenergy Expo 2011
- 16-19 Robotica 2011
- 18-20 GI Come Giocare

**Corporate Information**

Trip Plan | **Edit. Per. Info** | Personal Info. | Corporate Info. | Preferences

Name of the Company

Sector

Qualification

Job Address (Only For Milano Residents)

Country

City

Street

House Number

ZIP

Telephone

Fax

**Frequent Flyer Card Info.**

Enrolled Program

Type of Card

Save

**Fast Search**

**Baggage Limits**

LUFTHANSA

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To Malpensa Airport (MXP)

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**Flight Status**

Malpensa Airport MXP

Arrivals

Flight	Origin	Time	Airline	Status
KL1627	Amsterdam	16:55	KLM	Landed
UZ 2004	Athens	17:50	easyJet	Landed
UZ 2088	Edinburg	17:56	easyJet	Scheduled
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LX 1622	Zurich	17:45	Swiss	Scheduled
BA 566	London	17:50	British A.	En Route

**Malpensa Express Timetable** | Download

Product | Service | Partners | Locations | contact | connect with us | Services SISTEMA MILANO

**Edit Personal Info. // Corporate Info.**



**BAG Express**

Home | New Order | Business Link | Store | Corporate | Locations | Contact

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**Milano Business Calender**  
December 2011

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- 16-19 BIMEC
- 16-19 Greenergy Expo 2011
- 16-19 Robotica 2011
- 18-20 GI Come Giocare

**Preferences**

Trip Plan | **Edit. Per. Info** | Personal Info. | Corporate Info. | **Preferences**

How Many Times Do You Fly a Year

How Many Times From/To Milano

How Do You Get To The Airport

Reason of Travel

Date of Birth

Share my information for Business Link

**User Name & Password**

User Name

Password

Re-enter Password

**Profile Picture**

Upload Profile Picture

Use Webcam to Make a Profile Picture

Save

**Fast Search**

**Baggage Limits**

LUFTHANSA

From Berlin Tegel Airport (TXL)

To Malpensa Airport (MXP)

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**Malpensa Express Timetable** | Download

Product | Service | Partners | Locations | contact | connect with us | Services SISTEMA MILANO

**Edit Personal Info // Preferences.**



Website // BagExpressMilano.com

Safari File Edit View History Bookmarks Window Help Debug
Fri 6:51:02

www.BegExpressMilano.com
Google





**PHILIPP MULLER**

My Account

Logout

**Milano Business Calender**

December 2011

- 03-05 Viscom Visual Com. Italia
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- 16-19 Robotica 2011
- 18-20 GI Come Giocare

Home New Order Business Link Store Corporate Locations Contact

**Show All**

✈ Trips

✈ Fair Events

---

**Show All**

✈ Inbound

✈ Outbound

---

**Sector**

Show All

Automotive

Banking

Construction

Food & Drink

Healthcare

Insurance

Manufacturing

Pharmaceuticals

Real Estate

Retail

Technology

Telecommunication

**Textile**

Tourism

Utilities

Service

**03 Dec. 2011 Saturday** Modify

Your plane arrives at **Malpensa Airport Terminal 1** at **10:15**

✈ Same Plane Lufthansa LH248//1

	<b>Eric Klose</b>	ericklose@volkmanngrp.de
	Berlin-VOLKMANN	+49 30 22 40
	<b>Carla Neuer</b>	carlaneuer@kunsemuller.com
	Berlin-KUNSEMULLER	+49 30 22 40

⌚ Same Hours//3

	<b>Marvin Martin</b>	marvinmartin@cortex.fr
	Lyon-CORTEX SA	+33 4 50846001
	<b>Pierre Van Kuyt</b>	ericklose@hotmail.nl
	Amsterdam-LA COLORS	+31 20 7106020
	<b>Volkan Yilmaz</b>	yilmazvolkan@kanattekstil.com
	Istanbul-KANAT TEKSTIL	+90 532 6328

**04 Dec. 2011 Sunday** Modify

Fiera Event at 14:00-20:00

FieraMilano City//5

	<b>Claudio Rosso</b>	ericklose@hotmail.com
	Roma-CASTELLO FABRICS	+39 06 65250
	<b>Carla Neuer</b>	carlaneuer@kunsemuller.com
	Berlin-KUNSEMULLER	+49 30 22 40
	<b>Volkan Yilmaz</b>	yilmazvolkan@kanattekstil.com
	Istanbul-KANAT TEKSTIL	+90 532 6328
	<b>Eric Klose</b>	ericklose@volkmanngrp.de
	Berlin-VOLKMANN	+49 30 22 40
	<b>Jack Terry</b>	jterry@shellmark.com
	London-SHELLMARK TEXTILE	+49 30 22 40

**05 Dec. 2011 Monday** Modify

Fiera Event at 09:00-20:00

FieraMilano City//6

	<b>Mathias Muller</b>	mathiasmuller@gmail.com
	Munich-Lenzing	+49 89 48046
	<b>Cem Turan</b>	turancem@danza.com.tr
	Ankara-DANZA TEKSTIL	+49 30 22 40
	<b>Marvin Martin</b>	marvinmartin@cortex.fr
	Lyon-CORTEX SA	+33 4 50846001
	<b>Pierre Van Kuyt</b>	ericklose@hotmail.nl
	Amsterdam-LA COLORS	+31 20 7106020
	<b>Jack Terry</b>	jterry@shellmark.com
	London-SHELLMARK TEXTILE	+49 30 22 40

**07 Dec. 2011 Tuesday** Modify

Your plane leaves from **Malpensa Airport Terminal 1** at **18:30**

✈ Same Plane Lufthansa LH1863//2

	<b>Carla Neuer</b>	carlaneuer@kunsemuller.com
	Berlin-KUNSEMULLER	+49 30 22 40
	<b>Michael Kahn</b>	mkahn@kbc.com
	Berlin-KBC	+49 30 36 90

📍 Same VIP Lounge//3 Show Me on Map

	<b>Mathias Muller</b>	mathiasmuller@gmail.com
	Munich-Lenzing	+49 89 48046
	<b>Marvin Martin</b>	marvinmartin@cortex.fr
	Lyon-CORTEX SA	+33 4 50846001
	<b>Lilian Henry</b>	lilianhenry@philea.fr
	Lyon-PHILEA	+33 4 50846001

**Fast Search**

**Baggage Limits**

LUFTHANSA

✈ From Berlin Tegel Airport (TXL)

✈ To Malpensa Airport (MXP)

✈ Economy Tickets

↑ Free Checked Bag

**20** kg

↑ Free Carry on Bag

**8** kg

---

**Flight Status**

✈ Malpensa Airport MXP

✈ Arrivals

Flight	Origin	Time	Airline	Status
KL1827	Amsterdam	16:55	KLM	Landed
U2 2604	Athens	17:00	easyJet	Landed
U2 2688	Edinburg	17:05	easyJet	Scheduled
LH 3182	Dusseldorf	17:30	Lufthansa	Scheduled
LH 554	Frankfurt	17:35	Lufthansa	En Route
LX 1822	Zurich	17:45	Swiss	Scheduled
BA 566	London	17:50	British A.	En Route

**Malpensa Express Timetable**

Download

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**BAG Express**

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**PHILIPP MULLER**  
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**Milano Business Calendar**  
December 2011

**Business Link**  
03 Dec. 2011 Saturday  
Your plane arrives at **Malpensa Airport Terminal 1 at 10:15**  
Same Plane Lufthansa LH248/1

**Eric Klose**  
Berlin-VOLKMANN  
ericklose@volkmanngroup.de  
+49 30 22 40

**Carla Neuer**  
Berlin-KUNSEMULLER  
carlaneuer@kunsemuller.com  
+49 30 22 40

**Same Hours//3**

**Marvin Martin**  
Lyon-CORTEX SA  
marvinmartin@cortex.fr  
+33 4 50846001

**Pierre Van Kuyt**  
Amsterdam-LA COLORS  
ericklose@hotmail.nl  
+31 20 7106020

**Volkan Yilmaz**  
Istanbul-KANAT TEKSTIL  
yilmazvolkan@kanattekstil.com  
+90 532 6328

**Fast Search**  
LUFTHANSA  
From Berlin Tegel Airport (TXL)  
To Malpensa Airport (MXP)  
Economy Tickets

**Baggage Limits**  
Free Checked Bag **20** kg  
Free Carry on Bag **8** kg

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BA 568	London	17:50	British A	En Route

**Malpensa Express Timetable**  
Download

Website // BagExpressMilano.com

## Send eMail directly from the Website



He can narrow down his option from all sectors to a specific one and also he can see the arrival and departure times of other BagExpress member.

He can also see the people which are coming and leaving milano at the same date and hour with him.

This could be a great opportunity to meet with new people from the sector. He will have plenty of time in VIP Lounge.

**Locations**

- Malpensa
- Liniate
- FieraM. City
- Fiera Milano
- City Office
- Partner Hotels
- Trade Points

Map locations: MALPENSA, VARESE, VARESE/COMO, MEDA, ORIO AL SERIO, TORINO/NOVARA, GENOVA, BOLOGNA/ROMA, VENEZIA.

Malpensa Airport 2nd Floor Check-in Area, 2nd Floor Baagage Deposit

Show Malpensa Plan

**Fast Search**

**Baggage Limits**

LUFTHANSA

From Berlin Tegel Airport (TXL)

To Malpensa Airport (MXP)

Economy Tickets

1 Free Checked Bag **20 kg**

1 Free Carry on Bag **8 kg**

**Flight Status**

Malpensa Airport MXP

Arrivals

Flight	Origin	Time	Airline	Status
KL1627	Amsterdam	16:55	KLM	Landed
UZ 2904	Athens	17:50	easyJet	Landed
UZ 2688	Edinburg	17:56	easyJet	Scheduled
LH 3162	Dusseldorf	17:30	Lufthansa	Scheduled
LH 254	Frankfurt	17:36	Lufthansa	En Route
LX 1622	Zurich	17:45	Swiss	Scheduled
BA 966	London	17:50	British A.	En Route

**Malpensa Express Timetable**

Download

**All Offices**



**Locations**

- Malpensa
- Liniate
- FieraM. City
- Fiera Milano
- City Office
- Partner Hotels
- Trade Points

Floor Plan

- 1 Malpensa Exp.
- 0 Arrival
- 1 Departure
- 2 Check in
- 3

Map labels: B1-23, A1-23, FLOOR 0 ARRIVAL.

Print

Go Back

**Fast Search**

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**Malpensa Express Timetable**

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**Malpensa Plan**





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www.BagExpressMilano.com

**BAG Express**

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**Milano Business Calendar**  
December 2011

- 03-05 Viscom Visual Com. Italia
- 04-06 Hobby Show
- 04-07 Salone Franchising Milano
- 04 Forum Int. Logistica
- 04-06 Weekend Donna
- 05-13 ECMA Moto
- 16-19 HTE-Hi.Tech.EXPO
- 16-19 Enersolar 2011
- 16-19 BIMEC
- 16-19 Greenergy Expo 2011
- 16-19 Robotica 2011
- 18-20 GI Come Giocare

**Locations**

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U2 2804	Athens	17:30	easyJet	Landed
U2 2886	Edinburgh	17:35	easyJet	Scheduled
LH 3182	Düsseldorf	17:30	Lufthansa	Scheduled
LH 254	Frankfurt	17:35	Lufthansa	En Route
LX 1622	Zürich	17:45	Swiss	Scheduled
BA 566	London	17:50	British A.	En Route

Malpensa Express Timetable

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Website // BagExpressMilano.com

**FieraMilano City Plan**



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**Locations**

We collaborate with 500 Hotels In Milano. You can find the names Adresses and Phone numbers below. Click on the nameto visit web page.

HOTEL NAME	ADDRESS	TELEPHONE
<b>5L</b> Boscolo Hotel Exedra	Corso Matteotti, 4/6	02 77679611
Bulgari Hotels Resorts Milano	Via Privata Fratelli Gabba, 7/b	02 8058051
Excelsior Gallia	Piazza Duca D Aosta 9	02 67851
Four Seasons	Via Gesù 8	02 77088
Grand Hotel Duomo	Via San Raffaele 1	02 88331
Grand Hotel et de Milan	Via Manzoni 29	02 723141
Park Hyatt Milano	Via Tommaso Grossi 1	02 8821234
Principe di Savoia	Piazza della Repubblica 17	02 62301
Seven Stars Galleria	Via S. Pellicio 8	02 89058297
The Westing Palace	Piazza della Repubblica 20	02 63361
Villa San Carlo Borromeo	Piazza Borromeo 20	02 994741
Carlton Hotel Baglioni	Via Senato 5	02 77077
<b>5</b> Meila Milano	Via Masaccio 19	02 44406
Pierre Milano	Via E. De Amicis 32	02 7200551
The Gray	Via San Raffaele 6	02 7208951
<b>4</b> 1. Maggio	Via Perugia 1	02 9096840
Abacus	Via Monte Grappa 39	02 26225858
AC Milano	Via Tazzoli 2	02 20424211
Accademia	Viale Certosa 68	02 392 11122
Adam	Via Palmanova153	02 2592551
Admiral	Via Domodossola	02 349 2151
Air Hotel	Viale Idroscalo 4	02 70200099
Alexander	Via Nipo Tortiani 9	02 66981206
Ambasciatori	Galleria Del Corso 3	02 76020241
Andreola Central	Via Scarlatti 24	02 6709141
Antica Locanda dei Mercanti	Via San Tomaso 6	02 8054080
Ariosto	Via Ariosto 22	02 4817844
Art Hotel Navigli	Via C.A. Fumagalli 4	02 89410530

**Fast Search**

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Malpensa Express Timetable

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Product Service Partners Locations contact connect with us Services SISTEMA MILANO

**Partner Hotels and Tel. Numbers**



### **Check in**

Fast access to Check in options.

### **Baggage**

Central button to see the journey of the baggage.

### **Train Pass**

Malpensa Express Electronic ticket to show on train.

### **Menu**

Practical access to basic BagExpress tools.

### **Reminder**

Live info.

Reminder tool alerts the passenger in critical times and shows the next step of the journey.

### **Contact, WIFI**

Contact for fast access to BagExpress call center, and WIFI for Airport internet access.

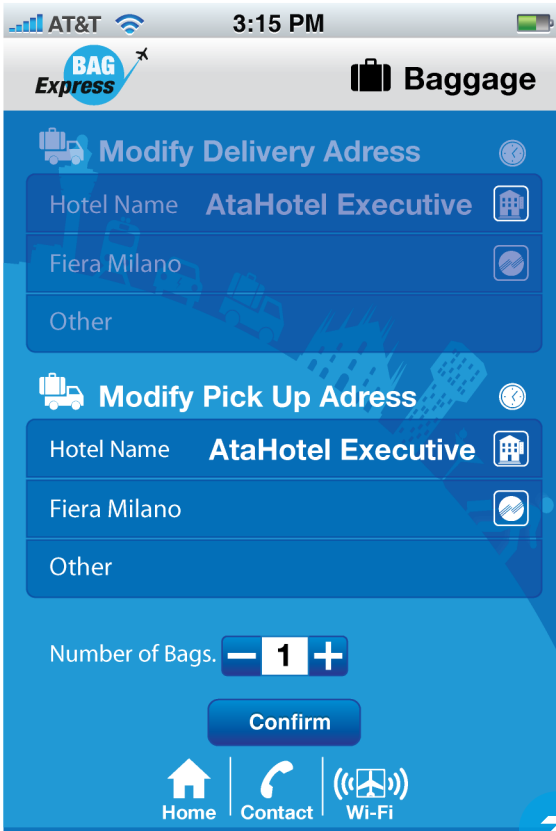
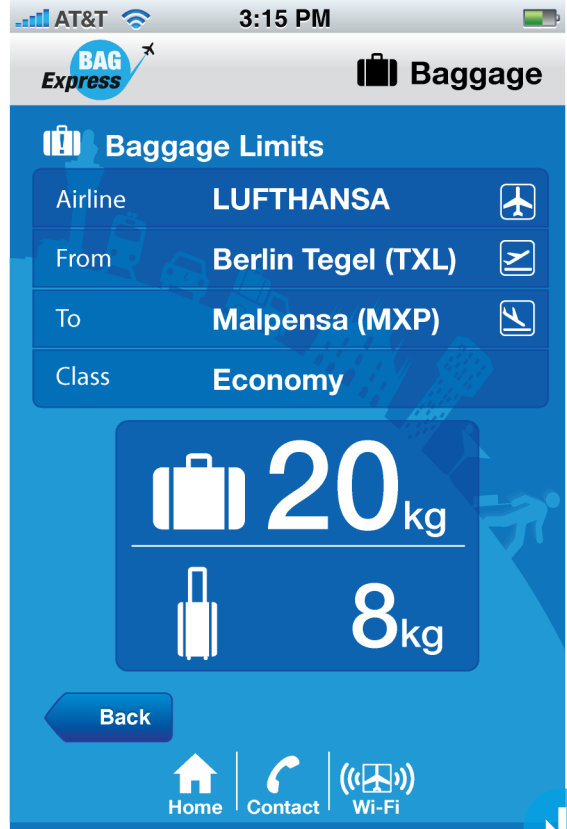
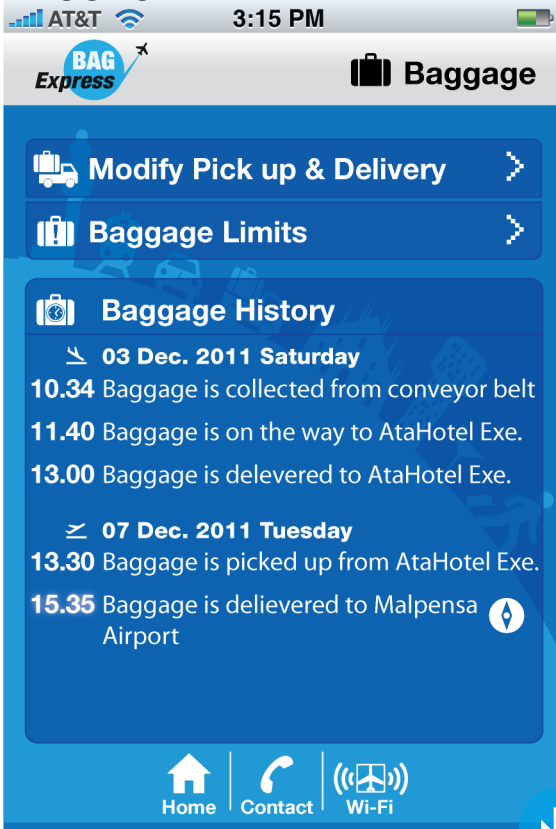




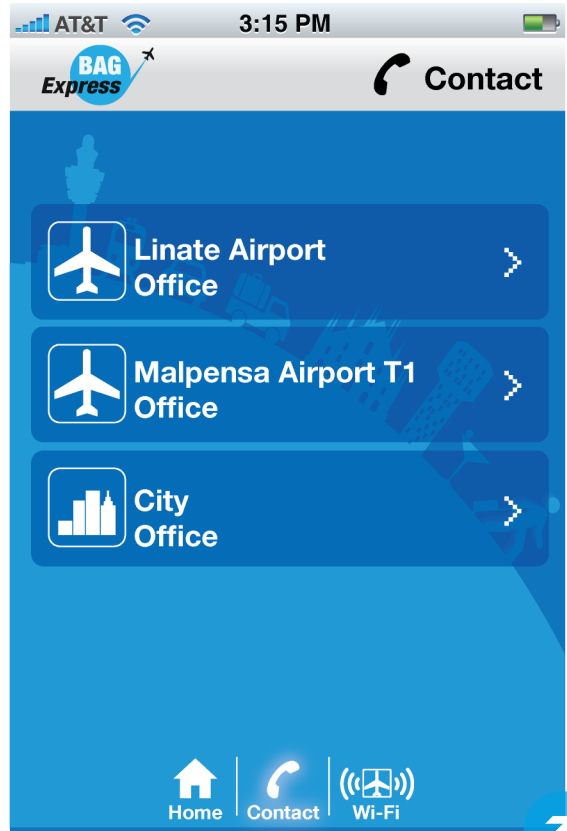
### **Reminder Alert**

Bag icon and the time color shifts to yellow and red consequently to alert passenger.

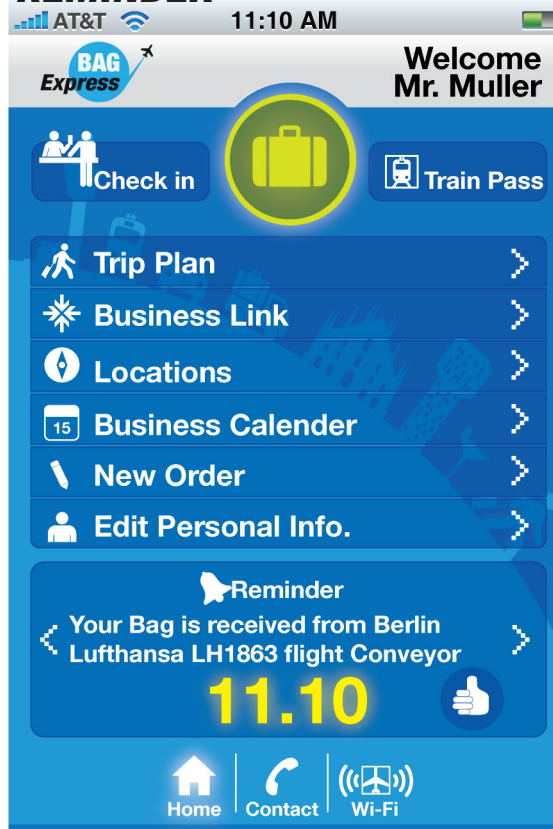
# BAGGAGE



# CONTACT



# REMINDER



Reminder  
Last Malpensa Express to catch your Plane leaves from Cadorna Station at  
11.10

Reminder  
Today 23 People checked in for FieraMilano City  
11.10

Reminder  
Your Bag is on the way to AtaHotel Executive  
11.10

Reminder  
Your Bag is picked up from AtaHotel Executive at  
11.10

Reminder  
Your Bag is placed to your Hotel room  
11.10

Reminder  
Your Bag is delivered to BagExpress Malpensa Office  
11.10

Reminder  
Your Bag is delivered to the Hotel reception  
11.10

# CHECK IN

AT&T 3:15 PM

**BAG Express** Check in

Remote Check in

eMAIL  
Free Service-You will receive your Mobile Boarding Pass via eMail 3 hours prior to the scheduled flight departure.

MMS  
Service with Payment-You can receive your Mobile Boarding Pass via MMS 3 hours prior to the scheduled flight departure.

ePAPER  
Service with Payment-You can receive your Paper Boarding Pass from your hotels Reception or BagExpress Office at the Airport

Home Contact Wi-Fi

# TRAIN PASS

AT&T 3:15 PM

**BAG Express** Train Pass

**Malpensa Express Ticket**  
Malpensa-Cadorna One Way

Passenger Name: **Philipp Muller**  
Trip Date: **03 DEC 2011**



**RULES AND REGULATIONS**  
1// Valid for one trip till the end of service of the same trip day. 2// Not to be stamped. 3// Not valid for middle stops 4// On board it has to be always presented with a valid identity document. 5// On the contrary the penalty will be 39,60 euro plus the the price ticket if it's immediately paid. If the payment is not effected in the terms of 60 days the penalty will be 120,00 euro plus taxes charges.

Navigation icons: Home, Contact, Wi-Fi, and a list icon with '3'.

AT&T 3:15 PM

Mobile Boarding Pass

http://www.lufthansa.mobi... Google

**Lufthansa**

**Mobile Boarding Pass**



Lufthansa Wishes you a pleasant flight.

**Data**

Name	Philipp Muller
Date	06DEC
Flight	LH1863
Class	Economy
Gate	Gate
Boarding	18.30
Seat	19A

Navigation icons: Home, Contact, Wi-Fi, and a list icon with '3'.

# TRIP PLAN

AT&T 3:15 PM

**BAG Express** Trip Plan

**03 Dec. 2011 Saturday-Arrival Date**  
10.15 Malpensa Airport T1  
11.03 Malpensa Express Cadorna Direction  
11.32 Cadorna Station-City Center

**04 Dec. 2011 Sunday**  
FieraMilano City-Moda Donna

**05 Dec. 2011 Monday**  
FieraMilano City-Moda Donna

**07 Dec. 2011 Wednesday-Dep. Date**  
12.00 Baggage picked up from AtaHotel Exe.  
16.28 Cadorna Station-Malpensa Express  
Malpensa Direction  
17.59 Malpensa Airport T1  
18.30 Flight

Navigation icons: Home, Contact, Wi-Fi, and a list icon with '3'.

# BUSINESS LINK

AT&T 3:15 PM

BAG Express Business Link

Sector **Textile**

Show All  Trips  Fair Events

**Pierre van Ruyt**  
Amsterdam-LA COLORS  
ericklose@hotmail.nl +31 20 7106020

**Jack Terry**  
London-SHELLMARK TEXTILE  
jterry@shellmark.com +49 30 22 40

≥ 07 Dec. 2011 Tuesday  
Malpensa Airport Terminal 1 at 18:30  
✈ Same Plane Lufthansa LH1863/2

**Carla Neuer**  
Berlin-KUNSEMULLER  
carlaneuer@kunsemuller.com +49 30 22 40

**Michael Kahn**  
Berlin-KBC  
mkahn@kbc.com +49 30 36 90

Same VIP Lounge/3

Home Contact Wi-Fi



# LOCATIONS

AT&T 3:15 PM

BAG Express Locations

Airport **Malpensa T1-Arrival**

Fiera

Home Contact Wi-Fi



AT&T 3:15 PM

BAG Express Business Link

Sector **Textile**

Show All  Trips  Fair Events

**Pierre van Ruyt**  
Amsterdam-LA COLORS  
ericklose@hotmail.nl +31 20 7106020

**Jack Terry**  
London-SHELLMARK TEXTILE  
jterry@shellmark.com +49 30 22 40

≥ 07 Dec. 2011 Tuesday  
Malpensa Airport Terminal 1 at 18:30  
✈ Same Plane Lufthansa LH1863/2

**Carla Neuer**  
Berlin-KUNSEMULLER  
carlaneuer@kunsemuller.com +49 30 22 40

**Michael Kahn**  
Berlin-KBC

SEND eMAIL CALL

Home Contact Wi-Fi



AT&T 3:15 PM

BAG Express Locations

Airport

Fiera **Fiera Milano (Rho)**

Home Contact Wi-Fi



Application

# BUSINESS CALENDER

AT&T 3:15 PM

BAG Express Business Calender

December 2011

- 04-06 Hobby Show >
- 04-07 Salone Franchising >
- 04 Forum Int. Logistica >
- ★ 04-06 Weekend Donna >
- 08-13 EICMA Moto >
- 16-19 HTE-Hi.Tech.EXPO >
- 16-19 Enersolar 2011 >
- 16-19 BIMEC >
- 16-19 Greenergy Expo 2011 >

Back

Home Contact Wi-Fi



# NEW ORDER

AT&T 3:15 PM


BAG Express New Order

Choose Service

- BagExpress CITY
- BagExpress FIERA LINK
- BagExpress PREMIUM

Continue

Home Contact Wi-Fi



AT&T 3:15 PM

BAG Express Business Calender

FieraMilano City 04 Dec- 06 Dec

## Weekend Donna

Check into this fair event


Date 06 Dec. Tue

Hours 09.00-13.00

Confirm

Back

Home Contact Wi-Fi



# TRIP PLAN

AT&T 3:15 PM

BAG Express New Order

Flight Information

Round Trip  ON

Milano Resident  Milano Visitor

Arrival Date 17 Jan.12 Sat

Departure Date 20 Jan.12 Fri

Arrival Airport Malpensa T1


Departure Airport Malpensa T1

Airline Alitalia

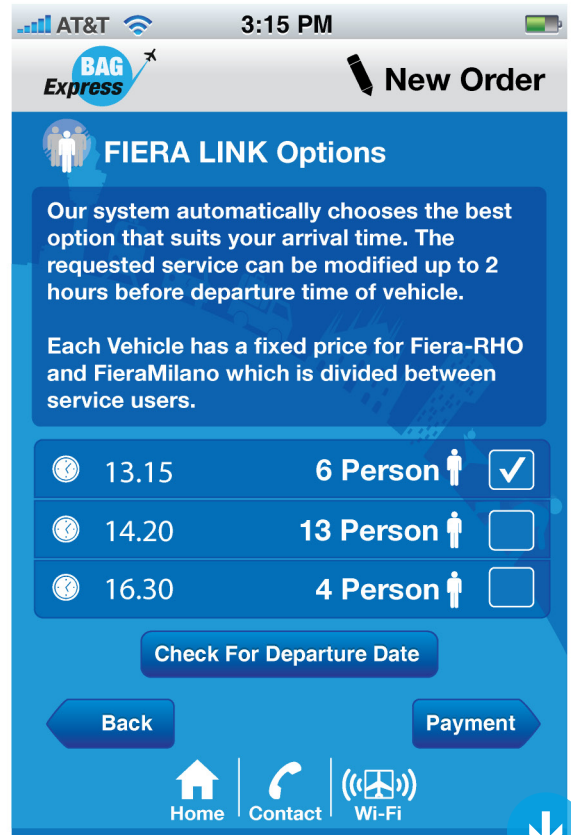
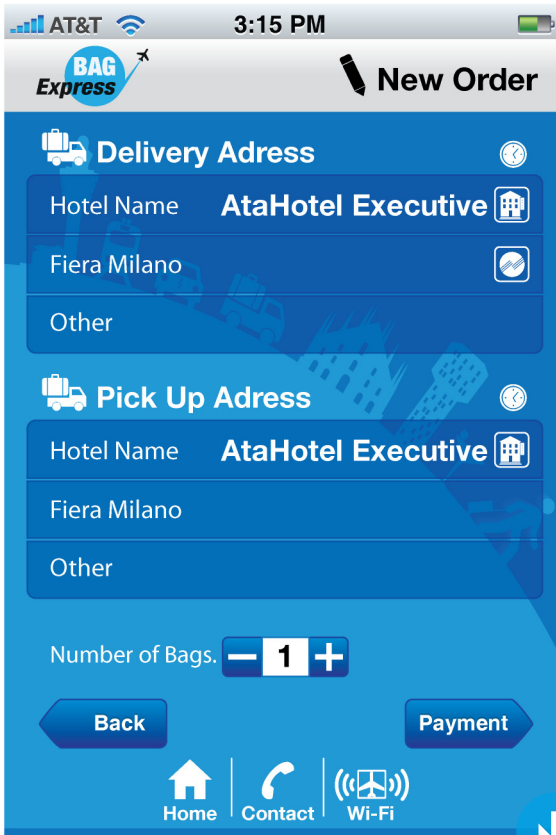
Flight Number AP00139

Continue

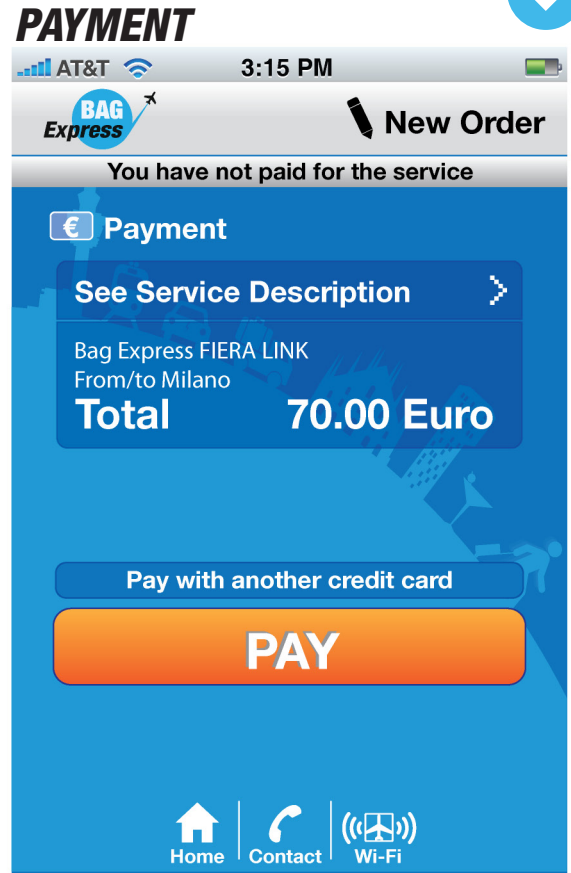
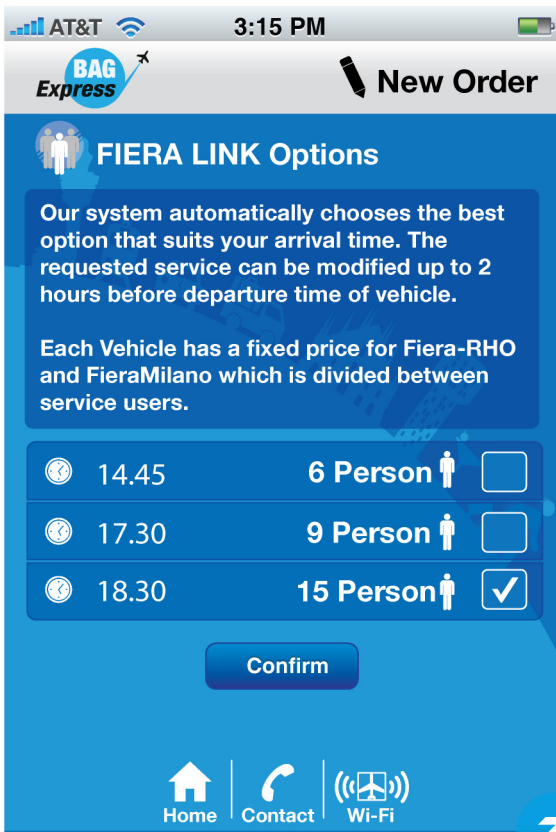
Home Contact Wi-Fi







Application





## **BENEFITS FOR CUSTOMERS**

---



Live information about baggage all the time



Easy access and usage



Fair price (Spend money for real needs)



Premium Class ground service experience



Flexible services and prices



Businesslike systematic service



Time saving// They can avoid crowded ticket counters (Particularly during peak periods)



Do not need to worry about baggage storage



Eliminates need to drag bags to and through Airport



## **BENEFITS FOR MILANO**

---



Reputation of the city. Expo 2015



Less environmental impact



Emphasize “Business Center” image of the city



## **BENEFITS FOR SERVICE PROVIDER**



Less oil consumption



Attractive platform



Specific services for business people

**1.**

Pioneer advantage in the market



A new image to the company



Long term relationship with customers



## **BENEFITS FOR AIRPORTS AIRLINES AND RAIL OPERATORS**



Less area required for ticket counters/bag check facilities



Relieves airport ticket counter lobby queues and congestion



Encourages use of transit and transit riders.



## **BENEFITS FOR FAIRS**



Reputation of fairs.



A different platform for fair visitors.



Creating a social network through fair events.



Catalog delivery for fair customers.





**Collaboration with other European cities**

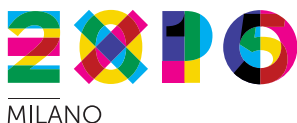
In long term new collaborations can be made with other European centers. The organization of the service can be varied depending on the assets and the structure of the city.

the possible web addresses could be;  
 BagExpressMadrid.com, BagExpressParis.com  
 BagExpressFrankfurt.com



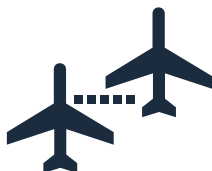
**Full Off Airport Check in  
 New Laws and Regulations // post 9-11**

Before 9-11 in Europe and USA, bag check and claim was offered by multiple airlines at downtown terminals in 1990s. Now international and national aviation organizations works on new emerging technologies to secure and facilitate off airport check in.



**Special Services Expansions for EXPO 2015**

EXPO 2015 will be an universal event, demanding specific solutions from baggage delivery companies. The city will host business people from all around world. BagExpress can offer specific services for partner hotels and airlines to promote and deliver more customer oriented flexible services. The services which are already exist for Fiera can be expanded to other businesscenters and hotels in Milano hinterland.



**Partnership with Major Airlines to promote their new segment - Premium Class**

Alitalia and Lufthansa Airlines use Malpensa Airport as a hub. For this reason BagExpress can promote its services to passengers of these airlines through their channels. The service can be sell with lower prices to business class and premium class passengers. Also a new reward system can be designed to promote both BagExpress and major airlines services. Similar services is offered by Virgin Atlantic and MTR EXpress in Hnong Kong.

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---

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