

News Release

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VenueSim pioneers new software tool to get passengers holidays from East Midlands Airport off to a flying start

In a first for UK airports, VenueSim and East Midlands Airport are using innovative technology to predict future trends and improve the start to passenger's holidays.

East Midlands Airport prides itself on ensuring that its passengers have a stress free journey through its terminal and VenueSim are helping the airport to go one step further to help ease the journey through security.

Leicester based company, VenueSim have developed a new product that predicts passenger demand and flows at airports. The product, called Q-Alert, uses an innovative piece of software to predict passenger demand at the security area of airports and, as a result, optimise the security requirements to meet this demand. It is based on artificial intelligence technology from De Montfort University in Leicester and was developed in conjunction with East Midlands Airport. Using both historical and modelled data, based on the passengers passing through the airport, VenueSim's Q-Alert is able to accurately forecast when passengers will arrive at the security gates. This information recommends the number of security lanes that need to be open to deal with this demand – and keep queue lengths to a minimum – which then allows the security team to provide cover in line with the forecast demand. The system is even able to work in 'real time' to let the security team know when abnormal peaks in demand may be about to occur due to, say, a hold up on the road network delaying passenger arrival times at the airport.

David Smyth, CEO of VenueSim explains the benefits of easing the customer journey: "A lot of the queuing that we see at airports today is a result of the advent of cheaper air travel and online check-in. This has had the effect of reducing the time between a passenger arriving at the airport and then heading for the departure lounge. In turn this means that the airport security area is hit with surges of people which can quickly throw out the normal forecast for security lanes. What Q-Alert is able to do is model the consumer behaviour and forecast in advance, but also in real time, the expected demand at security".

John Doherty, General Manager Security at East Midlands Airport agrees: "By optimising the availability of security staff in line with passenger demand, we can ensure that passengers spend as little time as possible queuing and more time relaxing in the departure lounge. Customer Experience is very important to East Midlands Airport and we do everything we can to ensure that the passenger's journey with us is as seamless, relaxed and worry-free as possible."

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About VenueSim

VenueSim is the leading provider of artificial intelligence based forecasting tools for the airport market. Using proprietary technology developed in conjunction with De Montfort University in Leicester, VenueSim is helping the airport market around the world optimise security staff requirements and improve customer service levels through the security channel and the departure lounge. By improving flow in airports VenueSim's software is able to increase the retail profit potential of passengers in the departure lounge.

For more information visit the company's website on www.venuesim.com

About East Midlands Airport

- Every year, East Midlands Airport connects over 4.5 million passengers with the world, serving more than 90 destinations.
- Winner of many prestigious awards; including Airport of the Year, World's Leading Eco Friendly Airport and nominated for a British Travel Award in 2010, East Midlands Airport is a vibrant economic hub, supporting over 6,000 jobs and generating around £300 million for the region.
- As the UK's primary pure freight airport, we're home to leading air freight operators DHL, TNT and UPS and are a major air hub for the Royal Mail.

For more information on East Midlands Airport, visit www.eastmidlandsairport.com or contact the East Midlands Airport Press Office on 0845 108 8542/pressoffice@eastmidlandsairport.com