

Wi-Fly: New Gatwick Mobile Airport site takes off...

Business need

To reach consumers on the move and help increase time in the departure lounge to increase spend per passenger.

YOUR
LONDON
AIRPORT
Gatwick



The solution

A fully integrated, fully optimised mobile site which offers travelers up-to-date, live flight information. Customers can bookmark or 'pin' flights to their homepage, meaning personal travel information can be accessed when necessary.

The site was launched in July 2012, and within the first six months, received four times the amount of visits (4.8 million) compared to the same period the year before (1.3 million).

Gatwick created a travel information homepage alert during heavy snow fall in the week 14th-20th January 2013, causing the number of site visitors to triple during this time period.

Results

- Optimised mobile site with CMS integration
- HTML 5
- Around 44% of all web visitors are viewing the site on a mobile device (up from 19% the year before)
- over 1million unique mobile visitors within 6 months of launch
- 14% of visitors have "pinned" flight details to the home page
- average 13.8% net uplift in total visitor web traffic per month
- Over 14,000 visitors "pinned" flights on "snow day" (Jan '13)

