

London Luton Airport mobile site delivers live pre-flight information

Business need

To allow customers to access the Luton website and live flight information on their phone, from the existing www. URL.

The solution

A bespoke, fully optimised mobile site which offers travellers up-to-date arrivals and departures flight information. Customers can access information on security guidelines, parking, a journey planner to the airport, and places to eat and shop once they have arrived.

For Android users, navigation around the airport has been made easier through Google's indoor 3D mapping solution, providing an entire layout of Luton's terminal.

UX design caters specifically for mobile, ensuring all of this information can be accessed within a few short clicks.

The Luton mobile site was launched on 31st July 2013.

Results

- Mobile traffic is now up from an average of 34% for the first half of 2013 and 24% in August 2012 (almost double on year)
- Mobile traffic is now half of all online traffic.
- Mobile has added more traffic than it has cannibalised.

