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COURSE BROCHURE

Airport Passenger Journey Design Training Course

16 – 20 May 2027
Abu Dhabi

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Registered in the United Kingdom and Saudi Arabia

Airport Passenger Journey Design Training Course

Ref: 2049_75475 **Date:** 16 – 20 May 2027 **Location:** Abu Dhabi **Fees:** 6500 GBP

Airport Passenger Journey Design is a 1-week training course for terminal, customer experience and service quality managers who shape how travellers move from kerb to gate, and it ends with a Kerb-to-Gate Journey Blueprint. Rising passenger volumes, self-service technology and higher traveller expectations now make each queue, sign and service moment a visible test of terminal performance. Jupiter Prime Training delivers this course for airport and airline teams.

Why Airport Passenger Journey Design Matters Now

Three forces shape the passenger journey today: digital check-in and biometric touchpoints that move work from staff to travellers, airline and ground handling partners who each own part of the terminal experience, and travellers who compare an airport with the best retail and hospitality settings they know. A terminal that designs its journey well turns dwell time into calm, confident movement and stronger concession revenue. One that leaves it to chance sees missed connections and crowded lanes. The course rests on service blueprinting, the customer journey map and the service recovery paradox.

Who Gains Most from Airport Passenger Journey Design

- Terminal duty leaders responsible for queues, flows and passenger processing points
- Customer experience leads who own satisfaction measurement and complaint handling
- Service quality specialists who set and audit standards with airline and handling partners
- Commercial and concessions coordinators who depend on passenger dwell time and routing
- Facilities and signage planners responsible for wayfinding and terminal layout changes

Terminal teams gain most when operations, customer experience and commercial staff attend together and map the same journey from three angles.

Airport Passenger Journey Design Capabilities

Participants learn to see the terminal through the traveller's eyes and turn friction points into designed moments.

- Map a kerb-to-gate journey with touchpoints, emotions and pain points — terminal improvement priorities
- Specify measurable service standards for each processing point — airline and handling partners
- Assess wayfinding clarity across signage, digital screens and staff help — layout change requests
- Design a feedback measurement mix linking surveys, sensors and complaints — experience reporting

- Build a service recovery protocol for delays and disruptions — frontline supervisors
- Align journey changes with commercial and operational goals — terminal leadership

Key Airport Passenger Journey Design Terms

- Customer Journey Map — a visual timeline of every step, touchpoint and feeling a traveller experiences from arrival to boarding.
- Service Blueprint — a diagram linking front-stage passenger actions with back-stage staff, systems and partner processes.
- Moment of Truth — a touchpoint where a traveller forms a lasting judgement about the airport, such as security screening.
- Wayfinding — the combined signage, sightlines, digital screens and staff cues that help travellers find their way unaided.
- Dwell Time — the time a passenger spends airside before boarding, shaping stress levels and retail spending.
- Service Recovery — the planned response that restores traveller confidence after a delay, error or service failure.

Airport Passenger Journey Design Day by Day

Day 1: The Traveller's View of the Terminal

- Passenger Segments and Personas — Which Travellers Shape Terminal Priorities
- Kerb-to-Gate Touchpoint Inventory — Where Partners Share Ownership
- Moments of Truth Analysis — Which Touchpoints Drive Traveller Judgement
- Self-Service and Biometric Trends — How Staff Roles Are Changing
- Experience Benchmarks from Hospitality and Retail — Raising Terminal Expectations

Day 2: Journey Mapping and Service Blueprints

- Customer Journey Map Construction — Capturing Steps, Emotions and Pain Points
- Service Blueprint Layers — Linking Front-Stage Actions to Back-Stage Processes
- Queue and Flow Observation — Finding Bottlenecks at Processing Points
- Accessibility and Reduced Mobility Journeys — Designing for Every Traveller
- Pain Point Prioritisation Matrix — Choosing Which Frictions to Fix First

Day 3: Service Standards and Wayfinding

- Processing Point Service Standards — Setting Wait Time and Courtesy Targets
- Partner Service Level Agreements — Sharing Standards with Airlines and Handlers
- Wayfinding Audit Method — Testing Signage, Sightlines and Digital Screens
- Airside Dwell Time Design — Balancing Calm Movement and Concession Revenue
- Staff Help Points and Ambassadors — Where Human Support Adds Most

Day 4: Feedback Measurement and Service Recovery

- Passenger Survey Design — Choosing Questions That Reveal Root Causes
- Sensor, Queue and Complaint Data — Building One Experience Dashboard
- Net Promoter and Satisfaction Scores — Reading Trends Without False Precision
- Service Recovery Protocol — Restoring Confidence During Delays and Disruptions
- Frontline Empowerment Rules — Deciding What Staff Can Offer on the Spot

Day 5: Practising the Kerb-to-Gate Journey Blueprint

- Applying Journey Maps to a Terminal Case — Selecting the Redesign Scope
- Applying Service Standards to Redesigned Touchpoints — Partner Sign-Off Needs
- Applying Feedback Measures to the Redesign — Tracking Experience Change
- Stakeholder Pitch Rehearsal — Securing Terminal Leadership Support
- Kerb-to-Gate Journey Blueprint — Completing the Redesign and Rollout Sequence

Applying Airport Passenger Journey Design After the Course

- Lead a walk-through of one terminal journey with partners and produce a shared customer journey map with ranked pain points.
- Run a wayfinding audit of one pier or concourse and present signage and help point changes to facilities planners.

Airport Passenger Journey Design Questions FAQ

What is Airport Passenger Journey Design and why does it matter now?

Airport Passenger Journey Design is the deliberate shaping of every step from kerb to gate. It matters now because self-service technology, shared partner ownership and rising traveller expectations make each touchpoint a visible measure of terminal performance and reputation.

Which roles gain most from Airport Passenger Journey Design training?

Terminal duty leaders, customer experience leads and service quality specialists gain most. Commercial coordinators and signage planners also benefit, as routing and wayfinding shape comfort and revenue.

How does Airport Passenger Journey Design differ from an airport operations course?

Airport Passenger Journey Design looks at the terminal through the traveller's experience rather than through resource allocation. An operations course focuses on stands, gates and resources, while this course focuses on touchpoints, standards, wayfinding, feedback and service recovery.

What do you bring back from Airport Passenger Journey Design training?

You bring back a Kerb-to-Gate Journey Blueprint for one terminal journey. It joins a journey map, standards, wayfinding changes and a recovery protocol.

Airport Passenger Journey Design: The Way Forward

The Kerb-to-Gate Journey Blueprint first informs which touchpoints to redesign in the next terminal improvement cycle. Terminal leaders, airline partners and customer experience teams use it to agree standards and track change. After its first use, revisit the feedback measures and the service recovery protocol, because traveller expectations and self-service technology keep shifting the moments that matter most.