

Istanbul Airport 

MAGICAL
JOURNEYS
START HERE

www.istairport.com

     /igairport





WHY ISTANBUL?

Istanbul as an Aviation Hub

IST has a natural geographical position to become a Major hub at the intersection of Asia, Europe, Middle-East and Africa



WHY ISTANBUL?

Within
Hours **3**

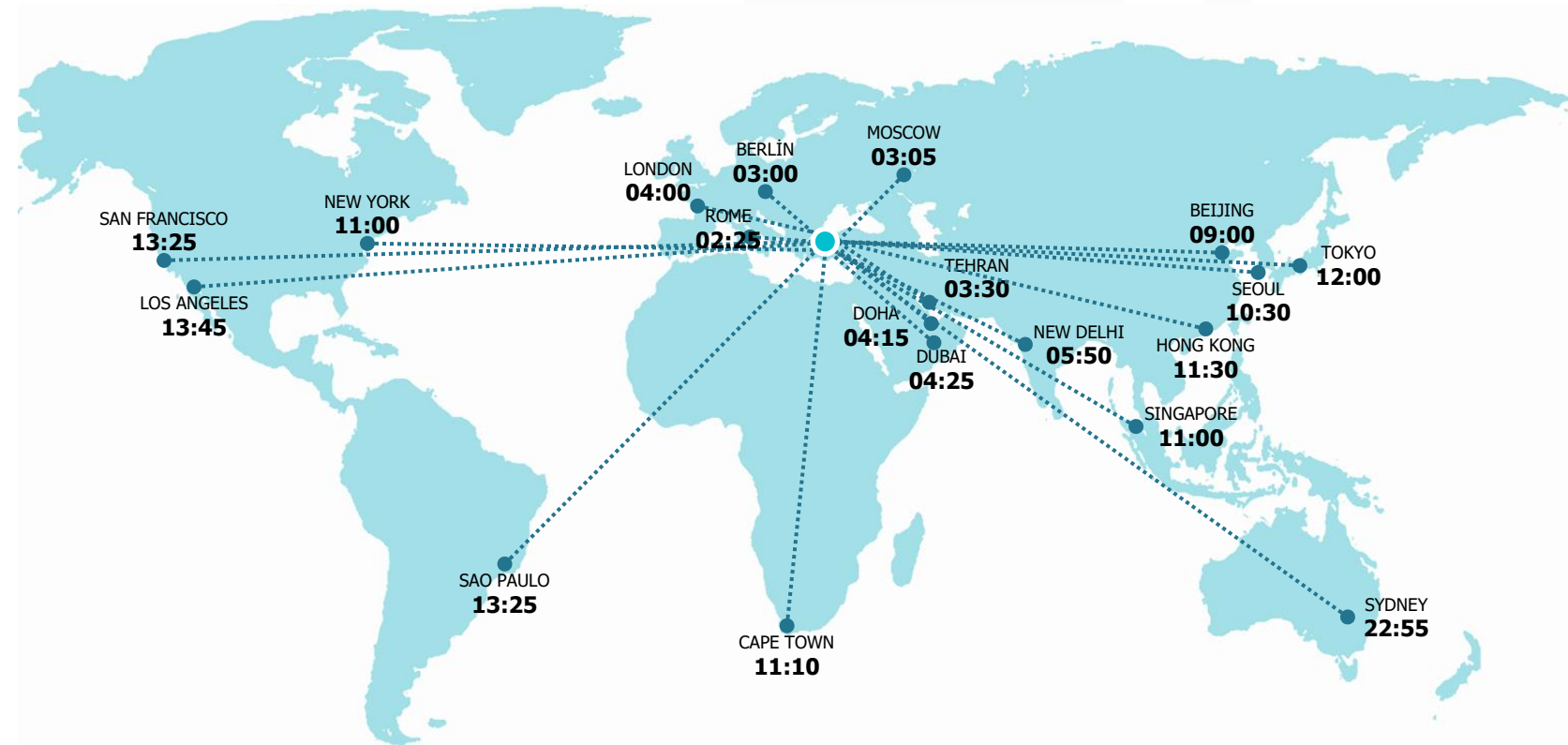
60+
Capital
Cities

120+
Countries

130+
Destinations

50+
Domestic

130+
International

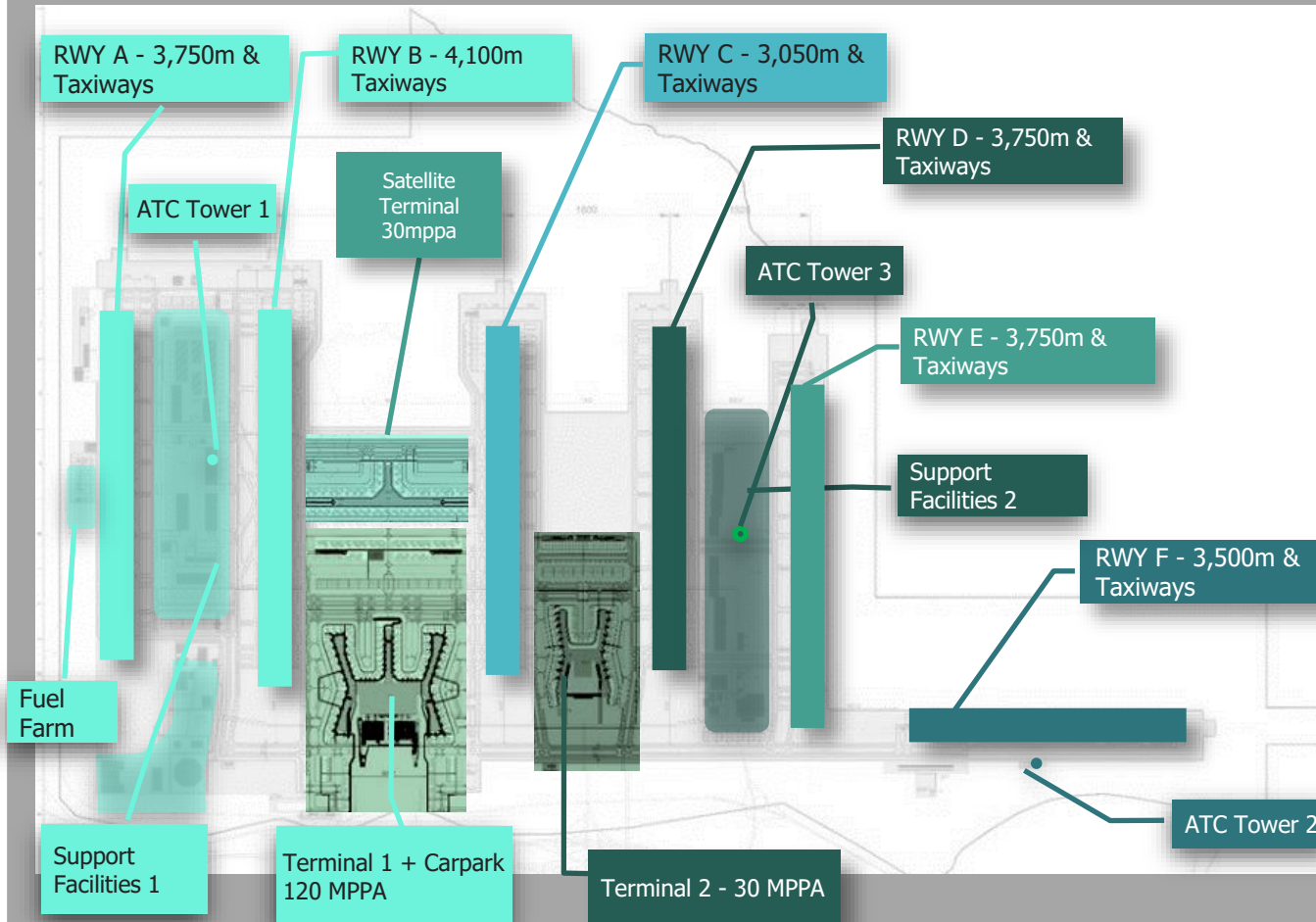


CONSTRUCTION & INFRASTRUCTURE IN ITS PERFECTION

Three short, parallel blue horizontal lines.

Capacity planning is made based on reaching 200 mio passenger capacity projection by 2044

CAPACITY MANAGEMENT



Phases

- Phase-1a
- Phase-1b
- Phase-2
- Phase-3
- Phase-4

Airport Capacity

MPPA*	200	Phase 4
	150	Phase 3
	120	Phase 1

Ultimate Passenger Capacity:
200 mio pax.

ATM (Air Traffic Management) Capacity

- Phase 1** (3 parallel runways): $48 \times 3 = 144$ ATM/hr
- Phase 2** (East-West runway): No change
- Phase 3** (4th parallel runway): $48 \times 2 + (44 \times 2) = 184$ ATM/hr
- Phase 4** (5th parallel runway): $48 + (44 \times 4) = 224$ ATM/hr

BUSINESS APPROACH



Successful terminal business requires a concrete strategy

BUSINESS APPROACH

WHY

Making Istanbul a great hub

WHAT

Effective Partnership Management

- Advertising
- Hotel
- Duty Free
- Food & Beverages
- Car Parking
- Transportation
- Tourism Offices
- Facility Management
- Cargo City

Creating Value Added New Services

for the Functionality

- Premium Services
- Mass Services

for the Soul

- Cultural Events
- İGA Museum
- Experience Center

Teaming up with critical stakeholders (*Government, Airlines, Groundhandling, Sub-contractors*)

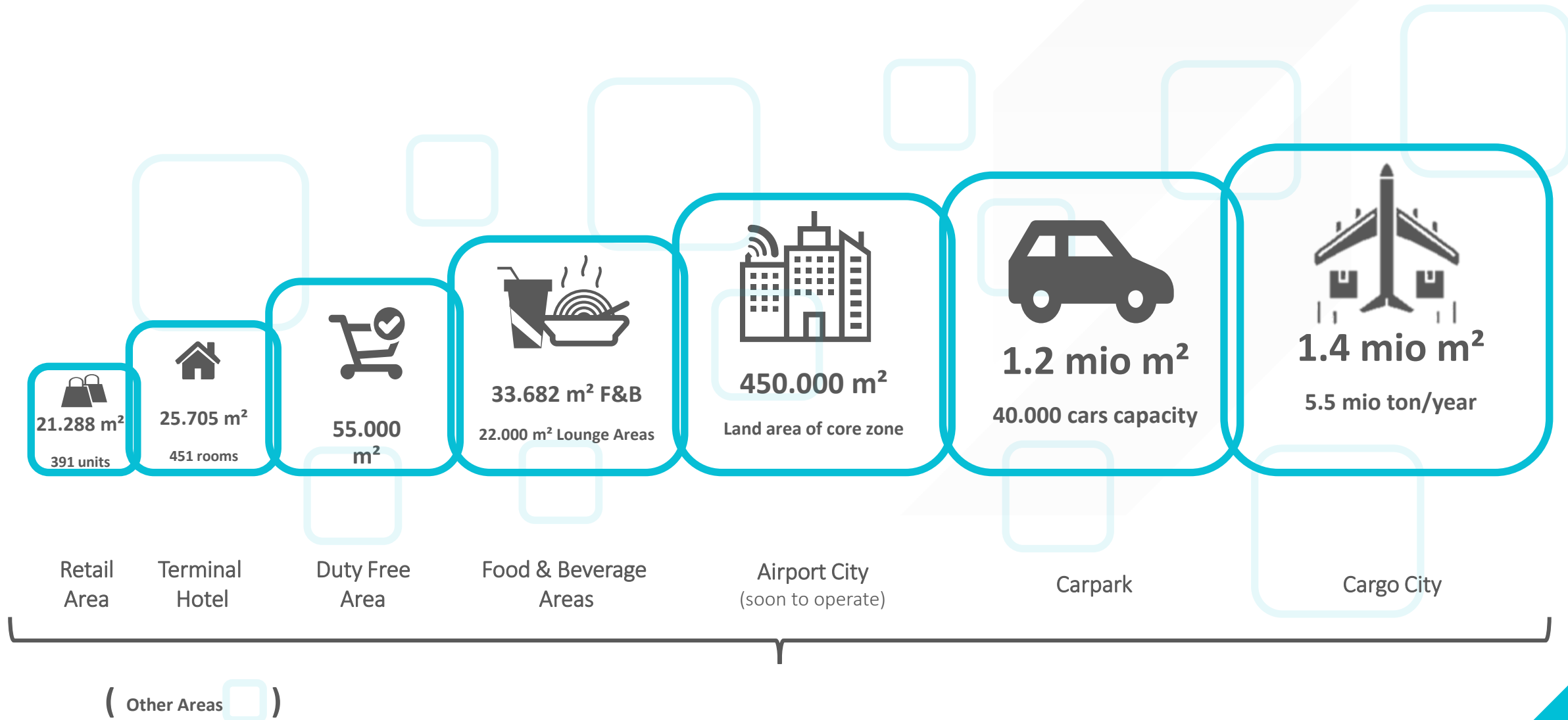
HOW

Focusing on Customer Experience

Having a Digital and Data Centric Mind Set

Istanbul Airport offers the largest terminal area with variety of services

BUSINESS APPROACH



Some of the commercial services are managed by effective partnership which allows agility and flexibility

BUSINESS APPROACH

1 PARTNERSHIP MANAGEMENT

2 CREATING VALUE ADDED NEW SERVICES

3 FOCUSING ON CUSTOMER EXPERIENCE



Hotel

Partnership with **Yotel**

- Two hotels (airside/landside)
- Restaurant, lounge, Gym, WiFi facilities



Food & Beverage

Partnership with **TUM&İÇTÜR**

- World's largest F&B area w/ 33.365 m2



Advertising

Partnership with **Media Port G**

- 36.811 m2 advertising space
- 70% average occupancy



Duty Free

Partnership with **UNIFREE DUTYFREE**

- World's largest Duty Free area w/ 55.000 m2
- 33 DFS, 108 Monobrand



Car Parking

- World's largest car parking area w/ 1.2 mio m2
- 5 blocks, 40k vehicle capacity

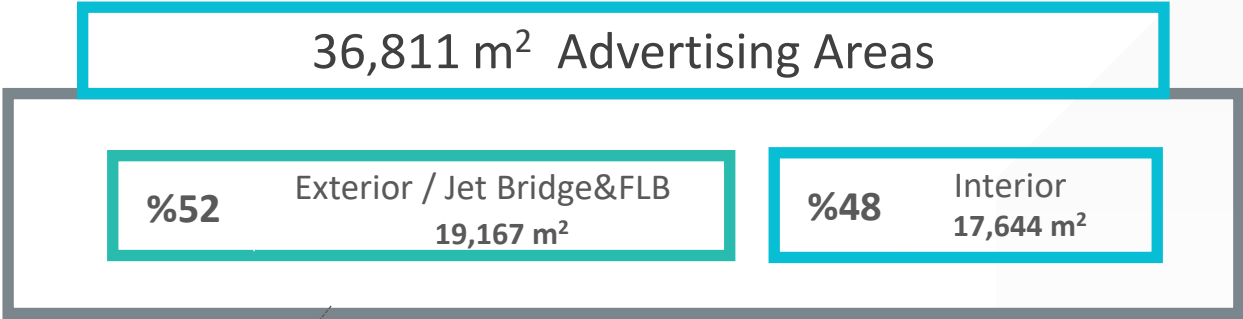




Advertising areas have huge reach potential

BUSINESS APPROACH

Advertising



Planned area:
41,000 m²

1 PARTNERSHIP
MANAGEMENT

2 CREATING
VALUE ADDED
NEW SERVICES

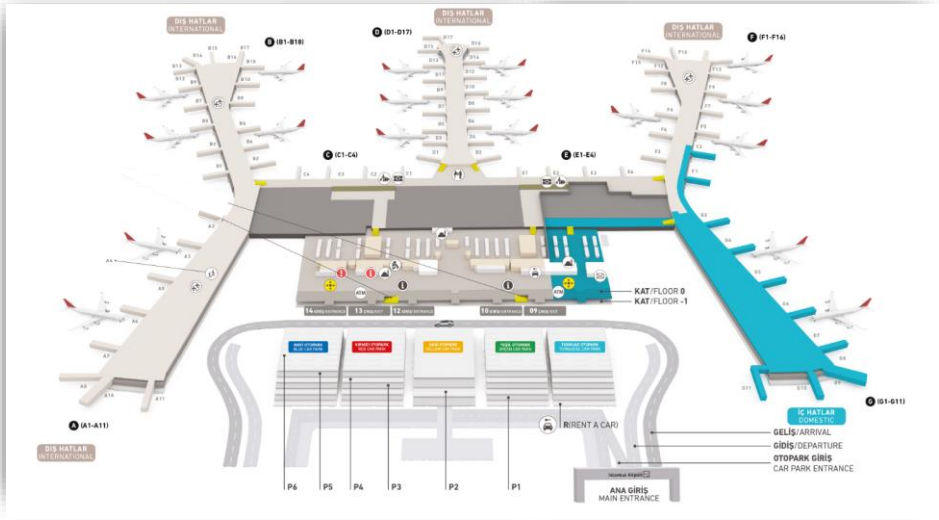
3 FOCUSING ON
CUSTOMER
EXPERIENCE

10%

Turkey OOH advertising volume



Initial Investment 15 mio USD



BUSINESS APPROACH

Advertising

45%

Static

24%

Digital & Special Projects

31%

Jet Bridge & FLB

Special Units & Iconic Ad Projects

1 PARTNERSHIP
MANAGEMENT

2 CREATING
VALUE ADDED
NEW SERVICES

3 FOCUSING ON
CUSTOMER
EXPERIENCE

NEW



Potential to reach 90 million guest yearly

BUSINESS APPROACH

Advertising

with **70%** average occupancy rate already

in more than **25+** different sectors

150+ brands

of which **45%** are foreign assets

10% of digital and static screens are in use of non-profit organizations we have supported for their advertisement needs

Partnered with

Media Port G

SQUARE
GROUP

outdoor
advertisement

1 PARTNERSHIP
MANAGEMENT

2 CREATING
VALUE ADDED
NEW SERVICES

3 FOCUSING ON
CUSTOMER
EXPERIENCE

Brands that are working with us

Advertising

1 PARTNERSHIP MANAGEMENT

2 CREATING VALUE ADDED NEW SERVICES

3 FOCUSING ON CUSTOMER EXPERIENCE



BUSINESS APPROACH

Airport Hotel

1 PARTNERSHIP
MANAGEMENT

2 CREATING
VALUE ADDED
NEW SERVICES

3 FOCUSING ON
CUSTOMER
EXPERIENCE



Partnered with **YOTEL**



Airside — — — 280 Hotel Rooms

Landside — — — 171 Hotel Rooms



Offering hourly booking option



7/24 - food and drink available at Komyuniti

90%
occupancy rate
on the air side

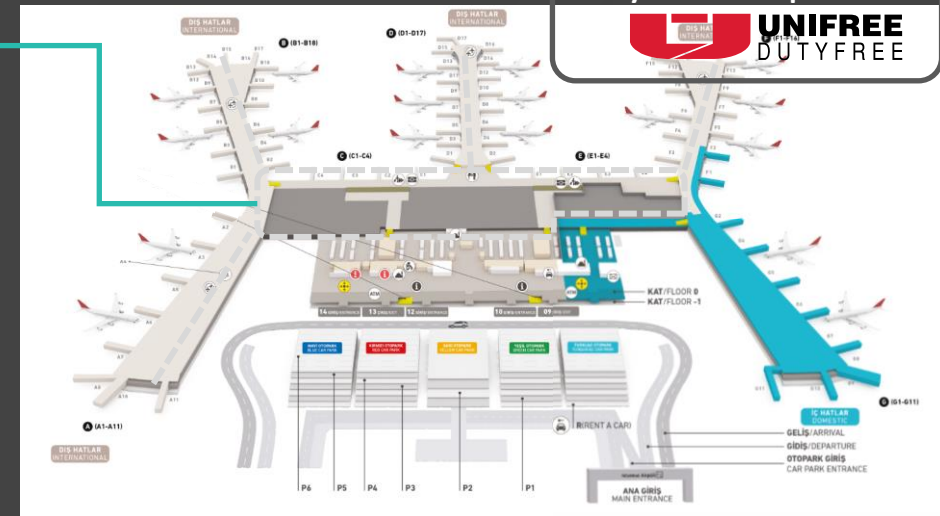
BUSINESS APPROACH

Duty Free

World's largest Duty Free area with

55.000 m²
Equal to 9 football pitches

Duty Free Operator



1 PARTNERSHIP
MANAGEMENT



31 Duty Free Shops

2 CREATING
VALUE ADDED
NEW SERVICES



92 Mono Brand Stores

3 FOCUSING ON
CUSTOMER
EXPERIENCE

Wide selection of brands including local & global premium high end luxury as well as affordable fashion

20 Premium luxury brands

Affordable fashion brands are also available

LOUIS VUITTON

BVLGARI

PRADA



BOTTEGA
VENETA

Dior

CÉLINE

FENDI
ROMA

LC Waikiki



U.S. POLO ASSN.
SINCE 1890

BISSE

YARGICI

Penti

Conducting and Managing one of the World's biggest Domestic Air-Side & Land-Side Rental areas with 16.827,07 sqm in total...



BUSINESS APPROACH

Commercial Affairs

- 1 ACCOUNT MANAGEMENT OF THE LESSEE'S
- 2 CREATING VALUE ADDED NEW SERVICES
- 3 FOCUSING ON CUSTOMER EXPERIENCE



Managing directly by;



172 active
commercial
shops & offices
More than 90 different
brands

Spread in **7.352,32 m²**



Operating with 75% occupancy rate within the terminal with various concepts such as gourmet burger, sushi, kebab...



BUSINESS APPROACH

F&B

- 1 PARTNERSHIP MANAGEMENT
- 2 CREATING VALUE ADDED NEW SERVICES
- 3 FOCUSING ON CUSTOMER EXPERIENCE



86 F&B units
44 + Brands (19 Int 25 Local)

Spread in 33.682 m²

of which
55 International 15 Domestic 16 Landside

- 9 | Casual Dining
- 26 | Fast Food
- 12 | Grab N Go
- 14 | Bakery
- 15 | Coffee Shop
- 9 | Bar & Kiosk



From luxury gourmet restaurants to affordable snack and fast food units

Located right in front of the terminal building, of quality service is provided at the car park



BUSINESS APPROACH

Car Parking

1

PARTNERSHIP
MANAGEMENT

2

CREATING
VALUE ADDED
NEW SERVICES

3

FOCUSING ON
CUSTOMER
EXPERIENCE

40K vehicle capacity
of which **18K** is multi storey
5 cascaded blocks all together
Monthly **560K** entrance

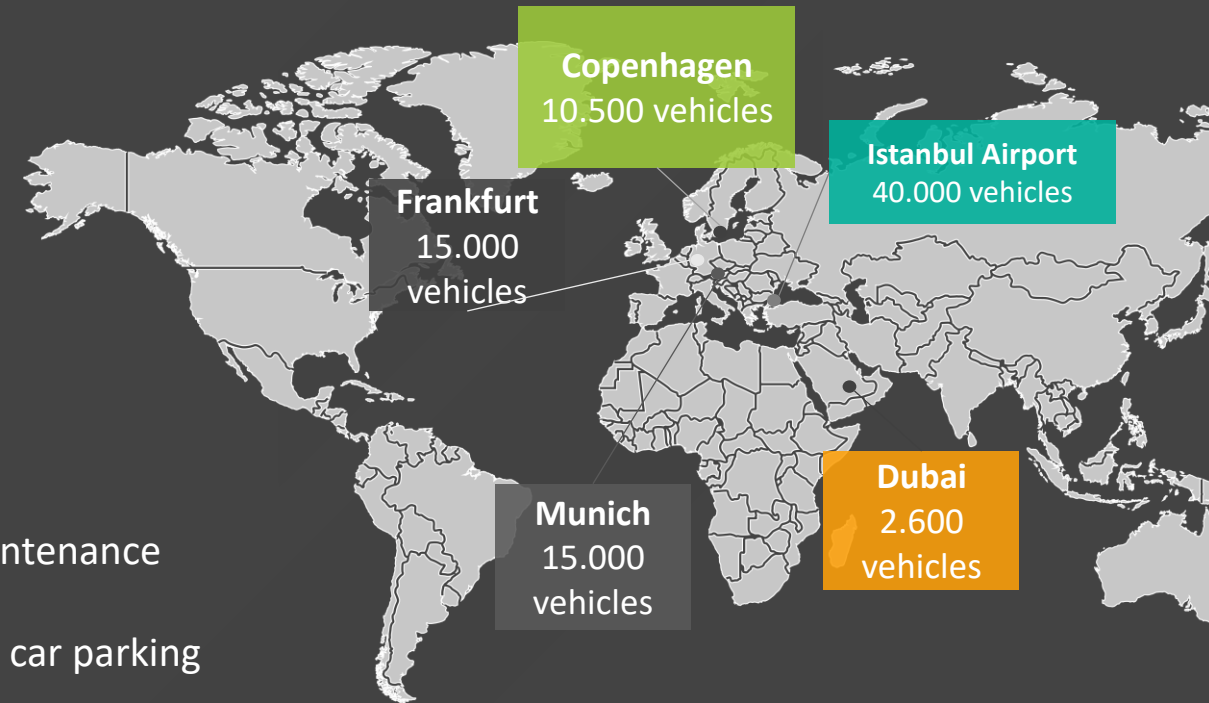


Available Services



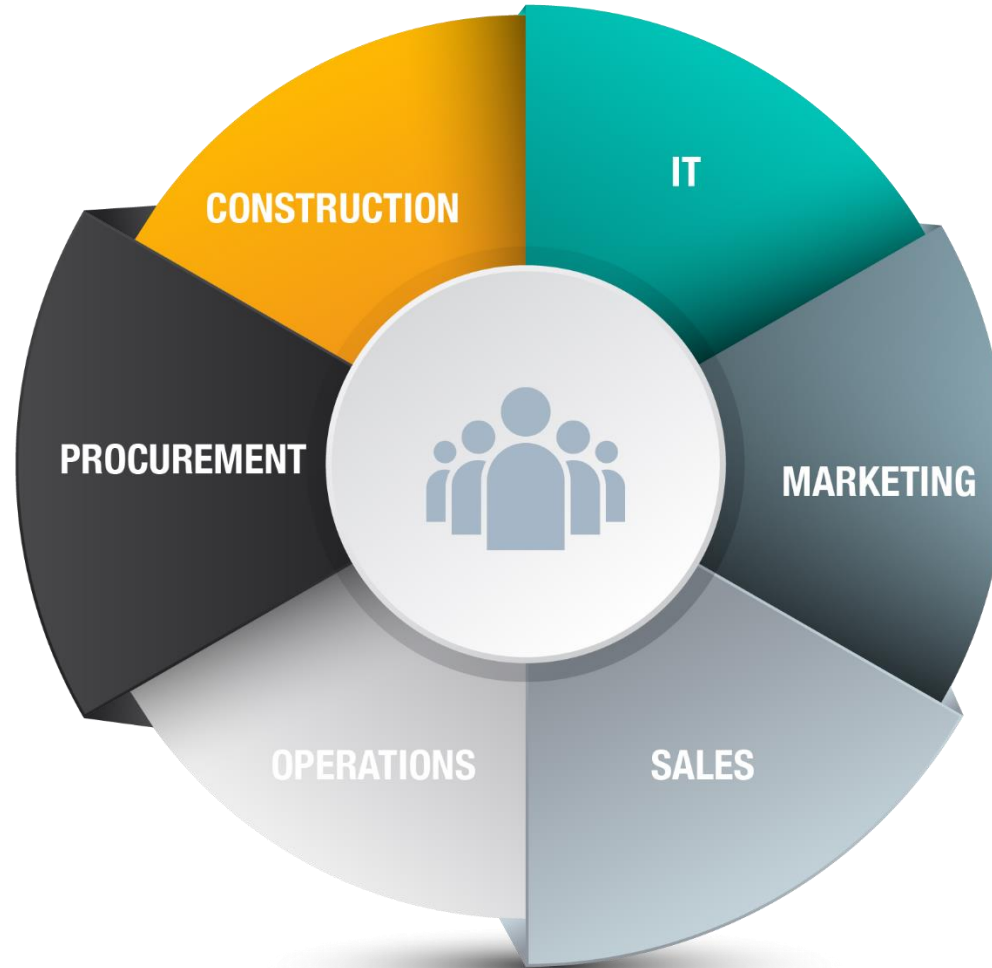
Through Mobile App

- Charge for elec. vehicles
- Valet
- Car wash & repair & maintenance
- Fuel
- Disabled & low emission car parking
- License plate reading
- 24/7 CCTV and security personnel
- Where is My Car
- Car Park Availability
- Mobile Payment
- Calling for Valet



We also create new services from scratch and perform their 360 degree operation

BUSINESS APPROACH



Fast Track

Lounge

Shower

Meet&Greet

GYM

E-Sports

Sleepod

Meeting Lounge

Buggy

Premium Services were introduced under iGA Pass brand and iGA Pass Membership Packages were created



BUSINESS APPROACH

Premium Services

1 PARTNERSHIP MANAGEMENT

2 CREATING VALUE ADDED NEW SERVICES

for the functionality
for the soul

3 FOCUSING ON CUSTOMER EXPERIENCE

EXTRA BONUS

iGA Pass **annual
membership holders**
have started to use the
Dalaman Lounge at
Dalaman Airport for free!



Those who want to benefit from
privileges at the airport



Fast Track
+ 1 guest



Priority check-in
+ 1 guest



Lounge
+ 1 guest



Buggy
+ 1 guest



Those who want to benefit from
all the privileges at the airport
with its valet and parking service



Fast Track
+ 1 guest



Priority check-in
+ 1 guest



Lounge
+ 1 guest



Buggy
+ 1 guest



Valet & Car Parking
(30 days)



Those who want to travel
privileged with their loved ones



Fast Track
+ 2 guests



Priority check-in
+ 2 guests



Lounge
+ 2 guests



Buggy
+ 2 guests



Valet & Car Parking
(90 days)



City Transfer
(10 times)

Premium Services were introduced under iGA Pass brand and iGA Pass Daily Membership Packages were created



BUSINESS APPROACH

Premium Services

1 PARTNERSHIP
MANAGEMENT

2 CREATING
VALUE ADDED
NEW SERVICES

for the functionality
for the soul

3 FOCUSING ON
CUSTOMER
EXPERIENCE



Those who want to benefit from privileges at the airport on a daily basis

- Fast Track
 No guest
- Priority check-in
 No guest
- Lounge
 No guest
- Buggy
 No guest



Kids who want to benefit from privileges at the airport on a daily basis

- Fast Track
 No guest
- Priority check-in
 No guest
- Lounge
 No guest
- Buggy
 No guest

COMING SOON



Those who want to benefit from privileges at the airport

- Fast Track
 No guest
- Priority check-in
 No guest
- Domestic Lounge
 No guest
- Buggy
 No guest
- Valet & Car Parking
(4 days)

BUSINESS APPROACH

Premium Services

No physical card!

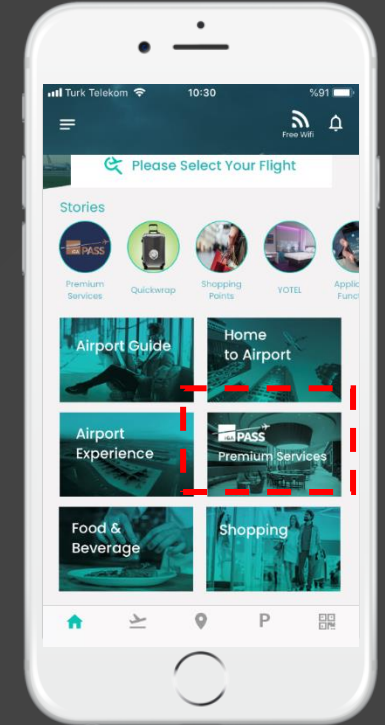
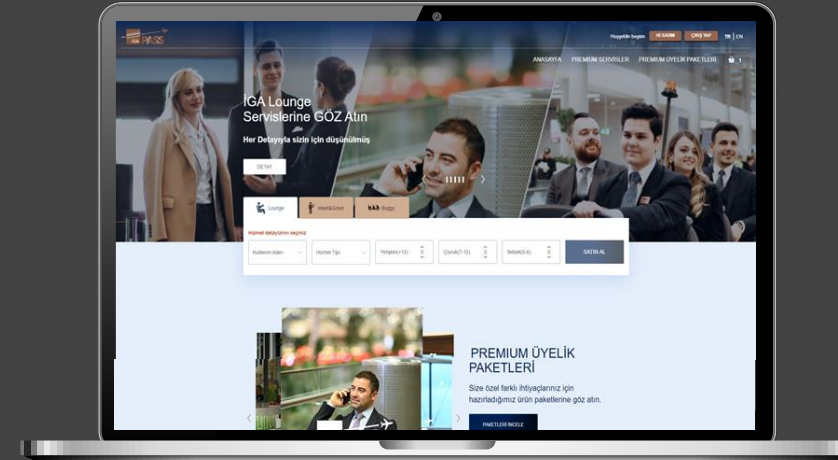
Online and mobile sales channels

1 PARTNERSHIP
MANAGEMENT

2 CREATING
VALUE ADDED
NEW SERVICES

for the functionality
for the soul

3 FOCUSING ON
CUSTOMER
EXPERIENCE



EXPERIENCE APPROACH

Mass Services

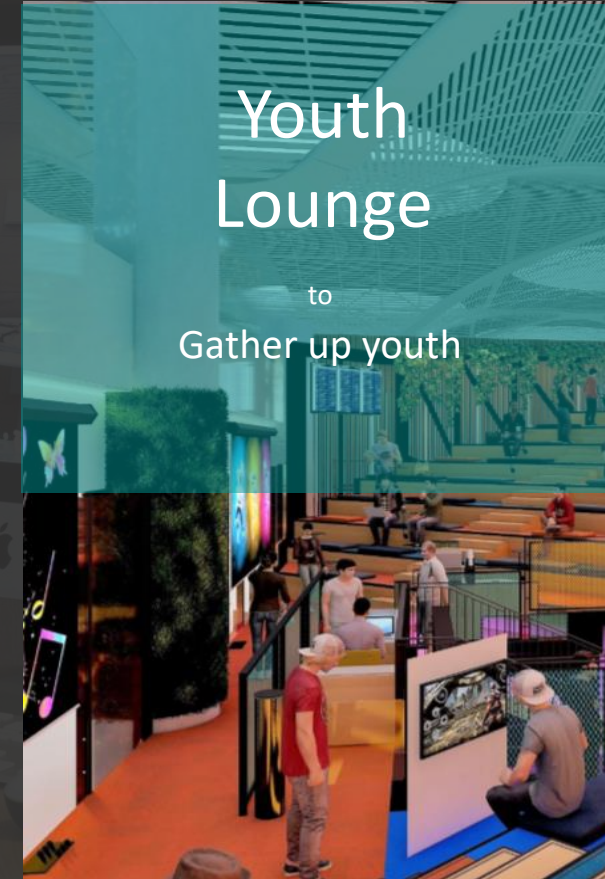
1 PARTNERSHIP
MANAGEMENT

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for the functionality
for the soul

3 FOCUSING ON
CUSTOMER
EXPERIENCE

SOON TO COME



BUSINESS APPROACH

Mass Services

1 PARTNERSHIP
MANAGEMENT

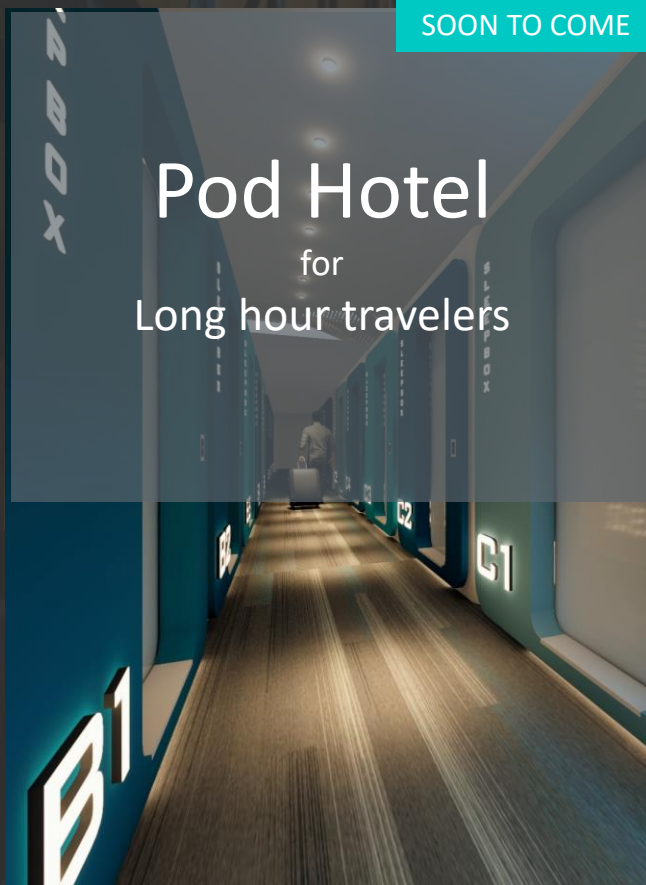
2 CREATING
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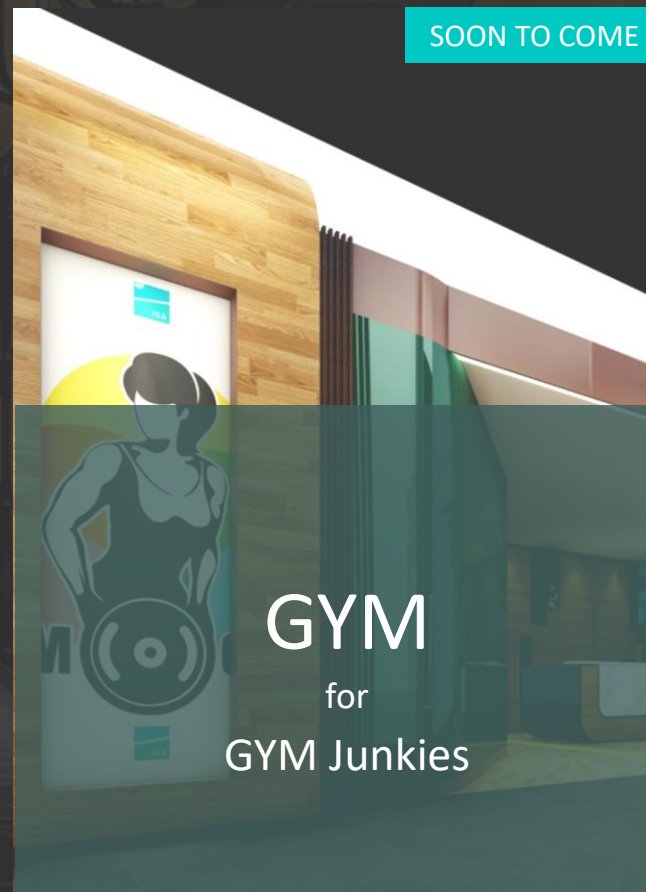
SOON TO COME

Pod Hotel
for
Long hour travelers



SOON TO COME

GYM
for
GYM Junkies



Not only comfort increasing but also soul pleasing activity areas are placed within the terminal



BUSINESS APPROACH

Museum

- IGA Museum offers Istanbul and Turkey's cultural properties at Istanbul Airport



Opened in July 2020
within 1000m² area

Exhibition & Concert Areas

- Concert and exhibition areas on the domestic and international airside of the terminal
- Ongoing events, performances and exhibitions throughout the year



Cultural Events

- With a cooperation with the Ministry of Culture and Tourism, various activities are performed in the terminal
- More than 100 different artists are hosted in the 6 different art branches



1 PARTNERSHIP
MANAGEMENT

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for the functionality
for the soul

3 FOCUSING ON
CUSTOMER
EXPERIENCE

We listen to our guests in every way

The journey of feedbacks

1 PARTNERSHIP
MANAGEMENT

2 CREATING
VALUE ADDED
NEW SERVICES

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CUSTOMER
EXPERIENCE

VOICE OF CUSTOMER

01

the guests who want to reach us, we created different channels.

Phone



"I prefer to use traditional ways of communication"

Whatsapp
Webchat
BIP
Virtual Assistant

Survey kiosks
(ready at 272 points inside the terminal)



"I get used to use instant messaging apps for communication and I liked to try new technologies."

Instagram
Twitter
Facebook
Youtube
Google Business
Sikayetvar.com



"I want to share my feedback with the community."

E-mail
Website
Feedback form
Suggestion box



"I do not know your language. I will check your website to communicate."

Video Call Center



"I have signs to communicate."

QR Feedback Form
QR survey



"do not want to touch to any surface."

"I have a message to IGA" Focus
group meetings
CX-Stakeholders meetings



"I work in Istanbul Airport."

02

the guest who does not reach us to feedback, we hand the microphone to our 350 guests in a month.



"I am not sure face-to face survey is healthy right now"



Passenger survey points with a meeting desk separated by plexi glasses to make a barrier between our guests and our agent.

03

the field based on our service design, we created a system which helps us to compare the planned service design and the realized experience..

Site-visits of CX team – twice in a month regularly and instant visits to make observation on a specific experience.

Mystery Passenger – 5 visitors and 107 touchpoints in a month

Observer Team – Regular daily visits and daily reports



- Meeting with NGOs
- Workshops with academicians
- Segment researchers

BUSINESS APPROACH

Hospitality is a cornerstone of Turkish culture.

- Improving the service quality by making thousands years of cultural heritage the part of job definition
- A new education module for frontline employee
- Internal trainings by “Culture Ambassadors”
- New Employee Award mechanism



1 PARTNERSHIP
MANAGEMENT

2 CREATING
VALUE ADDED
NEW SERVICES

3 FOCUSING ON
CUSTOMER
EXPERIENCE

There is no room for "one size fits all"

Divide in segments and create an airport where everyone feel comfortable to travel

1 PARTNERSHIP
MANAGEMENT

2 CREATING
VALUE ADDED
NEW SERVICES

3 FOCUSING ON
CUSTOMER
EXPERIENCE



Families with children



Disabled Guests



65+ Guests

TÜRK  **MİSAFİRPERVERLİĞİ**
TURKISH  **HOSPITALITY**



Generation Z



Business People



Global Guests



Premium Guests

TECHNOLOGY APPROACH

We set out with the promise of being the most technological airport in the World



TECHNOLOGICAL INFRASTRUCTURE

Bringing Innovative Technology Solutions to Both Aviation and Passenger Experience is Our Focus

AVIATION FOCUSED TECHNOLOGIES

SAFETY MANAGEMENT SYSTEMS

LUGGAGE DISTRIBUTION SYSTEM

COMMUNICATION SYSTEMS

BORDER CONTROL SYSTEMS

BOARDING PASS
VERIFICATION SYSTEM

PASSENGER FOCUSED TECHNOLOGIES



Mobile
Payment



Wi-Fi
Analytics



Beacon



Voice
Assistant



AR
Assistant



Autonomous
Buggy



Verifications
with QR
technology



5G



Vehicle
tracking with
Bluetooth



Chatbot



Big Data
Management



E-Commerce



We are glad and proud to be an award winning airport

Skytrax

- 5 Stars Airport
- 5 Stars Covid Safety Airport



ACI

- Best Airport
- The Most Accesible Airport
- Customer Experience Accreditation



Eurocontrol

- The most preferred Airport in Europe



Global CX Awards

"Overall Winner" and 3 Gold, 1 Bronze medals

- 🏆 Customers at the Heart of Everything
- 🏆 Customer-Centric Culture - over 10,000 employees
- 🏆 Best Use of Insight and Feedback
- 🏆 Best Customer Service - over 5,000 employees



Istanbul Airport 

MAGICAL
JOURNEYS
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