

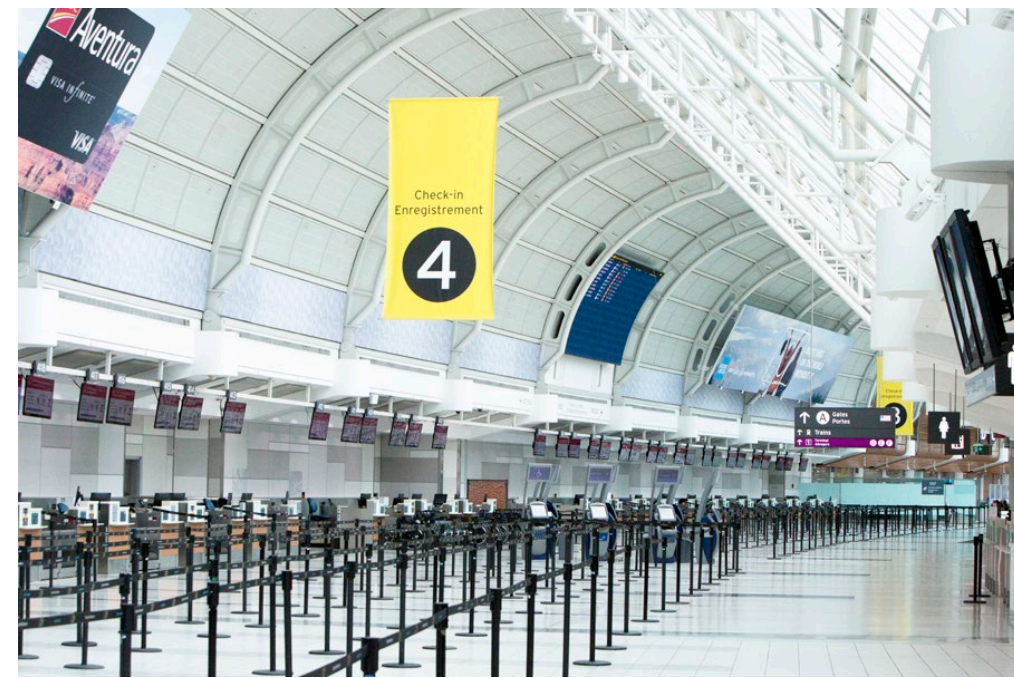
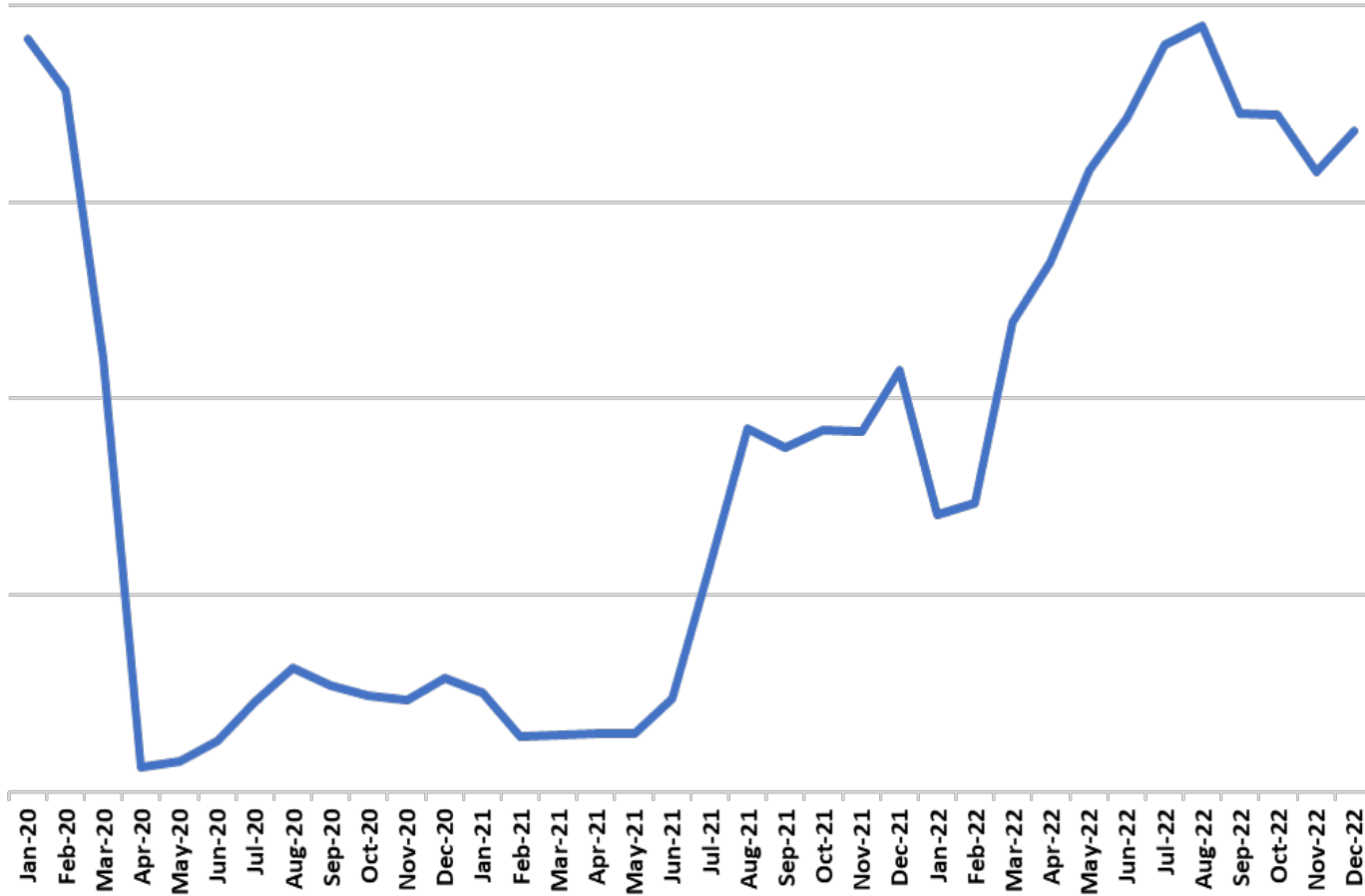


# Digitalization at Pearson

Improving Operating Efficiency and Passenger Experience

Toronto Pearson 

# Going from 0 to 300....



# Separating fiction...

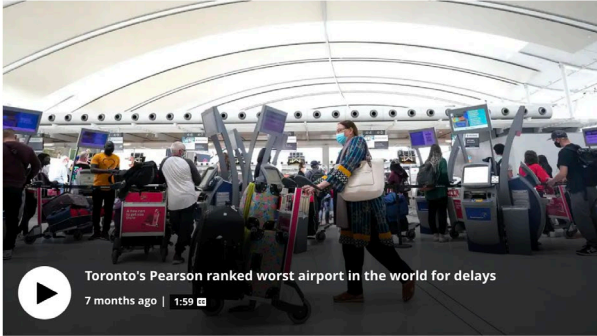
Business

## Toronto's Pearson airport has a PR problem: It's known as the worst airport in the world

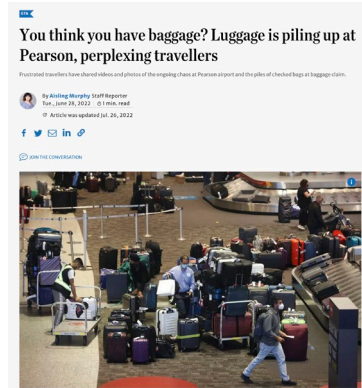
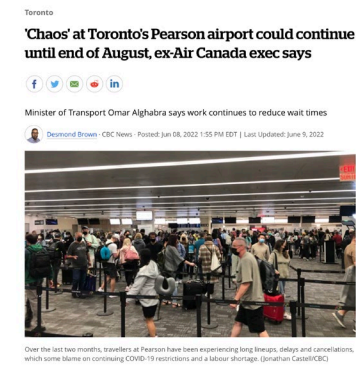
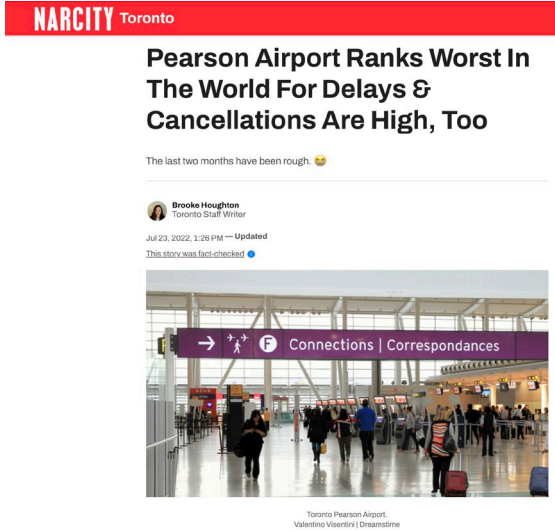
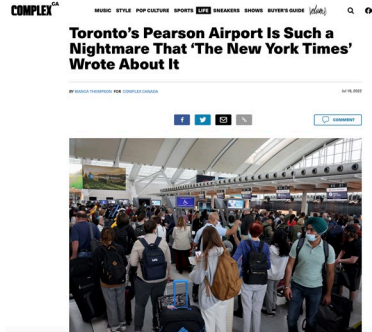
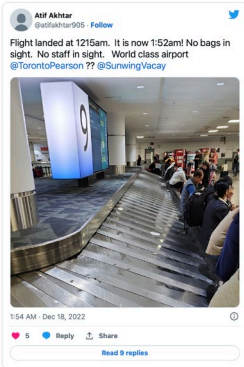


Some tourism groups fear travellers may choose to bypass Toronto

Sophia Harris - CBC News - Posted: Jul 29, 2022 4:00 AM EDT | Last Updated: July 29, 2022



Toronto's Pearson International Airport was ranked the world's worst airport for flight delays. Amid travel chaos, travellers continue to share complaints on social media while tourism groups fear this publicity may affect travel to Canada.



# From fact...



TORONTO | News  
'We basically got to skip the entire line': Toronto Pearson travellers can use this app when flying to the U.S.



People wait in line to check in at Pearson International Airport in Toronto on Thursday, May 12, 2022. The organization that runs the airport is "urgently" calling on the federal government to help alleviate major delays affecting passengers at security and clearance points amid a shortage of staff. THE CANADIAN PRESS/Nathan Dornett



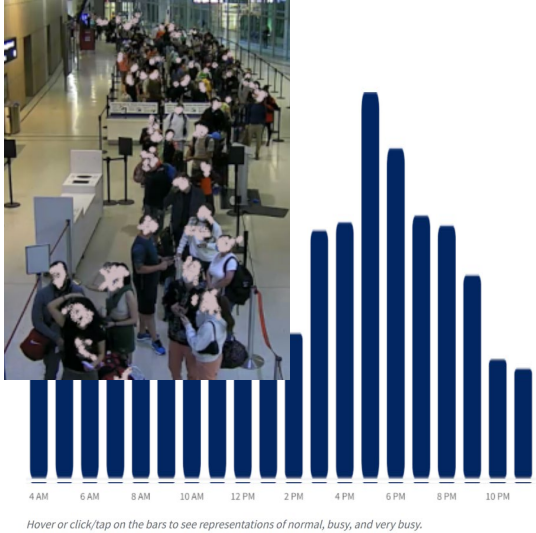
TORONTO | News  
Toronto Pearson expanding express security line reservations



People line up before entering the security at Pearson International Airport in Toronto. THE CANADIAN PRESS/Nathan Dornett

# We removed the guessing...

1



**Peak Times Dashboard:**  
based on historic 2-week look back + forecasted flight info

2

**Security Wait Times:**  
made publicly available with ongoing social media ads to promote

3

**Check-in Wait Times:**  
live to the minute reporting on check-in wait times for all carriers

4

MIAMI, USA	AC1205 TK8683	Bag delivery complete
WASHINGTON	AC8787	Bag delivery complete
NEW YORK	AC8523	Bag delivery complete
HALIFAX (NS), CAN	AC619 LO4160 TP8285 LH6665	Bags delayed
REGINA (SK), CAN	AC1922	Bag delivery in progress

**Inbound Baggage Delivery:**  
clear status updates on each flight, in terminal and online

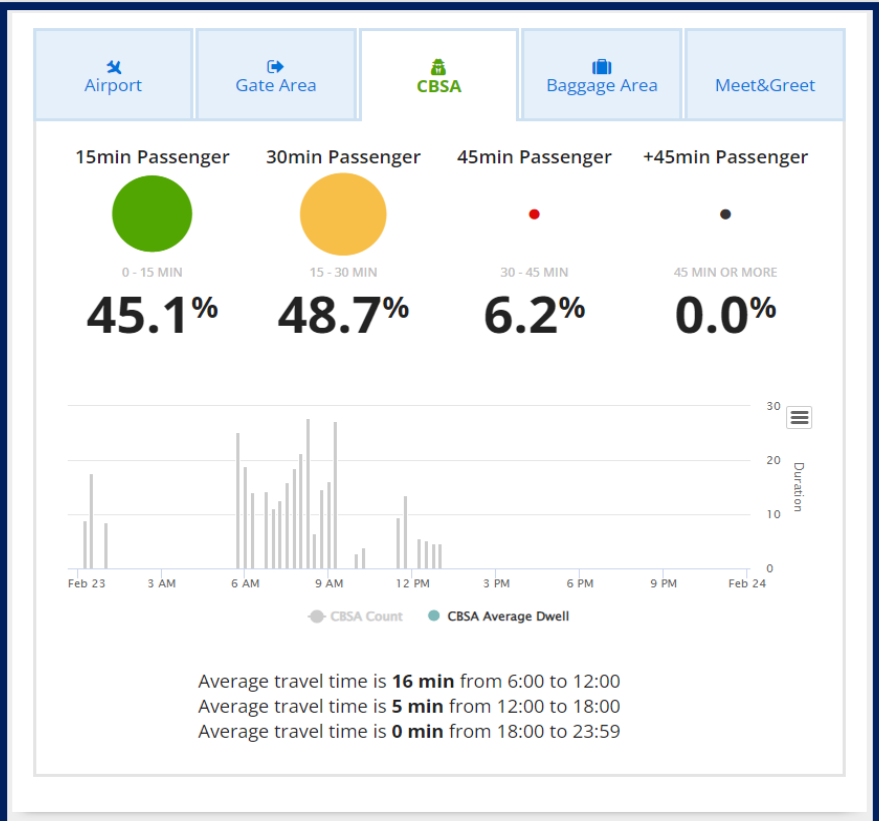
# A two-stream approach focused on the user; underpinned by data & technology

Passenger

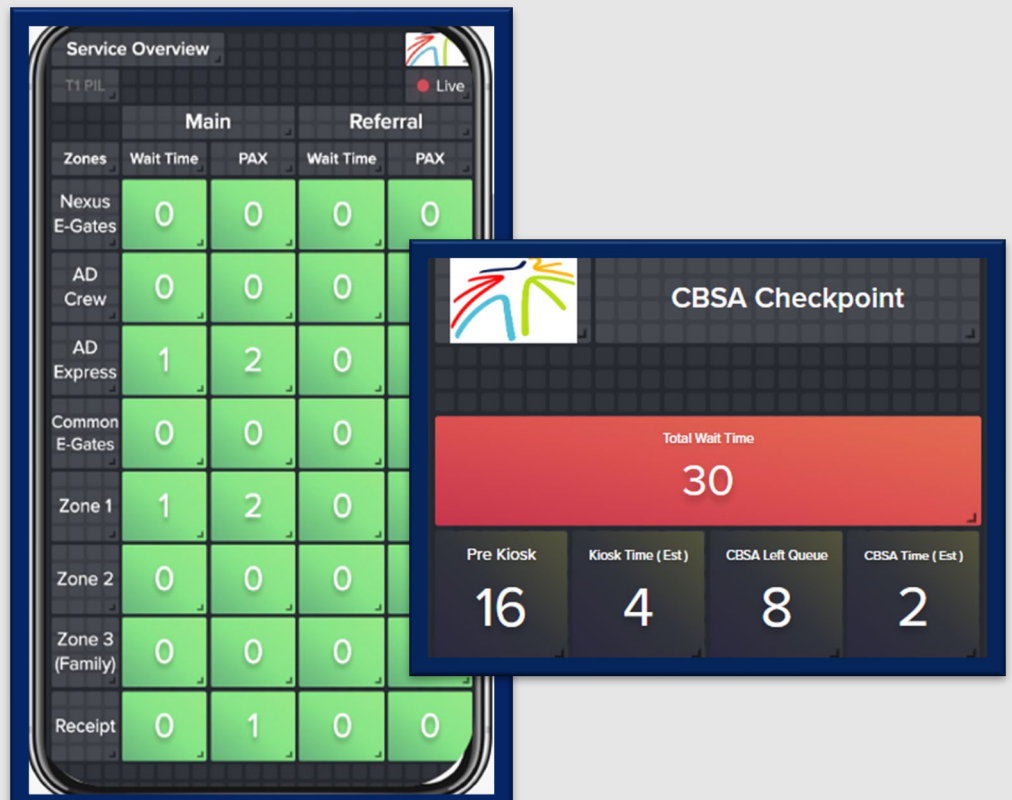
Operator

IT Uplift

# Improving our source of truth: New queue measurement technology



CURRENT SOURCE

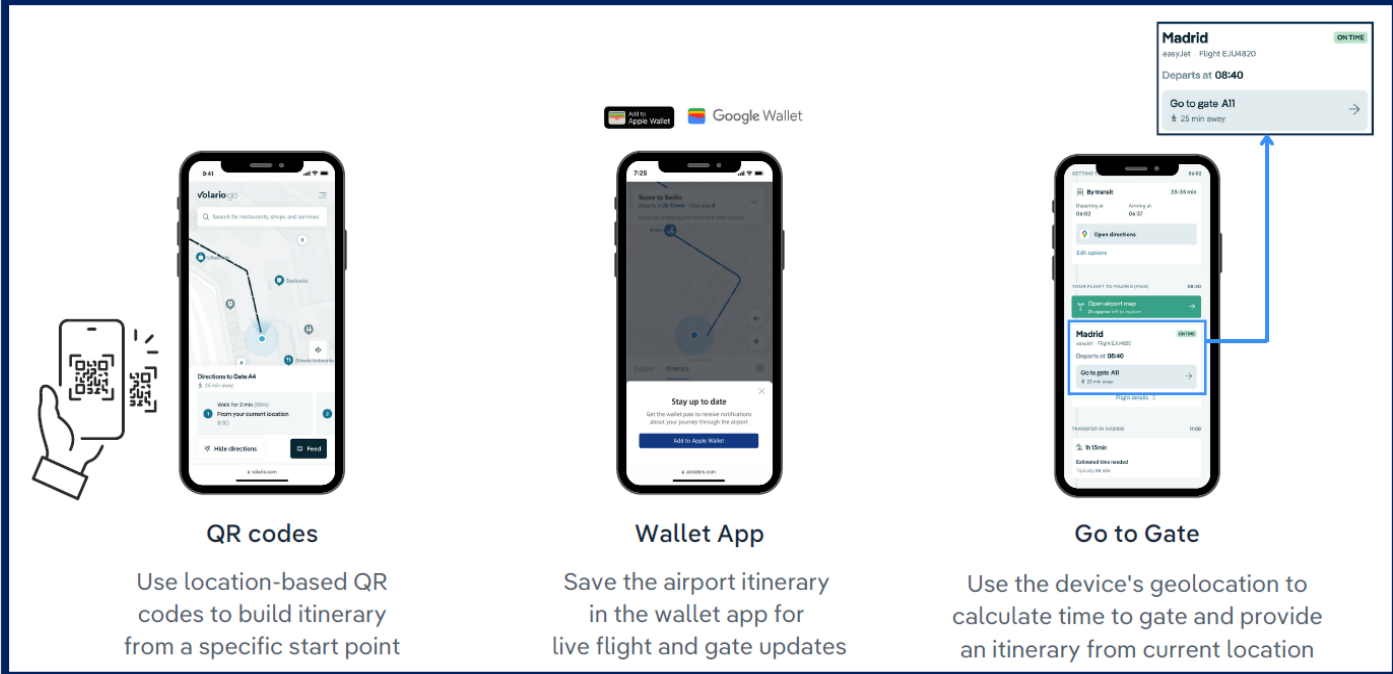


FUTURE SOURCE

# In Terminal Digital Mapping: seamlessly navigate the airport experience



CURRENT DIGITAL MAP



FUTURE DIGITAL MAP

# Virtual Queuing: expansion of YYZ Express




Your time while traveling is important, let us help with YYZ Express – an online reservation program to speed through security screening queues for passengers flying out of Toronto Pearson. Experience expedited access to screening without a membership. Schedule your reservation for screening ahead of time or when you're at the airport. With less time waiting, you'll have more time to relax and enjoy!

*Very easy and gave me peace of mind. Thank you!*

*Fantastic experience. Thank you for putting this program together!*

YOU HAVE AN APPOINTMENT AT  
**TORONTO PEARSON INTERNATIONAL AIRPORT**  
**TERMINAL 1 - D GATES**  
YOU'LL RECEIVE AN EMAIL WITH DETAILS SOON.



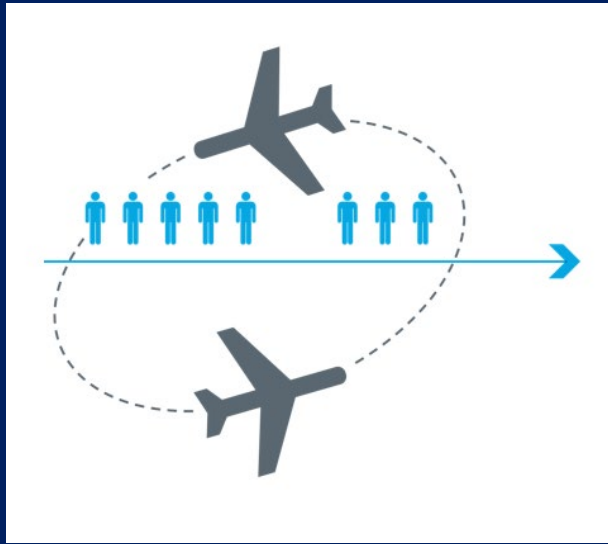
[Website](#)

Information about the appointment | Your information | Notes

February 10 2023 | 11:15 AM | STATUS CONFIRMED

[EDIT APPOINTMENT TIME](#) [CANCEL APPOINTMENT](#)





# Summer 2023 Operating together with Shared Data

# Better Airport



## Forecast accurately

Precisely predict your passenger and baggage flows with machine learning.



## Plan efficiently

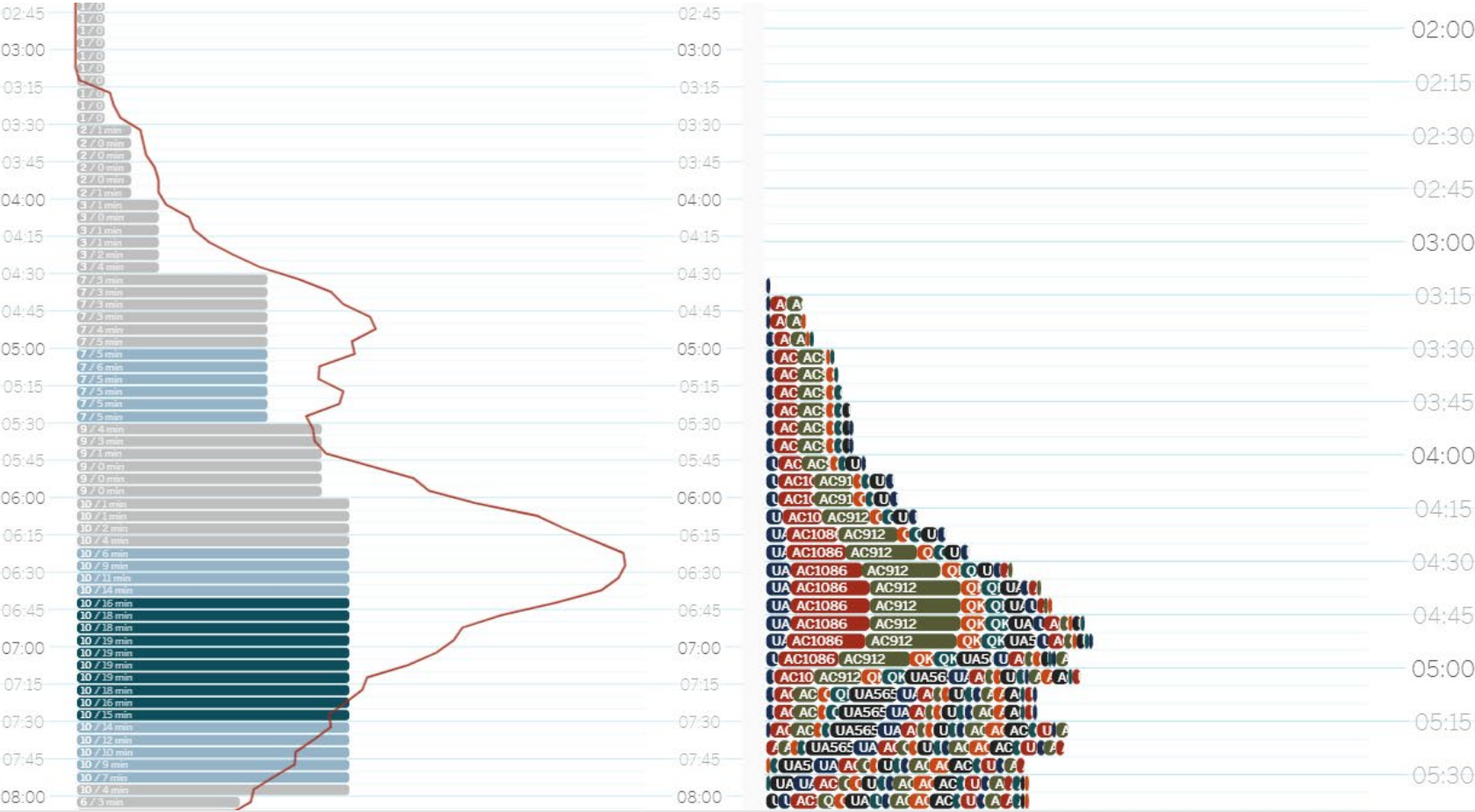
Use data to plan with confidence and clarity.



## Execute confidently

Optimize your operations in real-time on a common operating platform.

# Better Airport: delivering an innovative planning platform

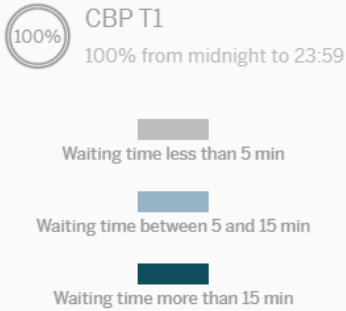


### Metrics

Last change 2023-03-01T11:26:24.865-05:00. [Show changes](#)

Auto-planning is applied with forecast changes, until a manually change has been made.

Performance metrics	CBP T1
Passengers	13,179
Image throughput	120
Passenger throughput	120
Counter hours	122
Maximum number of counters	10
Maximum available counters	20
Passengers per counter per hour	108
Maximum waiting time	20
Average waiting time per passenger	6.75



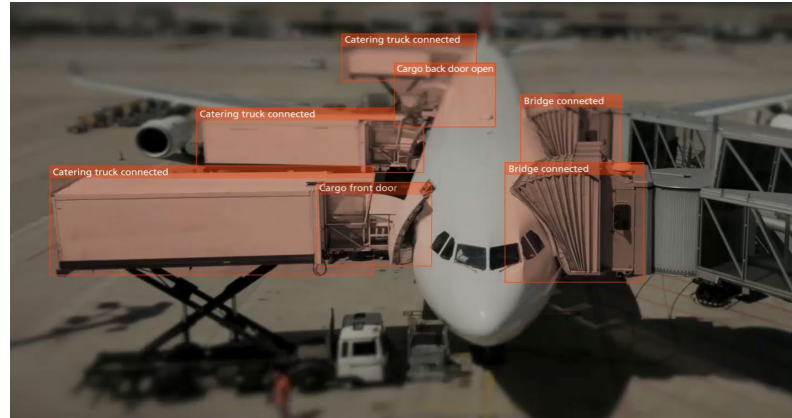
Fictious data for illustrative purposes only.

# Assaia Apron AI: a single source of truth for apron operations

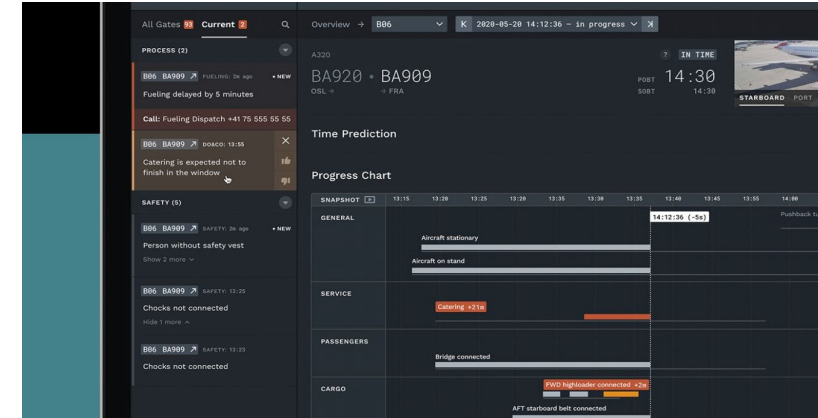
**01** Leverage existing cameras at aircraft stands by adding an AI layer



**02** Use AI technology to process video footage and gate activity in the cloud

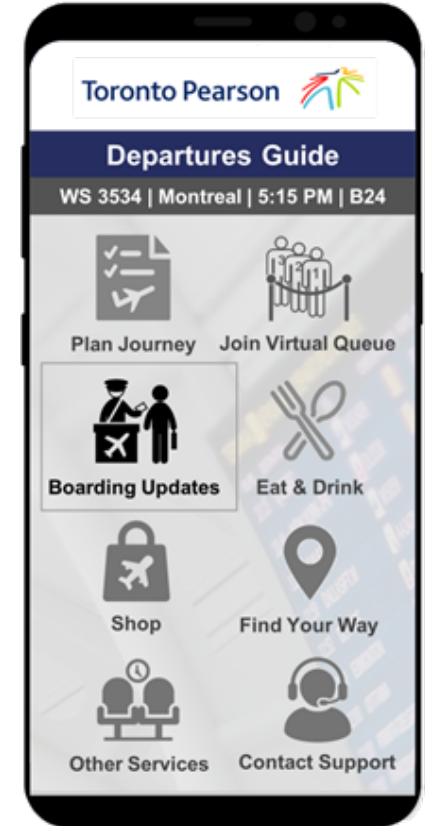
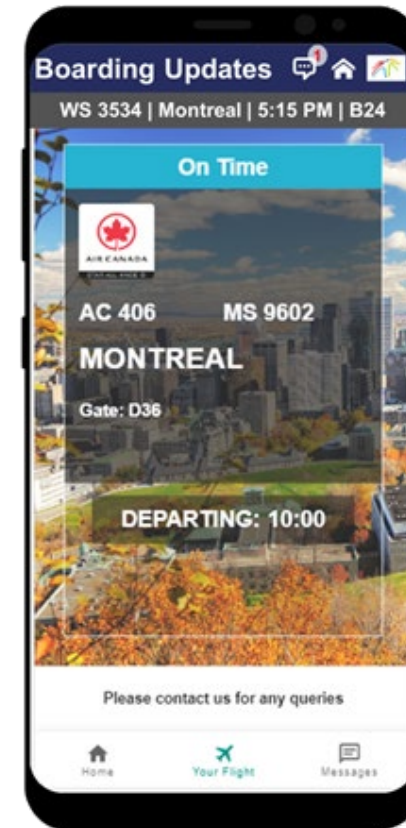
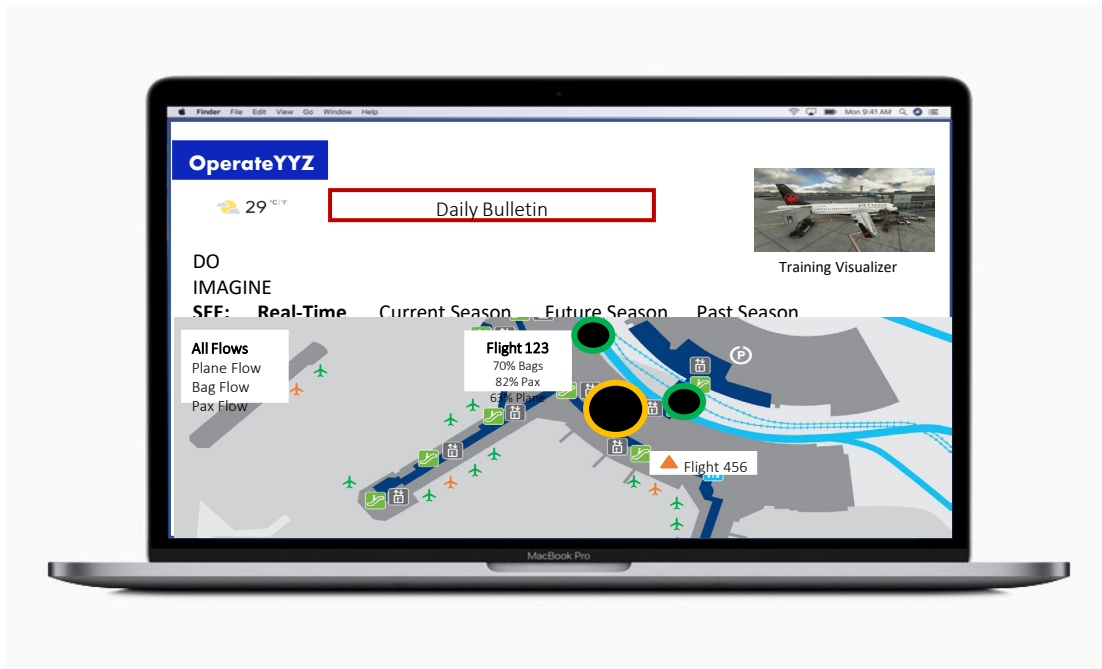


**03** Generate automated timestamps, predictions and alerts to help inform and improve operations



# Where to next?

- Continuous improvement of actual wait times
- Predictive wait time models (what can I expect next week, what time do I have to leave for the airport?)
- Integration with Airport Navigation



An aerial photograph of Toronto Pearson International Airport. The terminal building is a large, modern structure with a curved roof. Numerous aircraft are parked at gates, and others are taxiing on the runways. The city of Toronto is visible in the background under a blue sky with scattered clouds. In the foreground on the left, the tail fin of a large airplane is visible, partially obscuring the view.

# Thank You