

The Heathrow pod. Three years on, how does PRT continue to benefit Heathrow Airport and its customers?

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Agenda



- Heathrow pod summary
- Passenger Benefits
- Heathrow Benefits
- Future Developments

Heathrow pod Summary



Connects Terminal 5 with Terminal 5 Business Parking

Commissioned by Heathrow Airport Limited (formerly BAA)

Opened in May 2011 and consists of 21 vehicles, 3 stations and 3.8KM of one way guideway

The system was retrofitted into a Terminal 5 environment

Crosses 7 roads, 2 Rivers and negotiates aircraft surfaces and glideslope protected airspace

Heathrow pod

Heathrow pod in numbers



Now an established member of Heathrow transport offering

Has carried 1.2m passengers to date

Vehicles collectively have travelled over 2.5m driverless kilometres

26066 hours of operation

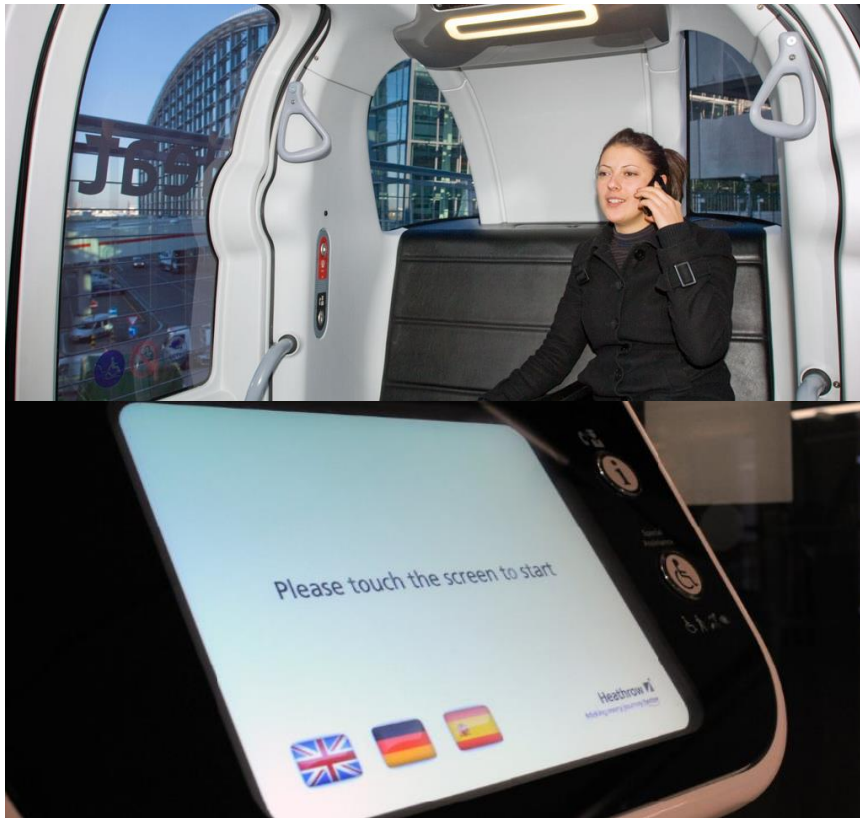
Key Passenger Benefits

Predictable Journey....



- Customers have confidence in the system and its reliability.
- Year to date availability for the Heathrow pod = 99.72%
- Programme of continuous improvement has enhanced our reliability.

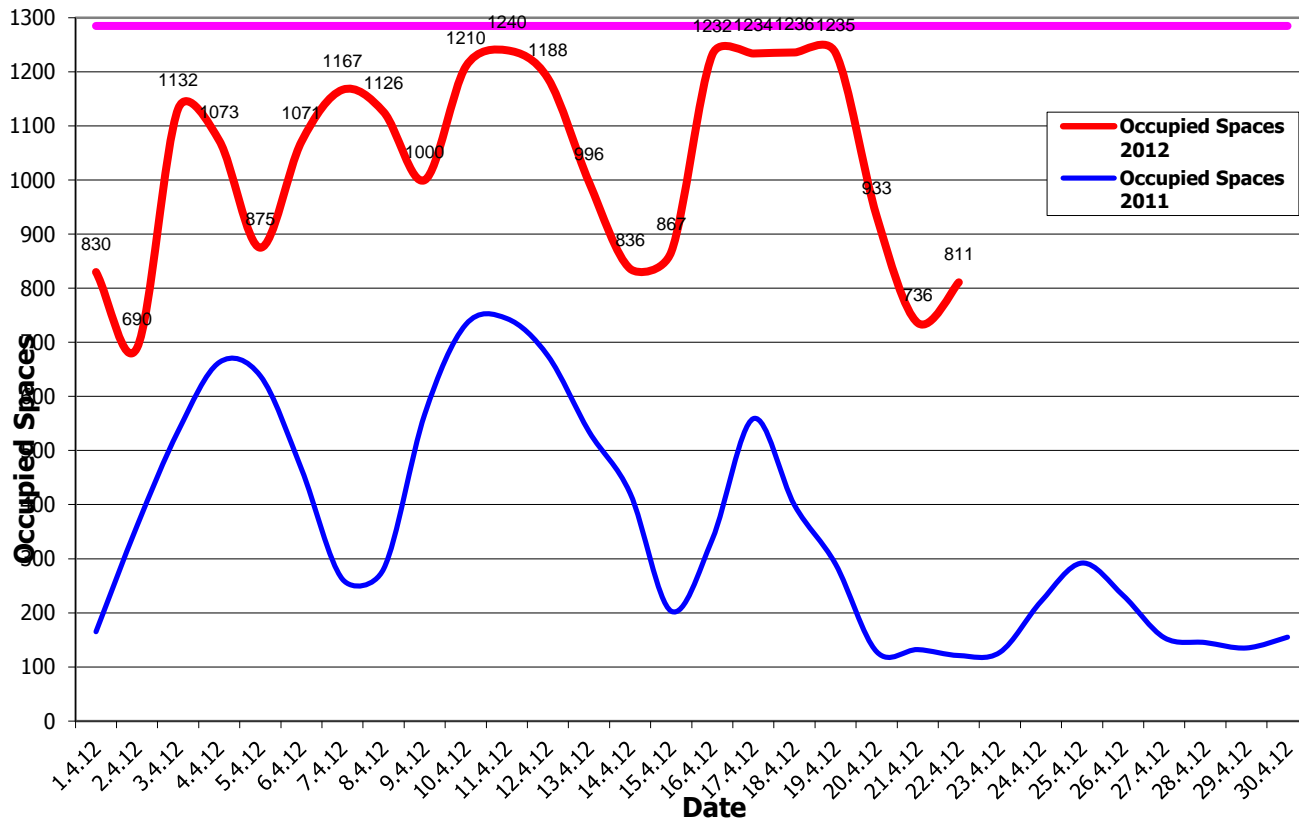
Comfortable Journey....



- Quiet, personal environment
- Audio and visual prompts available in four different languages
- Assistance provided by Controllers dedicated to the Heathrow pod
- Secure and Safe

Key Benefits for Heathrow

Increased Car Park Occupancy & Revenue



- Significant increase in car park occupancy
- Roll up rate increased from £25 to £30 when PRT introduced.
- People happy to pay for a premium service.

Increased Dwell Time in Departures



- Passengers still leave home at the same time to catch a flight.
- However PRT now represents a time saving for passengers.
- Heathrow pocket additional dwell time within departures.

Improving First/Last Impression



- The Heathrow pod is many passengers first and last impression of the airport.
- If a customer has a positive experience it increases the chances that they will return.
- Propensity to spend increases in tandem with mood.

Sponsorship



Heathrow has always made the most of sponsorship opportunities

The Heathrow pod presents opportunity to engage with premium customers

In 2013 Heathrow invited companies to bid for a sponsorship package

Sponsorship Cont: Marriott Deal



In July '13 the Marriott International Hotel Group agreed to sponsor the Heathrow pod

Visible to 49.2% of passengers that travel to Terminal 5 by road

Sponsorship includes vehicle interior/exterior, station areas and depot walls

Promotes hotel brands of the Marriott International Hotel Group

Worth a not insignificant six figure sum to Heathrow Airport

Third Party Partnerships: The Thistle Hotel



- Thistle located adjacent to the T5 Business Car Park
- They approached Heathrow regarding access to the Heathrow pod
- Following engagement, The Thistle provided funds for the construction of an access gate.

Third Party Partnership cont



The Thistle charges guests £5 per passenger per direction.

Heathrow receives the majority of the income.

Value of the hotel has increased

2,000 guests per month using the service

Highlights huge opportunities for third future agreements as part of podcar systems

Additional Airport Benefits....

70,000 bus journeys removed per year

Saving of 200 tonnes of CO2 per year

Able to locate supplementary services such as car parking away from valuable terminal land.

No disruption to airfield during construction

Increased road capacity

What next at Heathrow?

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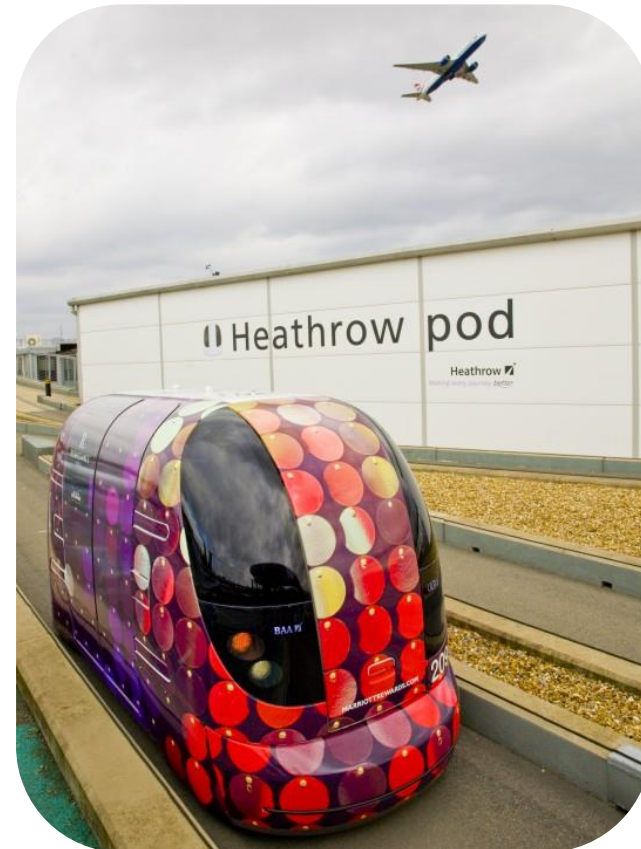
- Expansion of Business Parking T5 to counter capacity issues
- A new sponsorship deal expected for the coming year.
- Potential for a second system serving the Central Terminal Area.
- PRT inclusion in future expansion plans



Conclusions



- Passengers have continued to benefit from improvements to the service implemented since opening in May 2011.
- PRT has opened a number of additional valuable revenue streams to Heathrow Airport.
- Heathrow continuing to explore how PRT can help to make 'Every Journey Better'



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