



Los Angeles
World Airports



Smart Shuttle Technology Hits the Pavement at LAX

By Greg Gerber

factsfigures

Project: Enhanced service & marketing features on consolidated hotel shuttles

Location: Los Angeles Int'l Airport

Operator: Shuttle Smart

Software Provider: Omnivex

Primary Benefits: Displays in shuttle buses and hotel lobbies provide real-time tracking of vehicles to help passengers plan trips to/from airport. Updated airport/flight inform and marketing messages about local points of interest and airport options bolster customer service.

Planned Enhancements: Video content for shuttle displays; kiosks that help pedestrians plot their routes within the terminal; digital signs that run advertising and information targeted to particular areas within the terminal.

About five years ago, Los Angeles International Airport (LAX) hired a private company to operate the consolidated hotel shuttle service it implemented to reduce traffic congestion, help the environment and improve service to the traveling public.

Shuttle Smart helped the airport replace 57 hotel-specific diesel vehicles with 35 buses that service two or three hotels in a single trip, which reduced daily airport trips by 55%. In addition, the new buses run on clean-burning compressed natural gas or propane. That, in turn, reduced mileage put on roads by more than 1 million miles and it prevented 6 million pounds of carbon dioxide from being pumped into the air annually, chronicles Shuttle Smart CEO Brian Clark.



Brian Clark

New technology, however, is allowing the private operator to enhance the customer service it offers LAX passengers. Now when travelers board the hotel buses at the airport, they're greeted on a 32-inch monitor with announcements such as local weather, which stop is next and how long it will take to arrive. As the bus heads toward the hotels, its location is shown on a moving map as the screen displays hotel information, advertisements for local restaurants and convention details.

On trips to LAX, the system displays national weather, airport security alerts, updates about flight delays, information about terminal locations and advertisements for airport shops and restaurants.

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