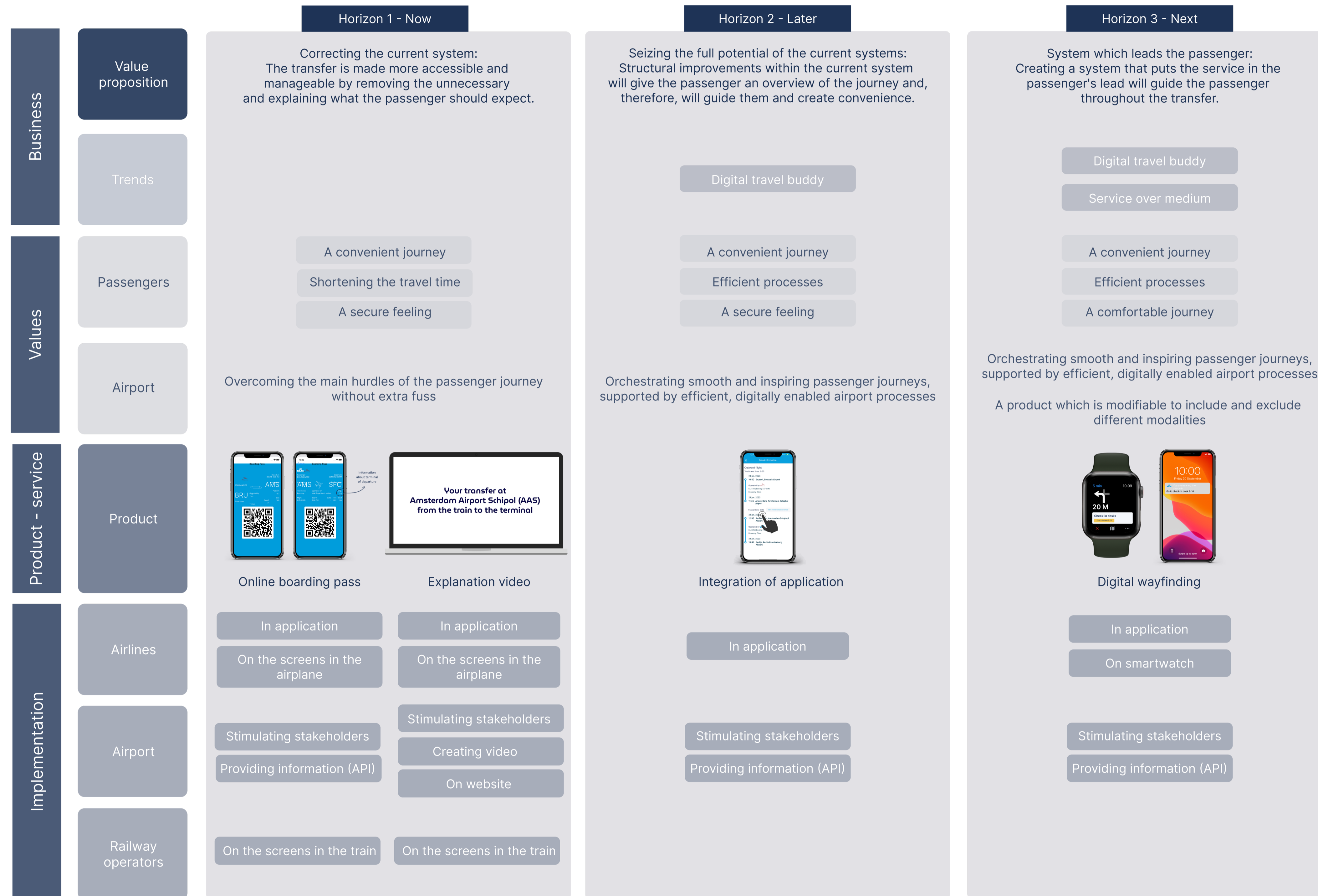


An implementation roadmap for Amsterdam Airport Schiphol to create seamless bi-modal passenger transfers



Many groups, including society and the government, criticize short-haul planes leaving Amsterdam Airport Schiphol. Due to public opinion and political pressure, the airport is challenged to improve its sustainability. Since the airport relies heavily on hub-connected flights and has public transport nearby, integrating the buses and trains can help enhance the hub-and-spoke model of Amsterdam Airport Schiphol. This graduation zoomed into the bi-modal product offered by KLM and Thalys.

The information and ticketing services must be improved for quality improvement within the current product. To improve the product, an implementation roadmap has been created through thorough research, including an explorative research approach, internal and external. As for implementation, the airport depends on the airlines and train operators; the strategy for success is to create a straightforward, quick, and easily implementable plan. Next, the plan describes responsible parties.

- The concepts are put on three horizons, each based on priority:
1. Improvements to the current system
 2. Seizing the full potential of the current systems
 3. Changing the system

This roadmap explains how Amsterdam Airport Schiphol can offer more seamless bi-modal passenger transfers.

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Seamless bi-modal passenger transfers
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