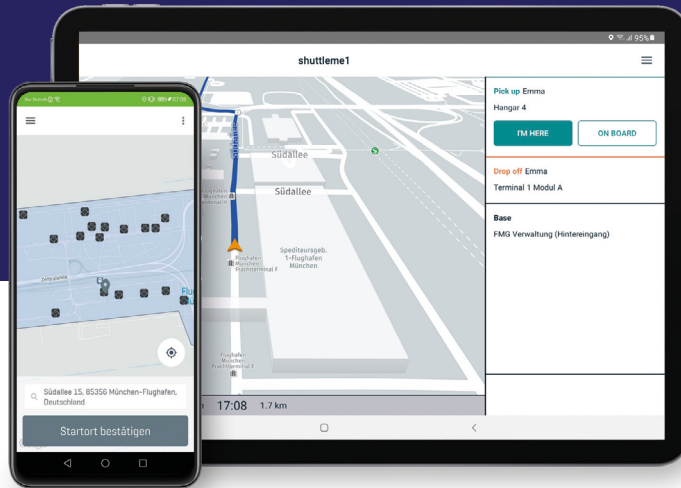# Business Parks

Munich airport:
A large corporate site with unpredictable mobility patterns

Airports are hives of activity, but the passengers are only half of it. Every day, thousands of employees scurry about behind the scenes, navigating these huge, sprawling sites to keep everybody moving. Yet few of us realize how much our ability to get where we're going depends on theirs.

Munich is Germany's second biggest airport, with some 38,000 employees that crisscross the site daily on their way to meetings or to perform essential duties. Providing for their complex mobility needs is the job of airport operator Munich Airport GMBH. To achieve this, they provided 70 company cars for employees to drive themselves around the site. However, while cars were always fully booked, they were under-utilized, spending a lot of time parked and waiting for return journeys. Clearly, a more sustainable, efficient solution was required.

Like most airports, Munich was designed for planes, not buses, so working out the most direct route for fixed-line transit was always going to be a challenge. And with highly unpredictable employee movements, fixed schedules were out too.

The challenge for Swvl was to find a new way to move employees without raising prices sky-high.

☑ **Airport employees**

Can get around more quickly and conveniently. Not having to drive means they are more productive and no longer have the stress of having to locate cars or parking spots when time is short.

☑ **The facilities**

With just three minivans piloted by professional drivers, rather than multiple self-drive cars, the Airport is now a safer site and has taken an important step towards meeting emissions targets.

☑ **Munich Airport GMBH**

Has provided a more sustainable, efficient service at no extra cost, gained better data and insights into employee movement and reduced on-site traffic and parking space.

☑ **The local environment**

Is cleaner and greener now that multiple low-occupancy cars have been replaced with high-occupancy passenger vans.

Solution

We configured a white-label on-demand service called ShuttleMe with three branded minivans and professional drivers. During working hours, airport employees can book a pick-up and drop-off in real-time via the Passenger App from any of the stops covering the entire airport.

We provided the Passenger App, Driver App, Central Control Console, driver training, promotional materials and support. Munich Airport GMBH funded the service and provided vehicles, drivers and branding and promoted the service to employees. A web portal was used for operational management and monitoring.

✔ **Passenger App**

allows users to book and pay for rides, get real-time pick-up and drop-off updates, and a personalized, flexible service that adapts to their needs, not the other way round.

✔ **Driver App**

alerts drivers to new bookings in real-time and directs them to dynamic pick- up and drop-off points. The Driver App can also be used to control on-board capacity.

✔ **Algorithms**

constantly optimize all passenger bookings and vehicles routes to provide the best possible service for all users.

✔ **Dashboard**

allows transport operators to set service parameters, monitor operations in real time via the Control Panel and get detailed data and analytics on user behavior, taking the guesswork out of getting it right.

With a huge site, thousands of employees and unpredictable, unstructured mobility needs, Munich Airport was the perfect location for corporate on-demand shuttles. We achieved a more efficient, convenient service and slashed the fleet size, all without raising costs.

> *Munich Airport has taken an important step towards more sustainable on-site transport. By switching to an active demand-led approach, we were able to greatly reduce our fleet size without compromising on reliability and efficiency."*

Philip Wagner
Senior Master Planner, Flughafen München GmbH

Results

- On-demand shuttles achieved excellent average wait and travel times, just 7 and 6 minutes, respectively.

- Average passenger numbers transported with just three minivans far exceeded the capacity of 70 company cars. 63% of ShuttleMe trips would otherwise have been made with a single occupied car.

- Employees appreciate being able to relax on their journey and interact with others going in the same direction.

...
Average minutes waiting time

+620%
Increase in passengers per day: 180 up from 25

1,250
Registered users
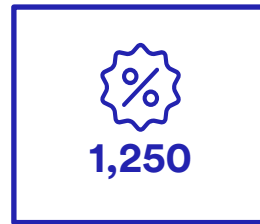
4.8
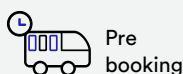**User satisfaction rating**

Average minutes travelling time

6
After 6 months of operations
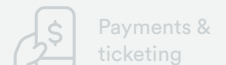
| Real time | Pre booking | Door to door | Data Analytics | Payments & ticketing |
| PMR | AV | Maas API | White label | Package Delivery |

To learn more about how Swvl can transform mobility in your area or to schedule a demo, please contact us.