Cincinnati Airport Cuts TSA Security Wait Times by 33%

Cincinnati Airport is soaring into the record books. Ranked fastest-growing U.S. airport, it’s also the first to implement Veovo’s Guest Prediction technology at U.S security checkpoints, cutting peak wait times by more than 15 minutes.

Record passenger numbers

With more discount airlines flying in and out of Cincinnati/North Kentucky International Airport (CVG), passenger growth has hit an all-time high.

CVG is experiencing its greatest passenger traffic volume since 2005, with almost eight million passengers now passing through its gates each year. Ten new U.S. flight destinations before year-end and rising cargo volumes are also behind a surge in growth.

With such a massive passenger influx, CVG faces similar challenges to other fast-growing airports – how to streamline operations to avoid lengthy queues, rising tempers and multiple late passenger calls.

18% growth between May 2017 and April 2018

387,926 monthly local passenger record

62% increase in low-cost carrier capacity in 2018
Checkpoint congestion

CVG wanted to identify irregularities at security checkpoints by collecting data on what caused long queues.

The airport decided to investigate in collaboration with the Transportation Security Administration (TSA), the U.S. Department of Homeland Security agency which screens passengers at U.S. airports.

CVG decided to implement Veovo’s Guest Prediction technology at TSA checkpoints in 2014, allowing them to measure the traveller experience and better allocate TSA resources.

Actionable insight

After analysing the data, CVG identified that TSA schedules were misaligned with flight schedules.

A delay in security lane openings by as little as 15 minutes meant TSA staff were incapable of meeting the surge in passengers. Using Veovo, CVG was able to recommend staffing adjustments, resulting in a rapid reduction in wait times.

After just one year, CVG reduced average TSA wait times from 13.2 minutes to 8.9 minutes. Peak period screening averages also dropped to 11 mins 28 sec, well below CVG’s target of 15 minutes – despite peak-time checks increasing by 5,000.

√ Resources adjusted to rapidly reduce wait times  √ Passenger flow optimised to improve individual experience  √ Wait time monitors added to reduce passenger anxiety

Mindy Kershner
Senior Manager, Public & Government Affairs, CVG

“Fortunately, CVG did not experience extensive queue times during the 2016 peak summer travel season as other airports across the country clamoured for adjustments and lobbied for additional TSA staffing. We demonstrated more efficient scheduling via predictive analytics, which negated the immediate need for staffing increases.”
Wait times slashed

CVG has streamlined its operations to cope with passenger growth and minimise wait times

As a result, passenger experience has improved, and in 2017, SkyTrax named CVG the World’s Best Airport Serving 5 – 10 Million Passengers and the Best Regional Airport in North America.

Amplifying experiences

CVG and Veovo are working together to expand the solution outside of the terminal.

CVG hopes to gain a better understanding of customer parking, such as how much passengers are using competitor parking lots. They are also using Veovo to identify where passengers dwell once inside the terminal so they can spot new revenue opportunities, such as a location for a new restaurant or store.

With the visibility Veovo provides around people movement and volume, CVG continues to improve its efficiency and the passenger experience while keeping growth numbers on the upward trajectory.