BETTER FORECAST – A PART OF BETTER AIRPORT®
LONDON LUTON AIRPORT

London Luton Airport (LLA) engaged with Copenhagen Optimization (CopOpt) to improve the accuracy and efficiency of their passenger forecast. Once a time-consuming and complex task depending on one specialized employee, passenger forecast at LLA is now more accurate and more accessible than ever. CopOpt worked in close collaboration with key stakeholders from LLA to gather a detailed understanding of the site-specific challenges and secure a smooth and fast implementation process lasting only 3 months.

Better Forecast, CopOpt´s cloud-based forecasting solution, provides detailed forecasts of passenger numbers, load factors, and presentation profiles on a flight-by-flight basis. Accuracy is of high priority since the forecast serves as the foundation for planning and correct staffing to demand. Already within the first two months, the forecasted number of passengers per day came within a 2% margin. Since the solution is self-correcting, accuracy is constantly improving. The impact is clear: The high level of detail and the increased accuracy has improved the confidence level throughout the business.

"Because Better Forecast is working in a much more disaggregated level of detail than we were able to process before, the accuracy has improved and with it the confidence level throughout the business has improved."

Neil Mattocks
Planning-Analysis Controller
London Luton Airport

THE PROJECT

— The time spent on forecasting has been reduced from 3 hours to 20 minutes a week – a 89% reduction

— Several stakeholders are now able to update the forecast

— 75.4% of the days are forecasted within ± 2%

— 96.7% of the days are forecasted within ± 5%

— The forecast now serves as an essential foundation for optimizing terminal planning in London Luton Airport

COPENHAGEN OPTIMIZATION