

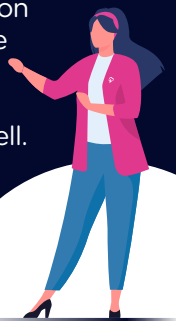


# AeroCloud & Liverpool John Lennon Airport

## Every minute has a value

“At Liverpool, we have a clear view of what each minute of the passenger journey should look like. When that balance is off, you quickly lose dwell time, retail spend and operational control.”

Liverpool John Lennon Airport serves 5.8 million passengers annually and operates close to its 6.5 million capacity ceiling. Growth is constrained by air traffic rather than terminal space, making optimisation the primary driver of performance. Within a two to three hour departure journey, passengers spend only a short time in processing. Ten to fifteen minutes at check-in. A further ten to fifteen minutes at security. What follows is the most commercially significant phase of the journey: 70 to 80 minutes of airside dwell.



At LPL, analysis showed that every additional six minutes of quality dwell time is worth approximately upwards of 0.5M in annual retail revenue.

 Passenger time is not operational margin. It is commercial value.

400 → 45

Manual CCTV monitoring **replaced**  
by **Optic devices**

10 minutes → **seconds**

Congestion detection **accelerated**  
with **real-time visibility**

**+6 minutes** → **over 0.5 Million!**

Additional dwell time **converted**  
into **annual retail revenue**

Before AeroCloud, visibility of congestion relied on manual processes. Four hundred CCTV cameras were monitored across the terminal, with reaction times typically between five and ten minutes. Six Airport Duty Managers regularly walked the floor to validate queue conditions.

Security lanes process in the region of 500 passengers per hour per lane, with a 15 minute maximum wait target. While performance thresholds were generally met, short surges in passenger volume could quickly compress dwell time before teams were able to respond.

**In a peak-driven environment, those minutes matter.**



## From visibility to control

AeroCloud Passenger Flow Monitoring gives LPL continuous, real-time visibility across check-in and security. Detection has moved from minutes to seconds, allowing teams to identify pressure as it builds and act before queues form. Security performance is now tracked against SLA targets, introducing structured accountability.

Airport Duty Managers have shifted from manual monitoring to active performance management, improving coordination and reducing reactive staffing.

Flow is no longer observed. It is controlled.

## Protecting commercial dwell

At 5.8 million passengers annually, small changes deliver significant returns.

Preserving just six minutes of airside dwell equates to approximately £580,000 in annual retail opportunity.

By maintaining steady throughput at key touchpoints, LPL protects the 70 to 80 minute dwell window that underpins commercial performance.

Passenger flow is managed with clear commercial intent.



## A layered approach

Liverpool John Lennon Airport also operates ViaGuide SmartQueue to dynamically manage physical queue routing within security. This supports real-time lane configuration and passenger movement at the checkpoint. AeroCloud provides the broader view, identifying where pressure is building across the terminal and how it impacts dwell and performance.

**Queue efficiency alone does not guarantee commercial optimisation. Flow intelligence ensures operational decisions support revenue outcomes.**



**“At Liverpool, we know what the passenger journey should look like at every stage. When that balance shifts, you quickly lose dwell time, retail spend and operational control. Before Optic, we could be 10 to 20 minutes behind what was actually happening in the terminal. Now we see congestion as it builds and respond immediately, protecting both performance and revenue.”**

## A competitive advantage

Liverpool John Lennon Airport has shown that passenger flow is not just about efficiency. It is about managing time as a commercial asset. AeroCloud enables earlier intervention, greater predictability and stronger alignment between operations and revenue.

**Where expansion is limited, control becomes the advantage.**



## Looking to revolutionise your airport management?

Streamline operations, enhance passenger experience, and maximise revenue with AeroCloud.



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