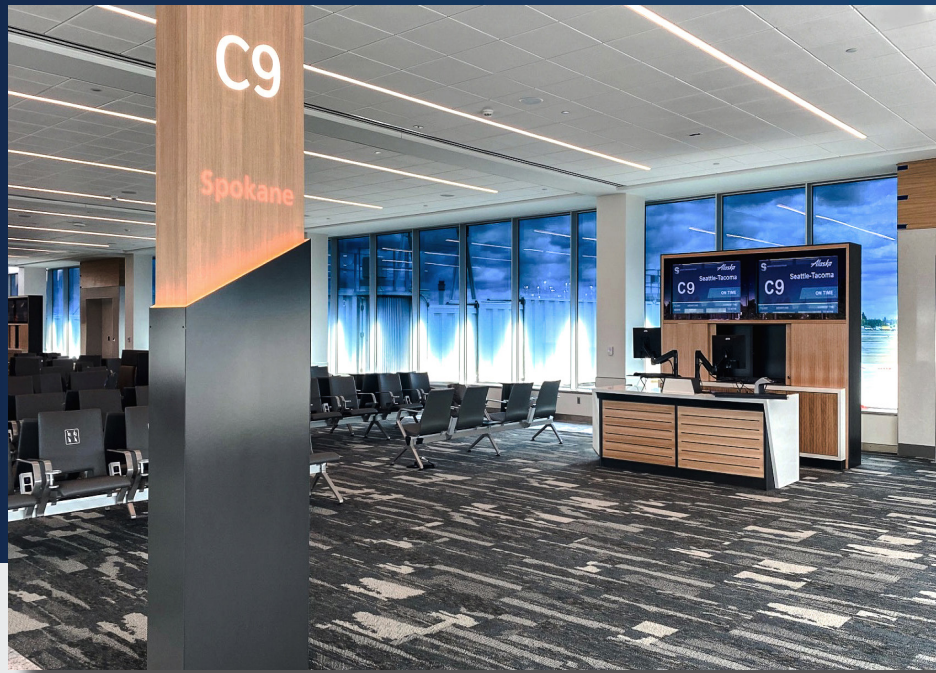


Building to Scale: Content Strategy & Smart Systems



How GEG and Synect Elevated the New Concourse C West and Prepared for Future Growth

Challenge

Spokane International Airport (GEG) is Washington State's second-largest airport and the gateway to Eastern Washington's ruggedly beautiful forests, deserts, waterfalls, and more.

Since 2017, the airport has been setting passenger traffic records. It served over 4 million passengers in 2023 and expects to serve 6.2 million passengers by 2030. GEG's Terminal Renovation and Expansion (TREX) program is the vision and plan to accommodate growing passenger traffic and upgrade the airport experience.

The recently launched Concourse C West Terminal Expansion is a cornerstone of the program. To deliver on the program's vision, the airport needed a robust content strategy and a future-ready visual communication platform for the new space.

GEG turned to Synect for content to engage passengers, enhance operations, and automate processes with dynamic flight information, check-in prompts, airport and airline branding, localized content, and more.

Approach

The project included:

- Visual communication infrastructure at three new gates
- A new 15-display check-in video wall
- A new curbside LED display
- A new 1x5 advertising video wall

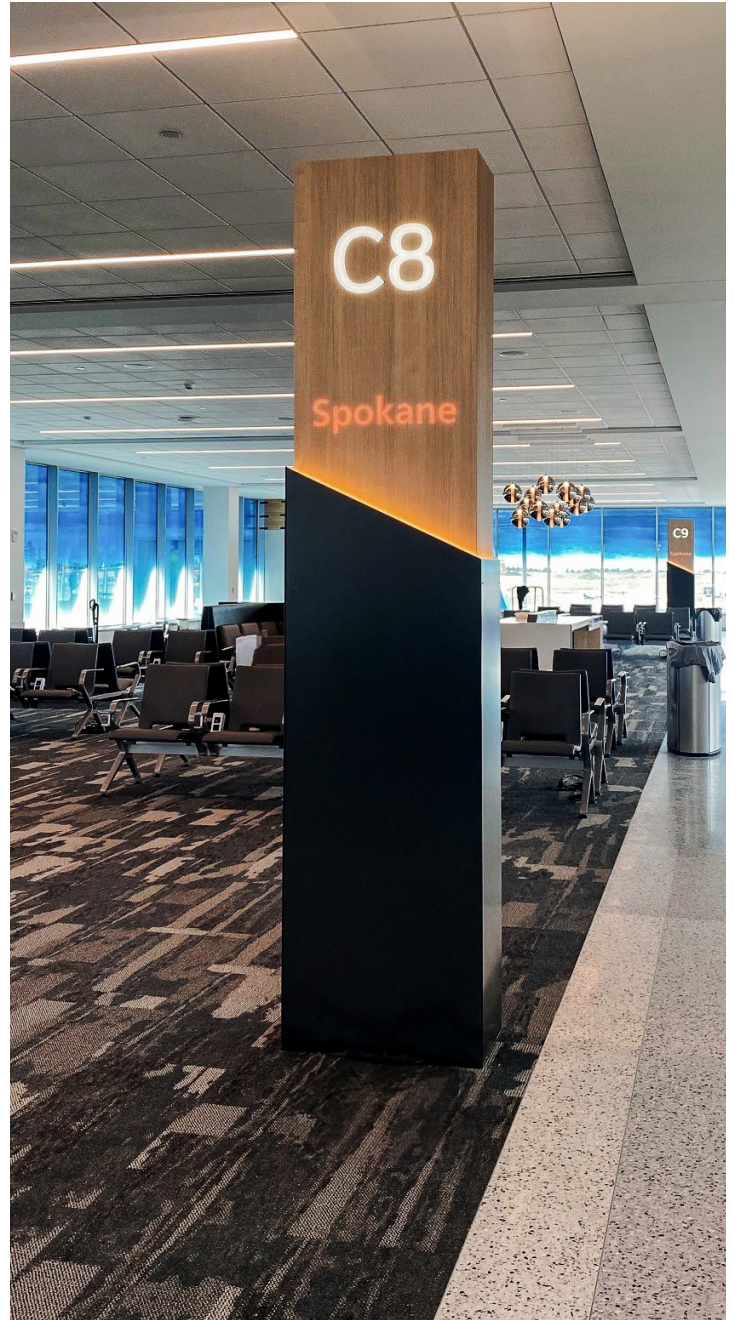
Additionally, GEG required an expedited implementation to fit within the overarching expansion project, a platform to connect the many digital signs throughout the facility, and a foundation for scale to future locations.

GEG and Synect crafted a content-first strategy, addressing passenger needs with layered information, engagement, and messaging. Additionally, the teams prioritized building a foundation for an airport-wide network with future scalability in mind.

By focusing on content and passenger needs, Synect ensured the digital signs at check-in, gates, and elsewhere assist passengers with helpful, contextual information that supports airport operations. Localized content reflecting the region's iconic destinations would deliver a memorable sense of place.

Synect's Passenger360® visual communication platform and integration with FlightAware for FIDS and GIDS data would enable automated updates.

Finally, GEG and Synect would complete the project under a compressed deadline to meet the overarching expansion timeline.



Solution

In approximately three weeks, GEG and Synect implemented the content and Passenger360 system at the new gates (C7, C8, and C9) which feature:

- Two single displays at each gate with dynamic flight information, airline branding, and airport branding.
- Two 4x1 flight information displays with dynamic flight information and airport branding, including localized video content.
- Three unique wood pylons with digital display technology to show gate numbers and airport branding.



The team also expanded the check-in area with a new 15-display video wall. The digital check-in wall showcases airport and airline branding and beyond-UHD sense of place content. Airline brand and lane identification displays aid passengers as they check in.

Another 5x1 video wall in the vestibule provides advertising space and showcases GEG branding with live-action video. Finally, the collaboration included a new airport curbside LED display showcasing airline branding.

Synect configured a flexible Passenger360 implementation, including integration with FlightAware for FIDS and GIDS data, ensuring that the displayed information automatically reacts to changes in flight schedules or gate operations.

Results



The new Concourse C West Terminal Expansion at GEG was a resounding success. The content strategy, foundational build of the Passenger360 system, and three-week implementation were integral to the launch of the airport's state-of-the-art new concourse.

The Spokesman-Review reported that GEG unveiled the newly constructed concourse with 100 local business leaders, developers, elected officials, and community members in attendance. Spokane Mayor Lisa Brown stated, "You are in for a treat when you see the finishings and some of the special amenities that are here for the traveling public."

KXLY reported that the recently completed phase is one of the largest terminal expansions in the airport's history, quoting Larry Krauter, Spokane International Airport's CEO: "It's a great day for Spokane International Airport and for our community."

Synect's content strategy and Passenger360 implementation met the project's immediate needs and set the stage for future expansions as the airport grows.

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