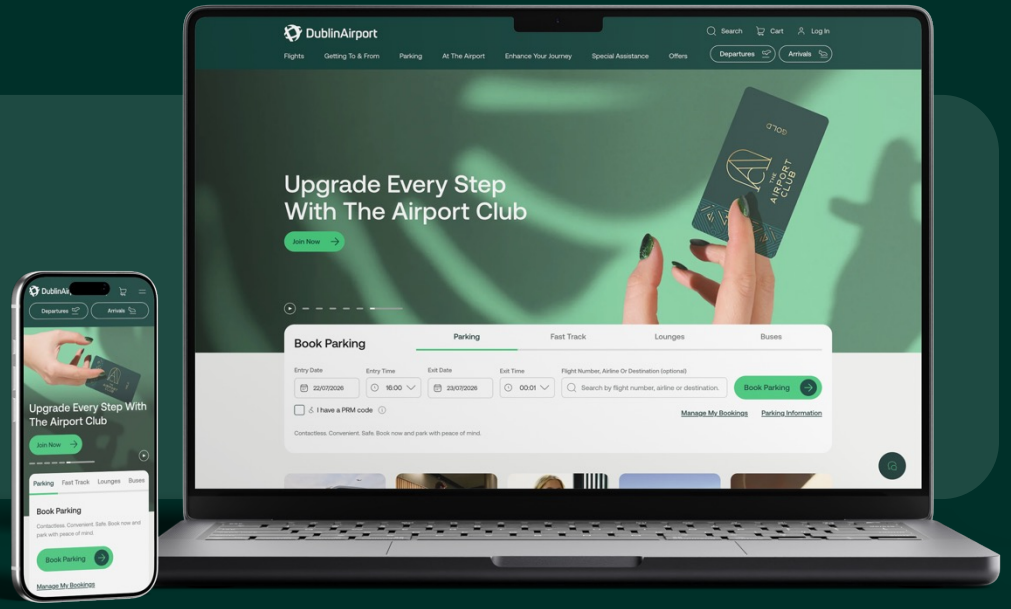
Best Website

DublinAirport

Dublinairport.com



Visit the website →

Summary

Flying is filled with countless small tasks. Whether a passenger is checking a live departure, booking airport parking, adding Fast Track, finding where to eat, or arranging assistance, they need one connected, experience to help them navigate the chaos.

We transformed the old Dublin Airport website from a traditional information platform into a unified digital marketplace that helps passengers move seamlessly through their journey:

PLANNING → **BOOKING** → **TRAVELLING**

By simplifying every step of the process, the new experience has reduced friction, improved usability, increased conversion, and delivered significant commercial growth.

The new DublinAirport.com is designed around a single, simple idea: **to become the digital front door to a passenger's entire journey, from their own front door to the rest of the world**.

DublinAirport

The Challenge

Dublin Airport serves tens of millions of passengers annually, yet the digital ecosystem was primarily designed to inform passengers, not to sell services or build relationships. The website had complex journeys, inconsistent ecommerce flows, and limited control over integrations, product roadmap, and passenger data.

* Passengers don’t think in separate categories like “information”, “parking”, “lounges” or “transport”; they simply want to get from their front door to their flight with as little effort as possible.

Strategy & Objectives

The redesign needed to balance **informational clarity** with **ecommerce performance**.

The goal was to increase online revenue, improve conversion rates, increase average transaction value, simplify the checkout process, improve use of passenger data and create a smoother experience across website, marketplace and mobile app, all while making the site more useful for customers and scalable for future products and partners.

The strategy was to transform DublinAirport.com through a customer-centric approach, repositioning it as a unified airport marketplace and passenger experience platform. In short, we wanted to make the airport feel easier to navigate digitally, so that planning and travelling felt like one continuous journey rather than a series of disconnected tasks.

Website Design & User Experience

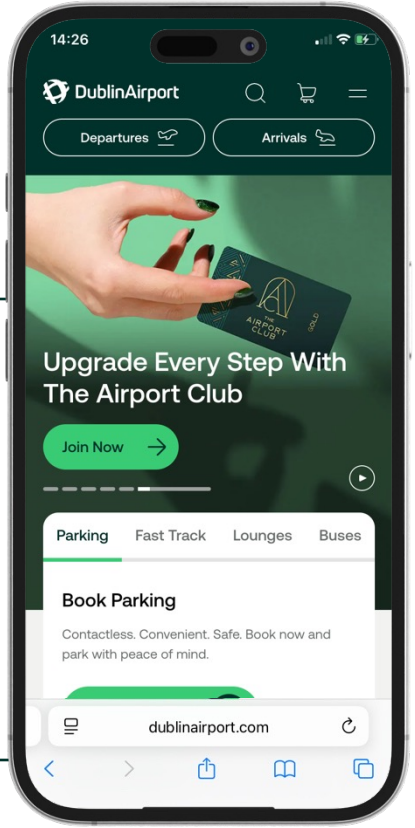
Best Website

Most travellers use DublinAirport.com while on the go:
in a taxi, in a queue, or on the way to the airport.

We redesigned the new site with **a mobile-first, customer-centric approach**. Our UX emphasises intuitive navigation, clear calls to action, structured content, improved product presentation, and reduced cognitive load.

These practices were especially emphasised in our booking journey, simplifying it by:

- Streamlining steps
- Introducing visible progress indicators
- Optimising forms
- Autofilling information for logged-in users
- Improving error handling and validation



DublinAirport

Designed Around the Passenger

Best Website

CX Principles enabled us to solve complex business and service challenges in a structured and practical way

Intuitive User Experience

Our CX principles defined how we designed, ensuring consistency, usability and alignment with passenger needs across all touchpoints.

Seamless transit

We ensure everyone has a smooth, intuitive experience across all our digital touchpoints, regardless of their needs.

Flight path

We provide clear, helpful guidance, making it easy for passengers to navigate the website, airport and access services.

Tailored for you

We tailor the experience to each passenger's needs and preferences, delivering relevant information, experiences and offers.

Rewarding relationships

We offer a clear value exchange, fostering strong, mutually beneficial relationships with our passengers.

Transparent Travel

We believe in open communication, so you can make informed decisions about your journey. We're committed to transparency because it builds trust.

DublinAirport

Platform Features & Functionality

The benchmark for the best websites in the world is set by the needs they can meet for their users and how they meet them.

Our breadth of functionality exceeds that benchmark, serving as a single, elegant touchpoint for countless services and essential information.

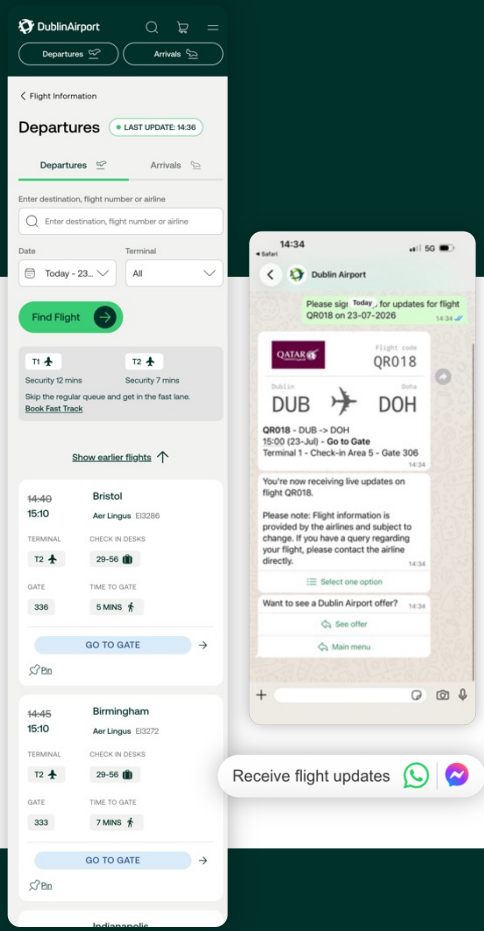
Live Flight Information & Alerts

Platform Features & Functionality

For many passengers, the airport journey starts with a single question:

✱ **“Is my flight on time?”**

The site answers that essential question with fast, convenient access to live arrivals and departures.



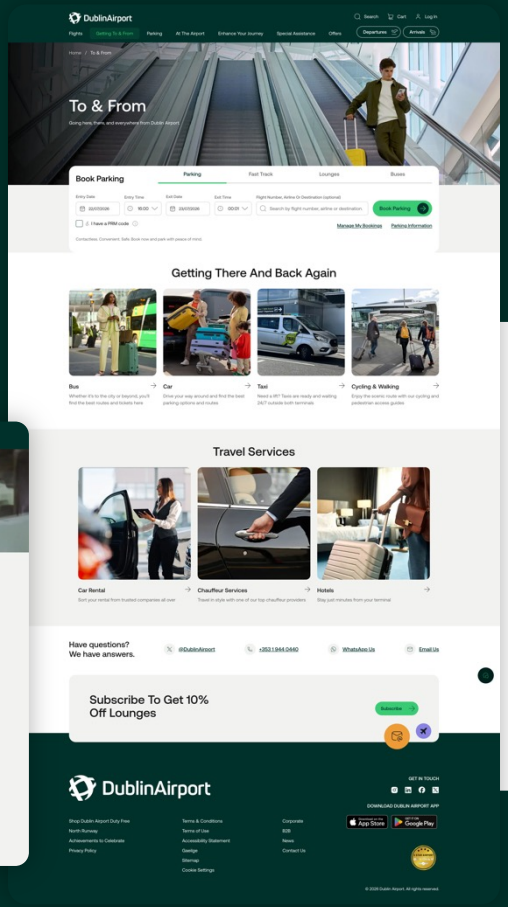
This function also plays a key role in the overall information architecture. By prioritising flight status content within the site structure, DublinAirport.com helps users move quickly from operational information to related airport services like parking, transport, lounges, and F&B options.

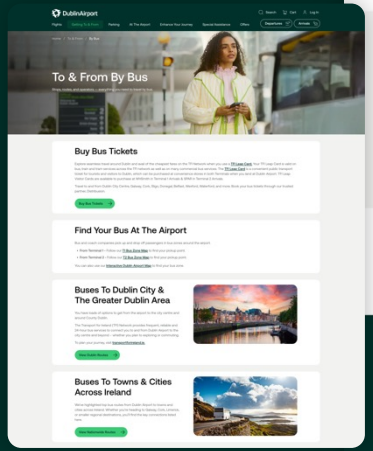
Users can also subscribe to get live flight updates straight to their phone on WhatsApp or Facebook Messenger.

DublinAirport

Getting To & From The Airport

Every airport journey begins before passengers reach the terminal.





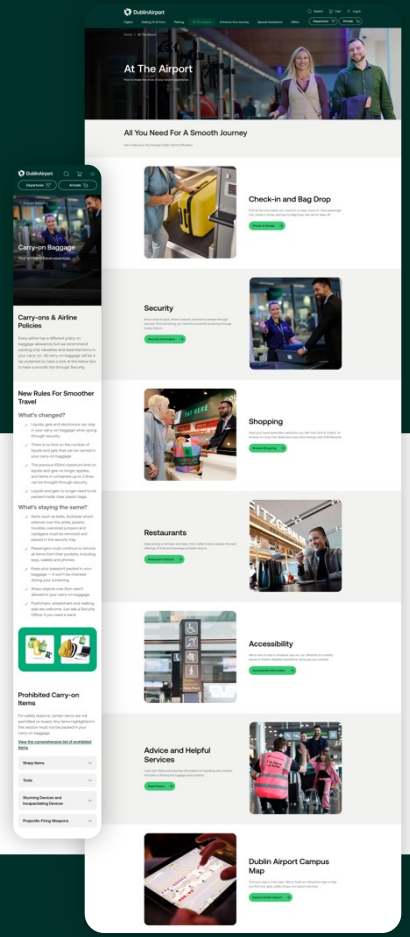
Platform Features & Functionality

The website brings together everything passengers need to plan their arrival, from bus services, taxis and car parking to car rental, hotels, cycling and walking routes. Integrated bus ticketing within the Marketplace also allows transport to be booked alongside other airport products, creating a seamless journey from home to departure.

DublinAirport

Travel Planning & Passenger Guidance

Platform Features & Functionality



Travellers don't just need a flight. They need to know what to expect when they arrive.

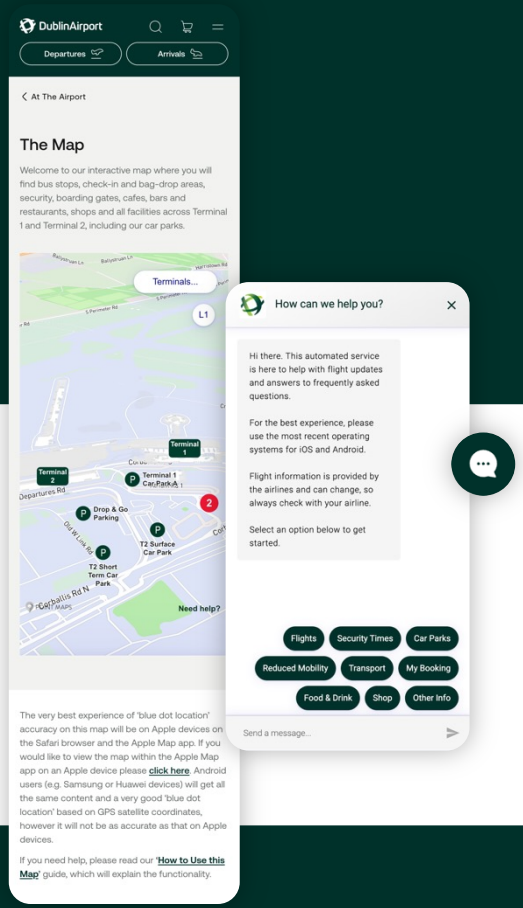
Clear, practical guidance helps passengers prepare for every stage of their journey, from check-in and security to baggage, customs, immigration and terminal facilities.

By bringing essential travel information together in a structured, mobile-friendly experience, passengers can plan with confidence and arrive better prepared.

DublinAirport

Improved wayfinding and support

Platform Features & Functionality



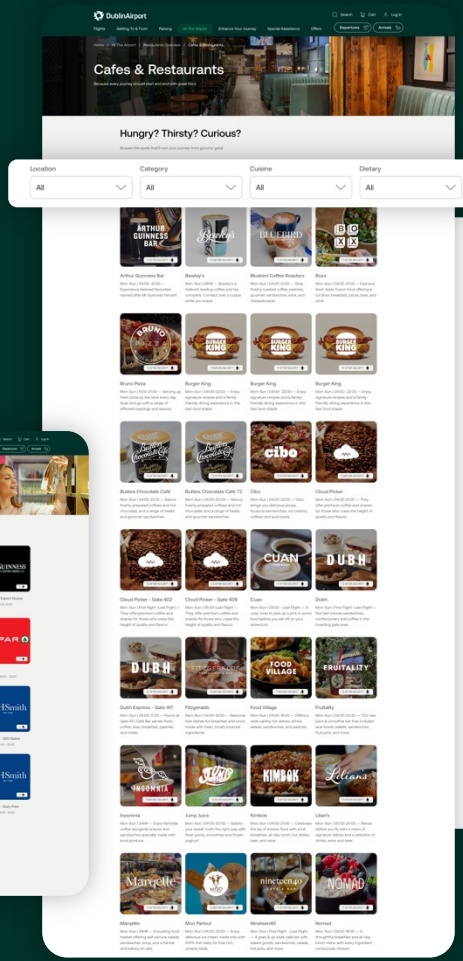
The interactive map transforms how passengers plan and navigate the airport. By bringing terminals, gates, transport, facilities and services together in one intuitive experience, it helps passengers find what they need faster, plan with confidence and reduce travel-day stress.

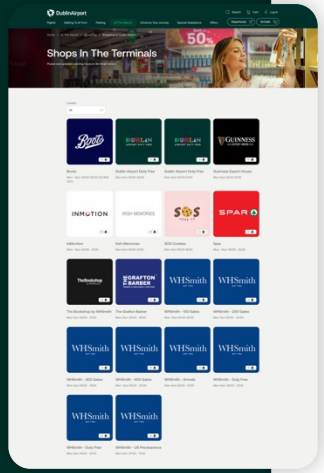
Our AI chat feature provides passengers with instant, 24/7 support, delivering fast, personalised answers to their questions helping them find relevant information with ease while easing demand on customer service teams.

DublinAirport

Food, Beverage & Retail Discovery

Platform Features & Functionality





One of the simple joys in the day of travel is the ritual airport drink, the retail splurge, the quick bite before the flight.

The website serves as a discovery platform for all the airport's food, beverage, retail, and hospitality offerings. Improved content presentation, imagery and product storytelling strengthen the commercial experience while remaining useful for passengers.

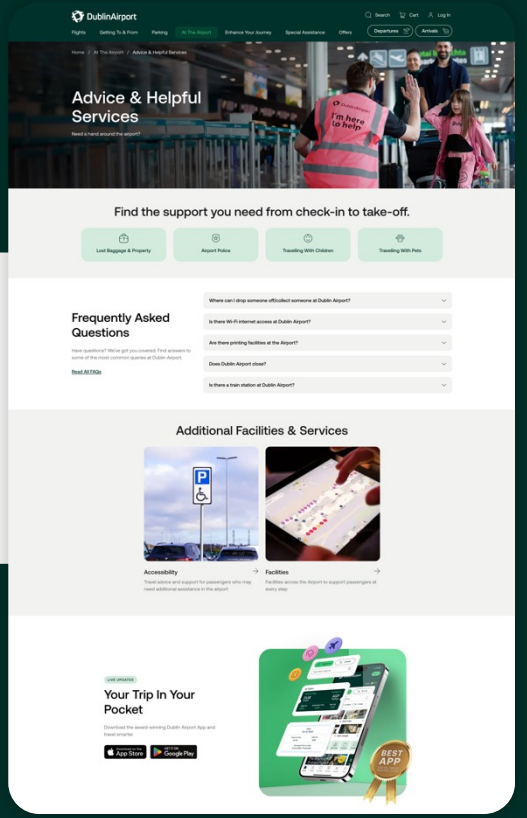
DublinAirport

Additional Assistance & Accessible Travel Information

Platform Features & Functionality

A best-in-class airport website must be inclusive and practical for all travellers, providing support to passengers who want additional assistance.

DublinAirport.com does just that by providing clear guidance on available support services so every flier can plan their journey with confidence.

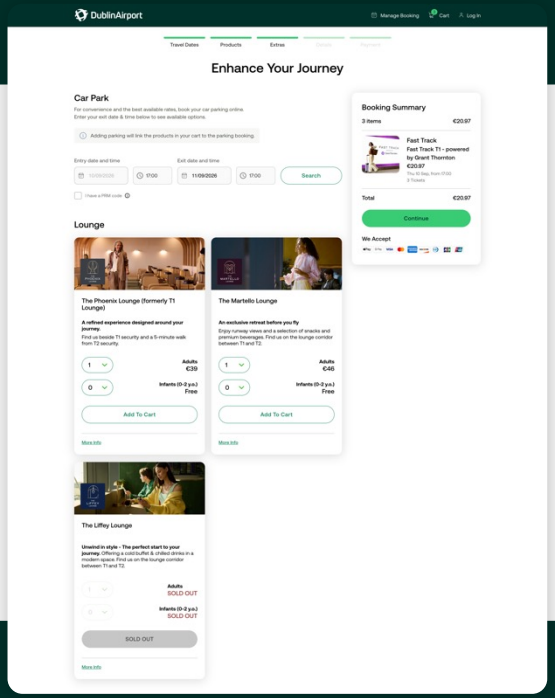


DublinAirport

Unified Digital Marketplace

Platform Features & Functionality

Instead of sending customers through multiple systems, DublinAirport.com keeps everything behind one digital front door.



Alongside its passenger information role, the site operates as a connected ecommerce marketplace.

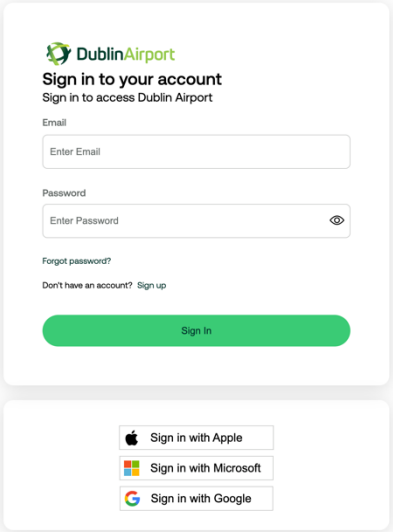
Customers can book car parking, Fast Track, airport lounges, bus tickets, Airport Club and premium airport services through a more consistent digital experience. Additionally, product bundling, contextual recommendations, and cross-selling make it easier for customers to build a more complete airport journey within a single purchase flow while also increasing commercial performance.

DublinAirport

Single Sign-On & Personalisation

Platform Features & Functionality

A single user profile connects DublinAirport.com, the Marketplace Booking Platform and the Dublin Airport Mobile App.



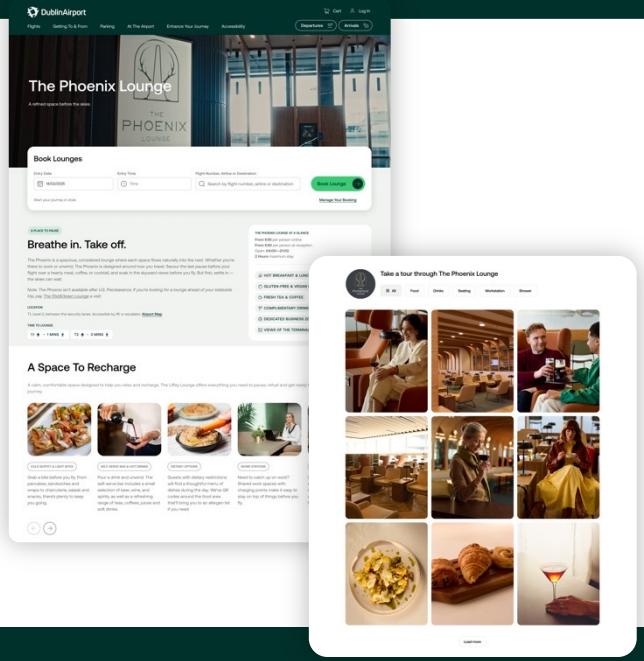
Single sign-in is powered by Azure B2C, with social sign-in enabled through Apple, Microsoft and Google.

This improves convenience for users and enables better journey tracking and personalisation across platforms. It also creates the foundation for more relevant offers, communications and digital experiences from research through to day of travel.

Content that informs, inspires and converts

Content

We undertook a comprehensive overhaul of all the content, rewriting copy to make information clearer, more engaging and easier to navigate at every stage of the passenger journey.



The refreshed tone of voice brought confidence and personality to the brand, creating a more consistent and recognisable experience across the site.

New photography and video placed passengers at the heart of the story, showcasing the airport experience while bringing key commercial products—including parking, Fast Track and lounges—to life.

DublinAirport

Technology & Innovation

DublinAirport.com is powered by a modern, integrated technology ecosystem, delivering a seamless customer experience from discovery through to booking.

contentful
Flexible, scalable content management.

Microsoft Azure
Secure customer identity and authentication.

AERO PARKER
Real-time parking inventory and pricing.

distribusion
Integrated bus ticket booking platform.

salesforce
CRM powering personalised customer journeys.

These integrations support monitoring, user experience analysis, web traffic measurement and revenue tracking, allowing the team to continuously improve the platform based on evidence.

The innovation is not just technical: it is the adaptation of ecommerce best practices to an airport environment. Features such as dynamic pricing, lead-time pricing, product bundling, urgency messaging, contextual recommendations and behavioural personalisation help deliver a more relevant and effective customer experience.

Data-Driven Optimisation



Content Square is used for user-experience monitoring, while GA4 supports web traffic and revenue tracking.

This enables the team to understand how customers move through the website and Marketplace, from information-seeking journeys to booking and purchase completion.

* The platform is a continuously optimised digital product that can evolve in response to changing passenger behaviour, commercial priorities and new airport services.

Business Impact & Results

The results demonstrate a clear connection between improved user experience and business performance.

Year-on-Year improvements across major KPIs

+3% Active Users	**+6%** Sessions	**+5%** Transactions
+5% Average Transaction Value	**+15%** Booking Engine Conversion	**+7%** Revenue

Business Impact

+11% Increase in Revenue YoY

Cross-Sell Capability

A unified Marketplace enables passengers to purchase multiple products in a single journey, including:

- Bus Tickets
- Fast Track
- Lounges
- Car Parks
- Airport Club
- Platinum Services

The Impact

“The digital transformation programme delivered has fundamentally reshaped our ecommerce experience at Dublin Airport. By moving from a fragmented, legacy estate across multiple sites to a single, bespoke Marketplace spanning both our website and mobile app, we have significantly enhanced the passenger booking journey while driving a substantial uplift in commercial performance.

We are seeing exceptional year-on-year growth in online transactions and are on track for a record commercial year in 2026. This success has been driven by a combination of improved conversion flows, increased product visibility, intelligent product bundling, and the effective use of CRM automation alongside dynamic pricing and yield management capabilities.”

Ronan Fitzsimons,
Commercial Director, Dublin Airport

DublinAirport

A Website Designed Around the Passenger

DublinAirport.com

DublinAirport.com succeeds because it does something deceptively difficult: it makes a complex airport feel simple. It combines functionality, structure, navigation, UX, UI, content, accessibility and commercial results within one coherent platform, improving the passenger experience while also supporting daa's commercial objectives and future digital roadmap.

It successfully delivers a multitude of information and services through one continuous journey: from your front door to the rest of the world.