

GARA Global AirRail Awards

CASE STUDY: Airport Rail Link of the Year 2013 WINNER - MTR Hong Kong Airport Express Line



In 2012 Airport Express Line (AEL) passenger numbers grew 6.7% from 11.8 million to 12.6 million. AEL services include free shuttle bus, in-town check-in, catering kiosks and wi-fi on trains.

Whilst in 2011 major improvements were focused on the overall impressions of station and train environments, in 2012, after extensive customer surveys, AEL focused on saving journey times. Saving Time campaign included shortened headways, more extensive shuttle bus services, real time information broadcast and shorten queuing times in the Customer Service Centre.

Headway Improvement. Starting from January 2012, the frequency of trains was enhanced from 12 to 10-minute intervals. The addition of one train-trip per direction each hour boosted capacity by 20%.

Extending feeder connection. The catchment area of Airport Express shuttle bus was enlarged to connect more hotels.

Strengthening the promotion of this value-added service increased passenger's awareness.

Real-time information mobile apps. The newly launched mobile app "Next Train" provides real-time information on the next four trains arriving at a specified station on the Airport Express Line. "MTR Tourist" app assists passengers to navigate around the MTR system by providing relevant information such as routing, interchange stations, platform numbers and the nearest exit to the intended destination or tourist attraction.

Shorten queuing time in Customer Service Centre. Additional station staff was deployed to assist in answering general enquiries, ticket information and provide assistance to passengers in need.

Other improvement initiatives. AEL enhanced their service during festive holidays, including Chinese New Year, Easter and Christmas, allowing passengers to come back home without worrying about transportation arrangements.

Customer Satisfaction. In 2012 Voice of Customer (VoC) survey showed the satisfaction score of 8.4 out of 10 in the overall service quality of the Airport Express. In 2012 AEL has achieved over 99.9% in train service delivery, passenger journeys on time and train punctuality.