Advanced Mobility with purpose.

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As airlines transform themselves into mobility companies by integrating new aircraft into their fleet, it's crucial to ensure that new technologies align with brand purpose and deliver a consistent passenger experience. Thoughtful integration of eVTOLs is essential for the continued growth and success of airline brands within the travel ecosystem.

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eVTOLs will revolutionize urban transportation with their short ranges, low noise thresholds, and zero carbon emissions. These advanced mobility technologies will quickly evolve our established travel paradigm. So, how should airlines integrate eVTOLs into their fleet? By building a passenger experience from the ground up with modern expectations in mind.

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Understanding modern expectations means looking beyond the features and technology of eVTOLs and focusing on the bigger picture—the opportunity for airlines to expand their brand and engage customers in new and exciting ways.

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eVTOLs are the perfect gateway for airlines to enter a vast interconnected travel ecosystem. Airlines that have a strong brand purpose and evolve into mobility companies that meet modern expectations will capture the most market share and influence the future of urban transportation at large.

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What could this future look like for airlines? Look no further than the rental car market. Just like airlines, rental car companies have similar products and oftentimes similar pricing structure. To stay ahead of the curve and avoid disruption, they rely on purpose to set themselves apart.

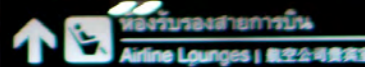Enterprise is a great example of a brand led by purpose. Enterprise Holdings recently rebranded to Enterprise Mobility to reflect the evolution of its global network and align its brand to its higher purpose, "to advance the world, one journey at a time." The same opportunity exists for airlines.
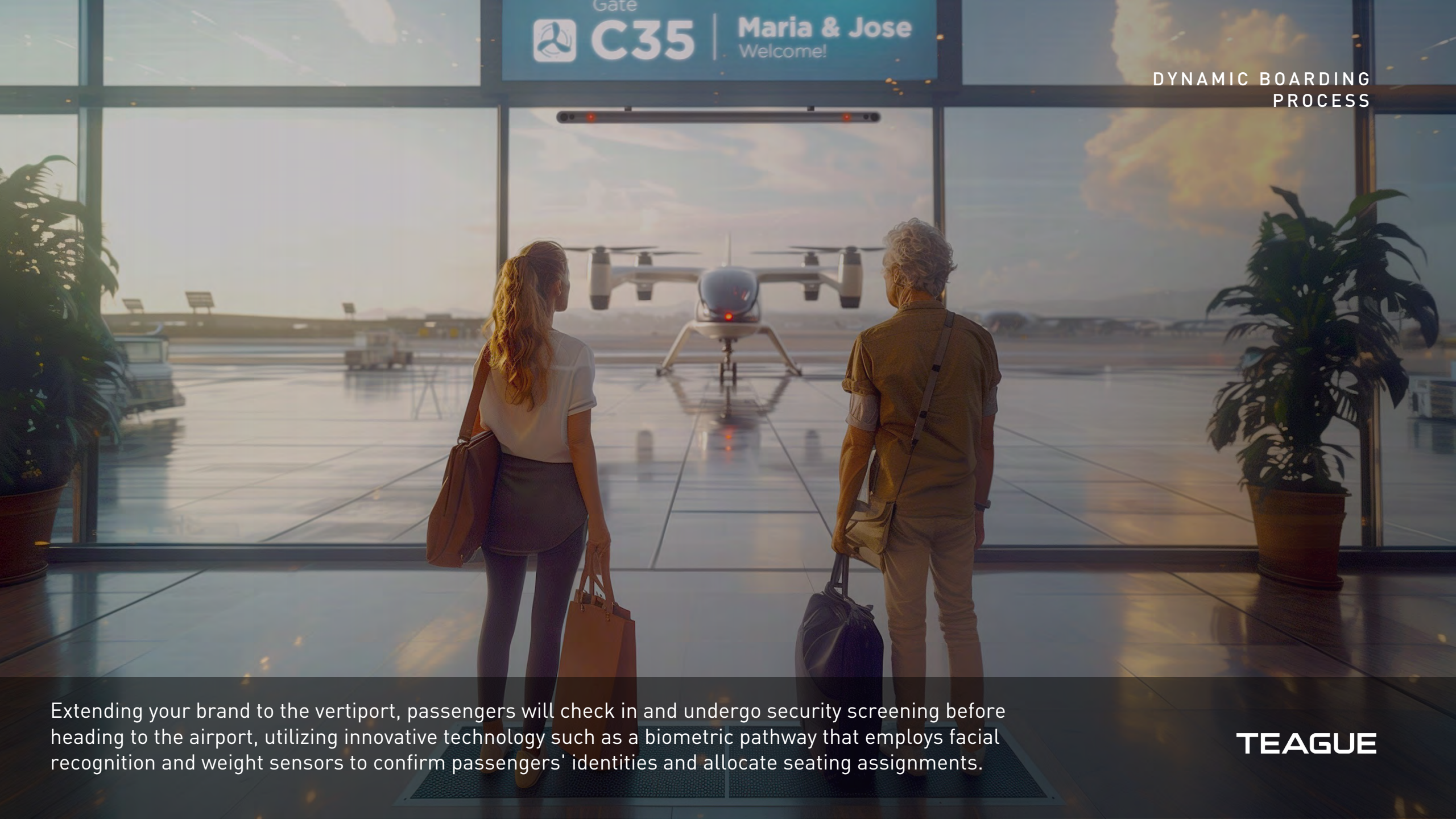
Imagine your guests experiencing your brand outside of the airport. Airlines could partner with hotels to co-create lounges within city vertiports, providing the continuity of the airline brand experience as passengers travel from city center to airport hubs.

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Extending your brand to the vertiport, passengers will check in and undergo security screening before heading to the airport, utilizing innovative technology such as a biometric pathway that employs facial recognition and weight sensors to confirm passengers' identities and allocate seating assignments.
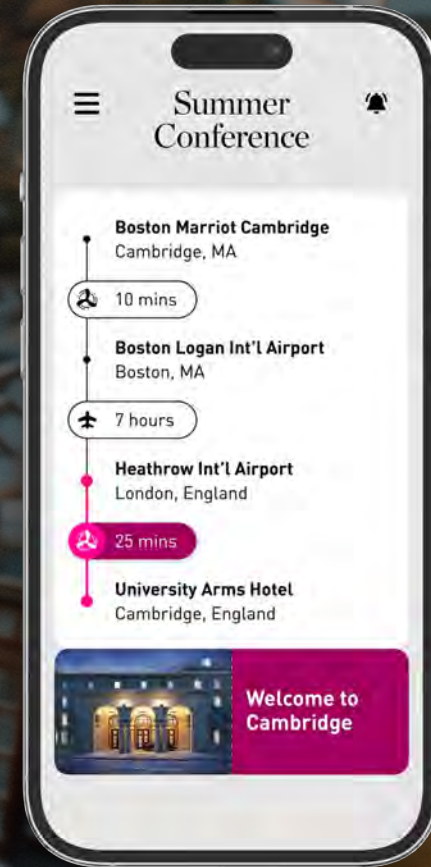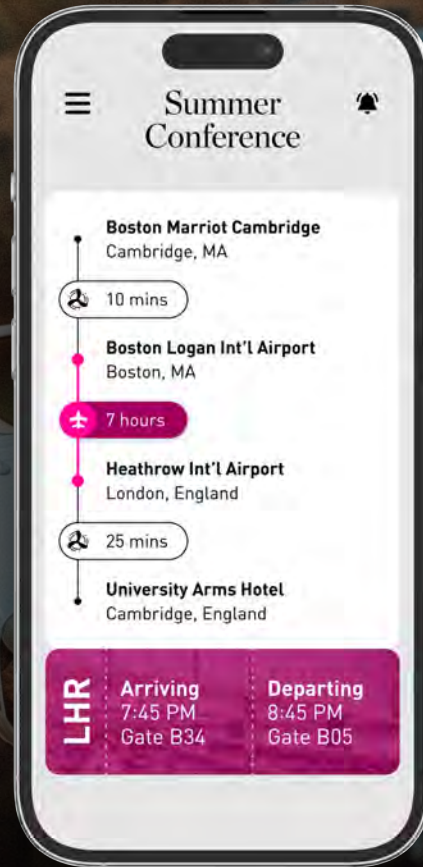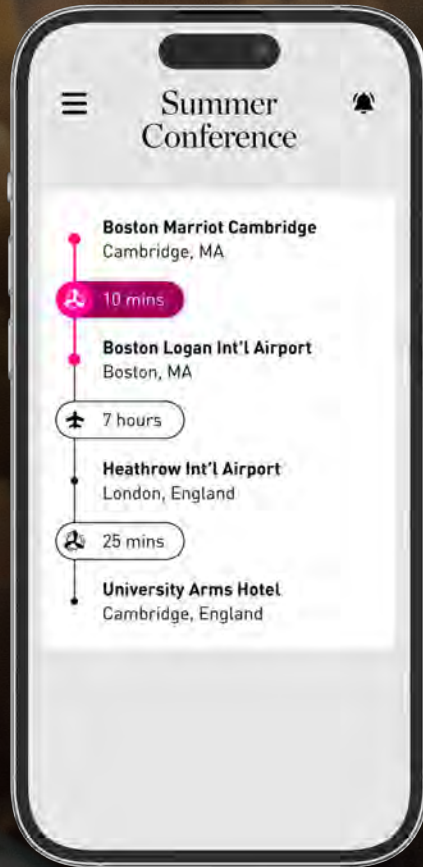
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The airports of tomorrow will adapt to embrace diverse modes of transport and reinvent the boarding experience. New mobility services will transport passenger's airside, eliminating security and gate friction points.

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As part of a larger ecosystem, eVTOLs could provide easier destination-to-destination trips, such as Cambridge, Massachusetts to Cambridge, England, all on one ticket. With credentials in one pass as a unified travel ticket, passengers could manage disruptions due to delays within one travel segment, with dynamic automated check-ins or rebooking services.

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Your Trip
May 4, 8:00 AM

Boston Marriot Cambridge
Cambridge, MA

🚁 10 mins

Boston Logan Int'l Airport
Boston, MA

✈ 7 hours

Heathrow Int'l Airport
London, England

🚁 25 mins

University Arms Hotel
Cambridge, England

BOS   Arriving 8:10 AM
             Gate C
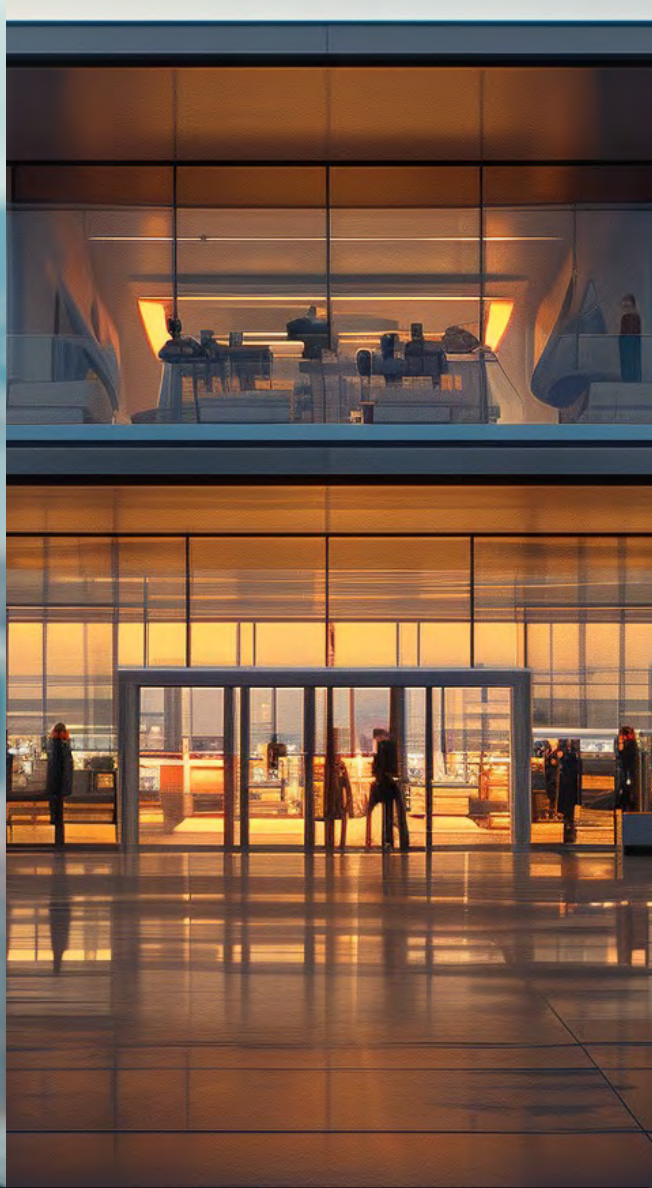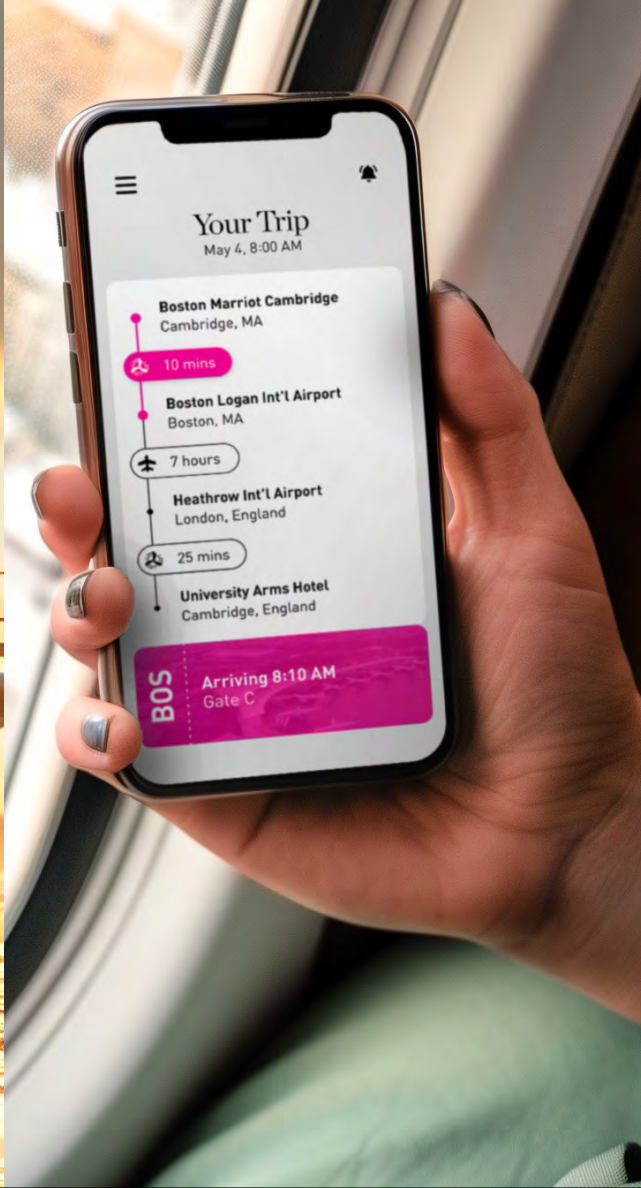
Integrating these technologies into airlines' brand purpose has the potential to evolve the air travel experience and meet modern expectations. As airlines embrace larger ecosystems and the new era of mobility, purpose-driven airlines can elevate their brand with advanced air mobility, building credibility with passengers.

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What does this mean for airlines right now? The future we've described isn't far away, it's right around the corner. Here are three takeaways to help you prepare—starting today.

Understand your Purpose

Think in Ecosystems

Move to Co-Creation

Knowing your purpose helps drive your strategy

Ensure that core brand extends across all touch points

Leverage partnerships to extend your brand appropriately

Infuse purpose into every experience to differentiate your brand in the marketplace

Focus on stitching together the different facets of the travel experience

Find opportunities outside of your domain that align to your brand purpose

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The fastest way to the future starts with knowing where you're going.

Download our Future Mobility: Travel in the Age of AI report for 10 insights into the next 5 years of travel.

If you're interested in continuing the conversation on multimodality and brand purpose, reach out to our team.

DOWNLOAD REPORT

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