**Features** 

Videos





Company A - Z

Latest Industry Updates | Industry News | Company Press Releases

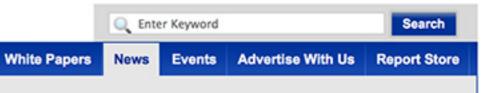
ASSA ABLOY
ASSA ABLOY Entrance Systems
The smart way to access your hangar



## airporttechnology.com

Products & Services

News, views and contacts from the global Airport industry





# New technology helps reunite travellers with lost luggage at UK airports

**Projects** 

17 April 2015





UK airports have started a new campaign with the British airport advertising specialist Eye Airports that will help retrieve passengers' lost baggage with the help of a credit card-sized tag.

Unlike regular airline tags which are subject to wear and tear, the Trace Me luggage tracker claims to provide permanent record of passengers' baggage which helps in protection.

Each tag has a unique serial number which is recorded on a secure database and integrated within SITA WorldTracer's Bag Management System which is used by over 90% of the world's airlines and over 2,000 airports across the world.

When a bag does not show up, the serial number on the tag is identified and recorded by the

baggage handling staff and entered into the airline's baggage IT system, which then sends Trace Me an immediate request for the identification of the owner.

The personal data of passengers, however, is not displayed in order to "This campaign protect travellers' security.

Eye Airports business development director Tim Hufford said: "This campaign showcases a product which is highly relevant to our audience and we are proud to bring this innovative brand to the airport to our audience and we environment.

"Through our vast national network, we are promoting Trace Me's Tag to the valuable target audience of both business and leisure passengers who value the security and peace of mind provided by the product."

"This campaign showcases a product which is highly relevant to our audience and we are proud to bring this innovative brand to the airport environment."

Airports including London Gatwick, Manchester, Stansted, East Midlands and Newcastle are currently running the campaign.

Trace Me Luggage Tracker head of sales and marketing Nick Preston said: "Eye Airports' innovative approach and their strategic positioning offered Trace Me an unparalleled opportunity to present its product to an audience that is 100% relevant to our strategic marketplace.

"Their understanding and fast response times generated a strong and positive partnership with their clear understanding of our needs and theirs."

Image: The Trace Me luggage tracker campaign is running at London Gatwick, Manchester, Stansted, East Midlands and Newcastle airports. Photo: courtesy of Eye Airports.



#### Related News

#### Australia to install SmartGates at major international airports

Australia has struck an \$18m deal with Portuguese smart-gate...

#### India's Coimbatore Airport to get infrastructure upgrades

India's Coimbatore International Airport will soon get infrastructure...

### Philadelphia resolves dispute over Philadelphia International airport expansion

Philadelphia International Airport will now be able to carry out...

#### Airports increasing power sockets for passenger convenience

A recent research says that airports are fast recognising the trend...

## Ryanair flight passengers at Manchester airport enter UK without passport checks

Passengers from a delayed Ryanair flight flying from Madrid to the...

See all news

