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Paris Aéroport launches an extensive campaign to raise awareness about unattended luggage

77.8% increase in unattended luggage at Paris-Charles de Gaulle Airport between 2013 and 2016

Paris Aéroport is working to raise awareness amongst travellers about unattended luggage due to the steady increase in the number of bags left unattended. *“More than 1,000 operations were carried out in the first nine months of 2017 to deal with unattended luggage at Paris-Charles de Gaulle airport. This caused more than 400 flights to be delayed by an average of 30 minutes, with significant impact on airlines. Unattended bags are partially due to travellers’ absent-mindedness but also due to a tightening of weight restrictions under airline baggage policies. Some passengers don’t think twice about leaving their luggage at the airport to avoid paying the additional charges”,* says Augustin de Romanet, Chairman & Chief Executive Officer of Groupe ADP.

 <p>BAGAGE ABANDONNÉ : IL N’EST PAS LE SEUL À ÊTRE CONTRARIÉ.</p> <p>TENSIONS, RETARDS, PERTURBATIONS, UN BAGAGE ABANDONNÉ, C’EST UN VOL ANNULÉ.</p>  <p><small>Paris Aéroport est une marque du Groupe ADP.</small></p>	 <p>UNATTENDED LUGGAGE: NOT THE ONLY ONE TO GET ANGRY.</p> <p>行李被遗弃：并非只有行李会感到恼火。</p> <p>PRESSURE, DELAYS, DISRUPTIONS, A SINGLE UNATTENDED BAG MEANS 2,000 PASSENGERS DELAYED. 气氛紧张、航班延误、交通受阻：遗弃行李、意味着 2000 名旅客的行程受到延误。</p>  <p><small>Paris Aéroport est une marque du Groupe ADP.</small></p>
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To raise awareness amongst travellers, Paris Aéroport and the agency Human to Human have designed a campaign that will be rolled out across all airport communication channels:

- In digital, across the entire JCDecaux advertising network in all terminals (3 different video clips – 135 screens)
- At the Paris-Charles de Gaulle and Paris-Orly airports:
 - o At check-in desks
 - o On all buses that travel between the terminals
 - o At the Paris-Charles de Gaulle Airport railway station
- At several stations throughout the Ile-de-France region:
 - o 18 RER B stations
 - o 10 RER C/D stations
 - o ORLYVAL

The campaign is in French, English and Chinese. Although the campaign makes you smile, the stakes are real for the airlines and public authorities, as well as the airport operator. Depending on where the unattended luggage is located, the entire terminal or a part of the terminal may/must be evacuated. Delays can be considerable for some flights. Since the start of the year, around 60% of unattended luggage has been left at Paris-Charles de Gaulle Airport, with 40% of these bags left at the Air France-KLM hub. In August 2017 alone, 214 bags were left by their owners, i.e. an increase of approximately 30% compared to August 2016.

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Groupe ADP builds, develops and manages airports, including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. In 2016, the Group handled via Paris Aéroport more than 97 million passengers and 2.2 million metric tonnes of freight and mail at Paris-Charles de Gaulle and Paris-Orly, and more than 42 million passengers in airports abroad through its subsidiary ADP International. Boasting an exceptional geographic location and a major catchment area, the Group is pursuing its strategy of adapting and modernising its terminal facilities and upgrading quality of services; the Group also intends to develop its retail and real estate businesses. In 2016, Group revenue stood at €2,947 million and net income at €435 million.

Registered office: 1, rue de France, 93 290 Tremblay-en-France. Aéroports de Paris is a public limited company (Société Anonyme) with share capital of €296,881,806. Registered in the Bobigny Trade and Company Register under no. 552 016 628.

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