

Airport Confidence

A pre-trip plan that helps travellers
use the airport benefits they already have



The recommendation

Test whether trusted time creates valuable incremental lounge use

Start narrow

One issuer, GRU Terminal 3, eligible international departures.

Prove the added value

Compare the plan with a simple benefit reminder.

Earn the right to scale

Require reliable guidance and economics that work for both sides.

The first traveller

**Premium cardholder. Infrequent international traveller.
An unfamiliar airport. An unused benefit.**

Situation

Departs from GRU T3.
Has eligible lounge access.
Travels internationally ≤ 2 times a year.

Uncertainty

When should I leave?
How long will processing take?
Can I use the lounge and reach the gate?

“Help me know what I can comfortably do before I board.”

Evidence supports the context

45%

report saving 10–30 minutes
through airport technology

45%

report reduced stress
from airport technology

Still unproven: uncertainty prevents eligible travellers from using lounges.

Brazil and the first launch cohort

16.81m

international passenger
movements
at GRU in 2025 [2]

Illustrative first-partner funnel / year

Stage	Trips
Partner trips through GRU	120,000
In scope + eligible × 60%	72,000
Reachable before travel × 50%	36,000
Registers a trip × 40%	14,400

First-partner reach is a validation input, not a claim about total market size.

Airport Confidence earns the first test

Concept	Customer and business value	Main trade-off
Airport Confidence	Pre-trip clarity and earlier benefit use	Time data and trust. A manual test is possible.
Connection Confidence	Connection decisions and relevant assistance	High urgency, complex transfer and airline dependencies.
Baggage Rescue	Guided support and eligible disruption benefits	Severe pain, narrower event frequency and claims complexity.

Selection criteria: customer need, Collinson fit, learning cost and revenue potential.

The experience starts before departure

Moment	What the traveller sees
24 hours before	Your terminal, airline arrival guidance and eligible lounge.
Before leaving home	A conservative journey plan, with travel-time range.
19:25 • Airside confirmed	7-minute walk to the lounge. About 40 minutes to relax.
20:15 • Leave the lounge	10-minute route to the gate, plus a 20-minute buffer.
20:45 • Ready at gate	Boarding starts at 21:00. Follow airline and airport updates.

Planning begins at home. A usable lounge window requires fresh journey context.

Illustrative journey and times. Airline instructions remain authoritative. Lounge entry depends on eligibility and availability.

A PoC before full automation

Included

One issuer and eligible T3 departures.
Hand luggage only at first.
Manual flight registration.
Reviewed plans and lounge eligibility.
Confirmed airside checkpoint.

Deferred

Connections and disruption recovery.
Continuous indoor positioning.
Live queue prediction.
Guaranteed lounge entry.
Automatic trip detection.

30 supervised journeys first. Automation follows evidence of usefulness.

Trust is a product requirement

Condition	Product response
Before airport processing is complete	Show a provisional plan. Preserve airline arrival guidance.
Gate, route or flight status is unreliable	Suppress the usable-time estimate and show official next steps.
Enough time and access are verified	Recommend only if ≥ 30 minutes remain after walks and buffers.
Lounge unavailable or boarding advances	Withdraw lounge suggestion and prompt the appropriate next step.

Any credible product-related missed boarding triggers an immediate pause.

Six weeks to test the riskiest assumptions

Weeks 1–2

20 traveller interviews.
Recent users and non-users.
5 buyer / operations
interviews.
Check redemption and
reach data.

Weeks 3–4

30 supervised journeys.
Test plan comprehension.
Log predicted and actual
timing.
Record why suggestions fail.

Weeks 5–6

Test the paid pilot offer.
Confirm data and capacity.
Verify recruitment volume.
Choose build, revise or stop.

Gate: a recurring need, workable guidance and a partner willing to fund learning.

The experiment isolates the value of planning

A • Current experience

Existing benefit journey.
No added trip reminder.

~1,200 registered trips.

B • Contextual reminder

Eligible lounge + reminder.
Same contact schedule as C.

~1,200 registered trips.

C • Reminder + plan

Same benefit and contacts.
Adds journey and usable
time.

~1,200 registered trips.

Primary outcome: completed lounge visits per assigned eligible trip, C versus B.

Scale, pivot and stop have explicit triggers

Decision	Evidence required
Scale to one next cohort	C-B visit uplift ≥ 5 pp and 95% CI above zero. Confidence improves $\geq 1/10$ versus B. Paid follow-on and positive contribution.
Pivot to a simpler offer	B performs as well as C, or confidence improves without extra useful behaviour. Retest a narrower proposition.
Extend only with a reason	Sample or data is insufficient. Set one bounded extension with a revised feasibility case.
Stop or pause	No viable buyer economics, persistent unreliable guidance, or credible product-related missed boarding.

Distribution begins with one issuing bank

Step	Action and adoption risk
Discover	Issuer app travel-benefits area. Clear benefit, no new app installation.
Register	Enter flight + confirm eligibility. Manual start limits hidden-data assumptions.
Use	Receive plan 24–48h before departure. Optional location, explicit checkpoints.
Return	Re-offer on the next registered trip. Test usefulness before increasing prompts.

Track invite → registration → plan use → visit, including failures at every step.

A paid capability for premium card programmes

Buyer value

More visible, useful travel benefits.

A differentiated premium experience.

Test willingness to pay and renewal intent.

Proposed pricing

R\$120k annual partner licence.

R\$8 per registered journey.

Paid pilot credited to licence.

Aligned incentives

No consumer charge in the pilot.

No reward for unsafe extra visits.

Bank approves benefit-cost exposure.

A visit increase is valuable only if the customer experience and buyer economics improve.

The business needs portfolio scale

R\$192k

annual contribution per partner
before shared fixed costs

4 partners

to cover R\$600k annual
shared operating costs

14,400 trips × (R\$8 price – R\$3 cost) + R\$120k licence = R\$192k

Bank hurdle: R\$307.2k/year to cover fees + incremental lounge costs.*

*Assumes +5pp visits versus reminder and R\$100 cost per extra visit. Buyer must validate both assumptions.

Illustrative steady-state model. Excludes taxes and working capital. Development investment and ramp-up are separate.

A 12-month roadmap with evidence gates

When	Milestone	Gate owner
M1-2	Interviews, concierge test, timing audit	PM: meaningful need + reliable manual plan
M2-3	Paid pilot agreement, feeds and instrumentation	Commercial + Engineering: partner, data and capacity ready
M4-6	Shadow mode, then randomised 3-arm pilot	PM + Data + Operations: impact and guardrails
M7-9	Harden service, paid continuation, support runbook	Engineering + Commercial: costs and renewal
M10-12	One new airport OR partner cohort	Product lead: repeat value before broad rollout

Operations protect trust after launch

Risk	Owner and operating response
Stale data or timing drift	Engineering + Operations: daily monitoring, suppression and kill switch.
Lounge capacity or access failure	Airport Partnerships: capacity rules, refusal logging and alternate guidance.
More usage but poor economics	Commercial + Finance: monthly partner value and cost review.
No repeatable impact	Product + Data: weekly experiments, monthly cohort review, controlled rollout.
Consent or unnecessary data collection	Privacy + Security: minimum fields, permission review and retention controls.

The next decision is a six-week investment

**Prove that confidence changes behaviour.
Then prove that the behaviour is worth funding.**

Customer proof

A useful plan and reliable airport guidance.

Product proof

Value beyond a reminder of the lounge benefit.

Commercial proof

A paying partner and a credible route to scale.

Experiment design and measurement

Item	Definition
Primary metric	Completed lounge visit / first eligible assigned trip. C-B is the primary test.
Power assumptions	20% reminder baseline, 25% plan result, 5pp effect, 80% power, 5% two-sided alpha.
Sample and duration	~1,094/arm calculated. Plan ~1,200/arm, ~3,600 total across ~3 months.
Bias controls	Randomise after registration. Balance prior usage / time window. Keep contact frequency equal.
Data quality and safety	Link $\geq 95\%$ of trip outcomes. Audit missingness. Pause on credible boarding harm or systematic buffer failures.

Commercial sensitivity and buyer hurdle

Scenario	Licence / trip price / cost	Contribution	Break-even
Lower price	R\$80k / R\$6 / R\$3	R\$123.2k	5 partners
Base case	R\$120k / R\$8 / R\$3	R\$192.0k	4 partners
Higher delivery cost	R\$120k / R\$8 / R\$5	R\$163.2k	4 partners

Bank cost hurdle: R\$235.2k fees + (14,400 × 5% × R\$100) = R\$307.2k/year

Questions that could change the decision

Challenge	My response
Is Priority Pass+ already doing this?	Audit the roadmap first. Integrate or improve an existing capability if overlap is material.
What if a reminder is enough?	Ship the reminder. The experiment is designed to reveal that.
What if data is missing?	Keep guidance provisional or suppress it. Start with confirmed airside checkpoints.
What if lounges are already full?	Limit recruitment to supported windows and track refusals. More demand alone is not success.
Does the pilot prove product-market fit?	No. It earns a next cohort. Repeat use, paid renewal and repeatable delivery establish a stronger case.

Sources for the external evidence

[1] Priority Pass research • 2 July 2025

Global traveller survey. n=12,067, 21 markets. April–May 2025.
Supports the time and stress context on slide 4.

[2] GRU Airport • 2025 operational report

16,809,126 international passenger movements.
Arrivals and departures combined. Supports slide 5.

[3] Collinson • 9 June 2026

Brazil leadership announcement identifies Brazil as a strategic market.
Supports the launch-market rationale on slide 5.

Sources and assumption boundaries

[4] Collinson • 15 September 2026

Confirms investment in digital, data and AI capabilities and the Priority Pass+ rollout.
Supports integration and roadmap alignment, not any claim about internal feature gaps.

[5] Priority Pass newsroom photograph

Cover photograph from the airport technology research announcement.

Proposed assumptions throughout

Segment, funnel, sample inputs, thresholds, buffers, pricing, costs and budget require validation.
No customer interviews, partner agreements or pilot results are claimed.