

# Dublin Airport Delivers an Integrated, Omnichannel Experience with Sitefinity

AT A GLANCE



When Dublin Airport, one of Europe's busiest, needed to consolidate multiple sites into one customer-friendly, omnichannel experience that also lowered costs, it turned to Progress® Sitefinity®.

COMPANY Dublin Airport INDUSTRY
Travel and Tourism

**PRODUCT**Progress Sitefinity

COUNTRY Ireland

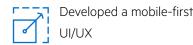
## **Challenge**

Dublin Airport sought to consolidate four corporate and legacy websites into one while improving the traveler experience—and driving revenue. We now have an integrated digital ecosystem because of our mobile-first dublinairport.com, key app integrations and Sitefinity. It's revolutionized how we communicate with customers."

#### Sinead Quish.

Head of Consumer Marketing, Dublin Airport

## **Solution**





Integrated key third-party applications—including flight info, parking and banking



Centralized content governance

### **Results**



Mobile revenue up 40%



Share of mobile site traffic increased to 75%



UI/UX are seamless, intuitive and agile



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