

## DAY ONE OF DIGITAL BOARDING PASSES - HUGE SUCCESS

Ryanair, Europe's No.1 airline, today (Wed, 12 Nov) updated on the success of day one of its digital boarding pass (DBP) initiative. Up to 13:00hrs, over 700 flights have departed across Europe without any delay or disruption. Over 98% of passengers presented with their DBP and the other 2% - all of whom had checked in online before arriving at the airport - were issued free of charge boarding passes at airport ticket desks. Customer feedback was universally positive as passengers swiped their phones through airport security and boarding gates. No passengers were offloaded, and where one or two passengers had a problem with their phone, they were boarded without difficulty as the boarding gates had their details from their online check-in.

**Ryanair CMO, Dara Brady, said:**

*"So far, day one of Ryanair's DBP has been a huge success as over 700 flights and more than 100,000 passengers enjoyed the improved service and better experience of paper-free boarding at Ryanair airports. We estimate our DBP initiative will save up to €40M annually, and this will help us to lower ticket prices and make air travel more competitive for Ryanair's customers."*

**ENDS**

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