

Aperius Consulting

MAKING USE OF THE WORLDS MOST PRECIOUS COMMODITY

Summary:

- Time, is the worlds most precious commodity, yet we waste billions of hours every day on simple tasks.
- In one day, passengers at Heathrow airport collectively spend half a year waiting to collect their luggage.
- Imagine what could be done with that time.

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Air travel is a waste of time!

I fly a lot. When I was a boy, I remember looking up at airplanes as they passed overhead and thinking how great it would be to be on them. Like most young boys, I thought that air travel was sophisticated, glamorous and exciting. After racking up several million air miles with different airlines, I now know that it isn't any of those things. It's boring, uncomfortable, stressful and more than anything ... a huge waste of time.

For me, travelling to the airport (Heathrow) is typically a 30-60 minute journey, despite the fact that I live only 15 miles away. Getting through security is rarely less than 10 minutes and often longer. Walking to the departure gate is typically another five or ten minutes. So, by the time I'm in position to board an airplane, I've 'invested' an hour or more. It's a similar story on landing, with immigration, luggage collection, customs and another journey to the hotel or office. I would say there's at least two hours (and probably a lot more) of 'dead' time associated with every flight - even short-haul domestic flights.

Recently, while waiting for my checked bag at LHR, I did a little maths to *pass the time*.

Looking at just one major international airport:

- London Heathrow processes ~190k passengers per day.
- Assuming that 50% of passengers are arrivals (95k), and 2/3 have checked bags, that's ~63k that make their way to baggage claim.
- Assuming that those passengers wait just five minutes for their bag to arrive (*and I've never waited less*) that means that arriving passengers collectively spend ~315k minutes waiting for luggage.
- That's over 5k hours, or almost 220 days, or a little over 31 weeks.

The passengers travelling through Heathrow in one day, collective spend half a year waiting for their bags.

So, all of the passengers travelling through LHR in a single day represent more than half a year spent around a baggage carousel.

Imagine if that time could be put to use. In fact, imagine if only 1% of that time could be put to use.

In a year, 1% of that time would amount to over 19,000 hours. Makes you think, huh? A lot of global problems could be solved (or opportunities developed) with 19k hours of effort. If you had access to 19k FTE hours over a 12-month period, what would you do with them?

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