



Partners in Action

Keflavík Airport and Icelandair Chart a New Course for the Connected Passenger Journey

A first-of-its-kind partnership powered by Mappedin unites airport and airline mapping for a seamless travel experience, operational efficiency, and shared commercial growth.



Introduction



KEF KEFLAVÍK
AIRPORT

m mappedin

ICELANDAIR 

In an industry-first collaboration, **Keflavík International Airport** and **Icelandair** are reimagining the passenger journey with **Mappedin's indoor mapping platform**. By aligning their digital ecosystems, the partners have created a unified experience that helps travelers navigate confidently, streamlines operations behind the scenes, and unlocks new opportunities for shared commercial growth.

From check-in to boarding, and even across connected destinations, Keflavík and Icelandair are setting a new standard for what it means to deliver **a connected, data-driven travel experience**.

The challenge

Airports and airlines share the same passengers, but not always the same data, systems, or digital view of their journeys.

While travelers increasingly expect seamless, app-driven guidance from curb to gate, disconnected platforms and inconsistent map data often create friction, confusion, and missed business opportunities.

Disparate systems for maps, operations, and updates often lead to:



Inconsistent traveler
information



Missed opportunities to
streamline operations



Lost potential for shared
non-aeronautical revenue

For Keflavík and Icelandair, the challenge was clear: how to provide travelers with **accurate, real-time information** across both the airport and airline ecosystems, while maintaining flexibility for operational teams and visibility for commercial partners.

Without a unified foundation, each update required duplication of effort, coordination delays, and a fragmented experience for passengers navigating between digital touchpoints.



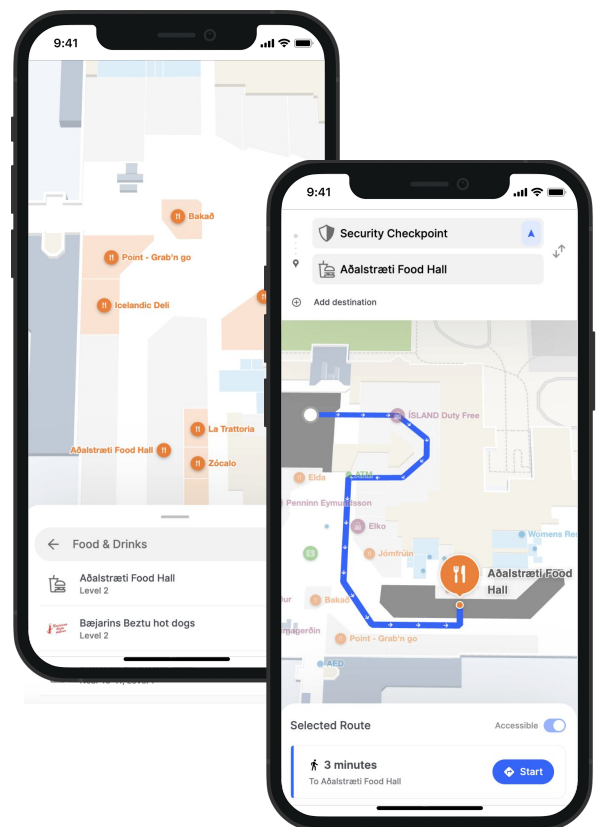
The solution

Keflavík International Airport implemented **Mappedin's indoor mapping platform** as a centralized source of truth from parking to the gates and back again. Real-time data for passengers includes parking availability, security wait times, flight information and gate locations, amenities, accessibility routes, and live service information.

Through the partnership, **Icelandair now integrates that same mapping data into its passenger app**, extending the value of Keflavík's real-time information directly into the hands of travelers. The result is a consistent, accurate experience across every stage of the journey, from check-in and security to boarding and connections.

Key capabilities

- 1 **Seamless passenger navigation** across airport and airline channels, with real-time updates on gates, amenities, and routes
- 2 **Integrated operational data**, including security wait times, parking, and shuttle information
- 3 **Centralized map management** that ensures consistency and rapid updates across platforms and teams
- 4 **Accessibility and multilingual support**, meeting global standards and serving travelers in 40+ languages
- 5 **Commercial growth opportunities** through integrated promotions, digital engagement, and analytics on passenger behavior



This connected infrastructure enables both Keflavík and Icelandair to operate with greater agility, deliver more personalized travel experiences, and uncover new shared revenue streams.

Impact

The partnership between **Keflavík Airport**, **Icelandair**, and **Mappedin** is redefining what it means to deliver a connected passenger journey. By aligning systems, teams, and data around a shared digital map, the three companies have created a foundation that improves satisfaction, streamlines operations, and unlocks new revenue potential.

For Passengers:

- Confidence and peace of mind through accurate, up-to-date navigation
- Personalized discovery of shops, restaurants, and amenities that enhance the travel experience
- Greater accessibility and inclusion across languages and mobility needs

For Operations:

- Reduced assistance requests and smoother passenger flow
- Real-time updates and faster responses to disruptions or maintenance needs
- Consistent, centralized map management for both airport and airline teams

For Business Growth:

- Shared non-aeronautical revenue from digital engagement and in-app promotions
- Deeper analytics on passenger movement, search behavior, and dwell times
- A scalable model for airport-airline collaboration that drives both performance and innovation

"We're introducing a new experience that combines world-class service and commercial growth opportunities with consistent, connected, and convenient solutions for passengers, airlines, operational teams, and tenants."

Sigurður Pétur Oddsson

Commercial & Airport Development,
Keflavík International Airport

"This partnership enables us to easily provide location information through our Icelandair app, offering a consistent and accessible experience while creating new opportunities for convenience and value."

Guðný Halla Hauksdóttir

Director of Customer Experience,
Icelandair

Why it matters

This partnership establishes a new blueprint for airport-airline-technology collaboration, a model that aligns passenger experience, operational performance, and commercial opportunity under one digital layer.

“The map is no longer just a nice-to-have; it’s where seamless journeys meet stronger business outcomes.”

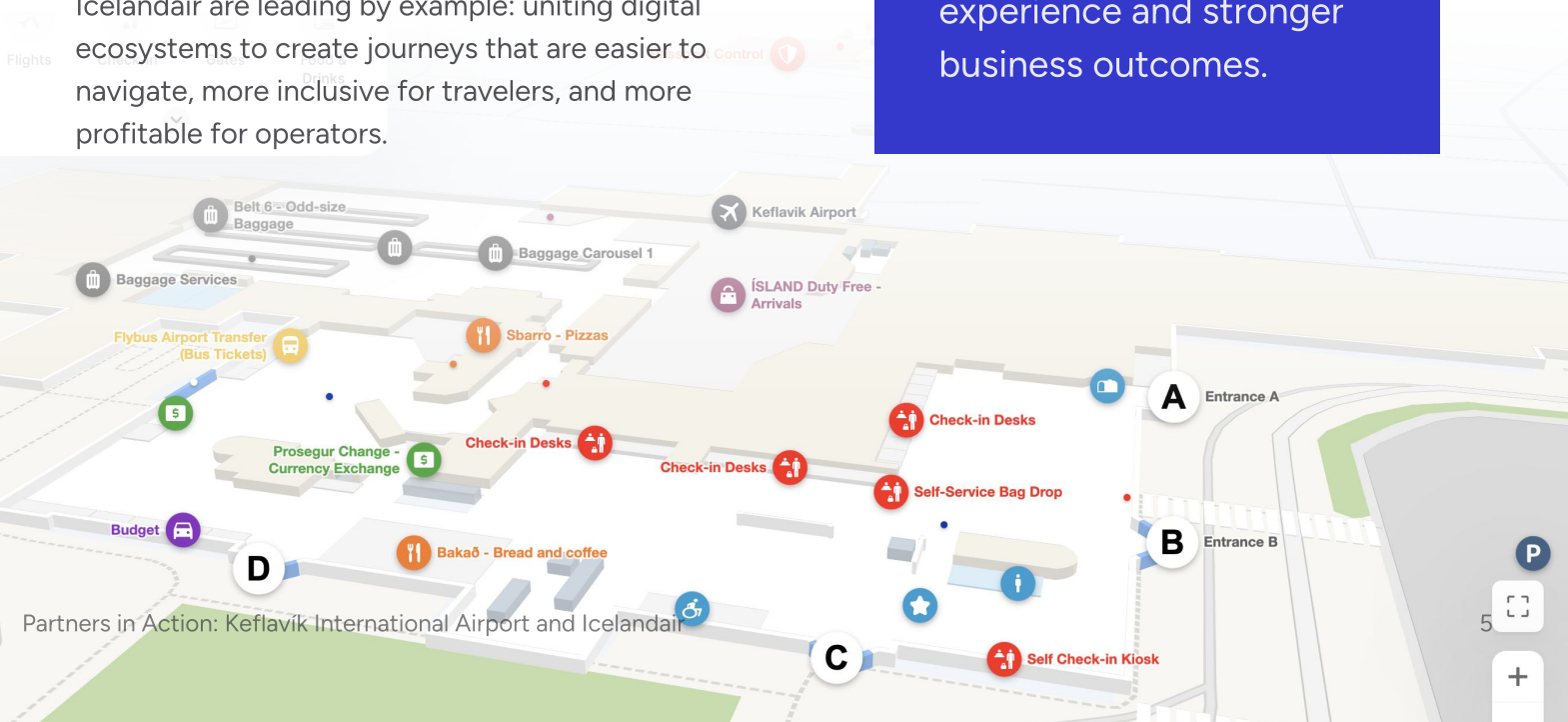
Yuval Kossovsky
Managing Director of
Transportation, Mappedin

The flight path ahead

The partnership between **Keflavík International Airport** and **Icelandair** shows what’s possible when airports, airlines, and technology providers work from a shared digital map. What began as an indoor mapping initiative has evolved into a scalable model for **connected travel**, where accurate data, operational agility, and passenger engagement align to deliver value across every touchpoint.

As global airports look to modernize, Keflavík and Icelandair are leading by example: uniting digital ecosystems to create journeys that are easier to navigate, more inclusive for travelers, and more profitable for operators.

With Mappedin, the partners are charting a smarter path forward, one where every map update, route change, and discovery opportunity contributes to a seamless experience and stronger business outcomes.





Ready to Connect Your Passenger Journey?

Discover how Mappedin's airport solutions can help your teams centralize operations, enhance passenger experience, and unlock new revenue streams.

Contact sales



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