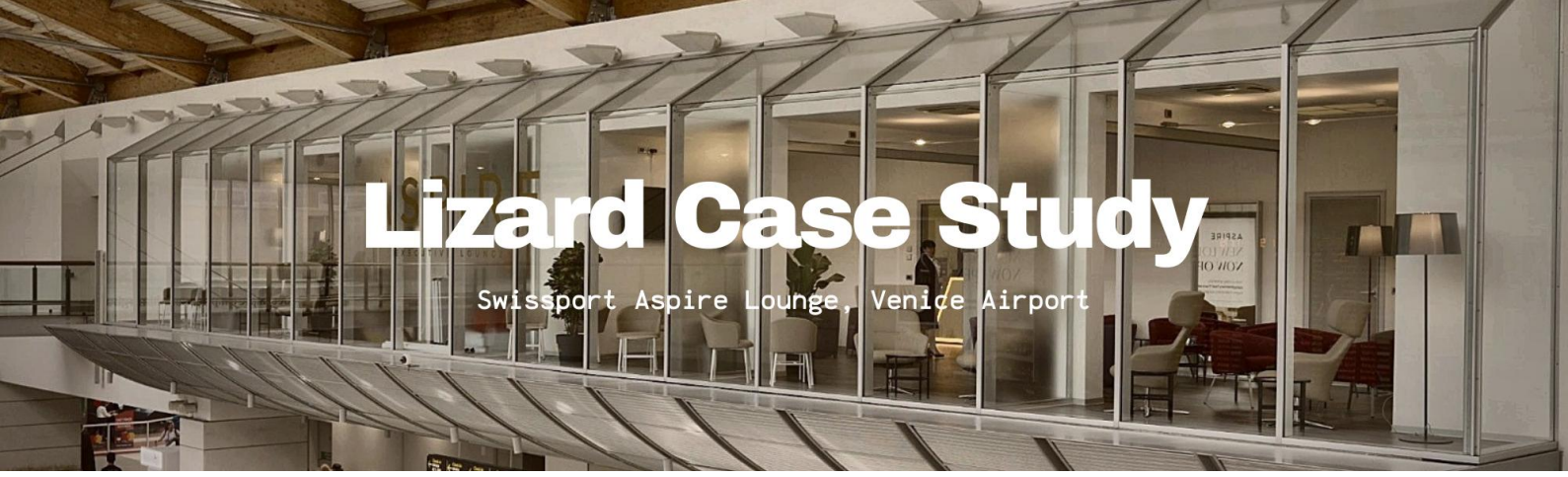




Lizard Case Study

Swissport Aspire Lounge, Venice Airport

In today's competitive aviation landscape, providing exceptional passenger experiences is paramount. Airport lounges play a critical role in enhancing customer satisfaction and loyalty. Lizard, a cutting-edge technology Furniture-as-a-Service provider, offers innovative solutions to optimize lounge operations and elevate the overall guest experience. This case study examines how Lizard partnered with Swissport's Aspire Executive Lounge at Venice Airport to address key challenges and achieve significant improvements.

Context

Swissport is a leading global provider of airport ground services, operating in over 300 airports worldwide. Their Aspire Executive Lounges offer a premium travel experience for discerning passengers. The Aspire Lounge at Venice Airport sought to enhance its operational efficiency, improve customer satisfaction, and streamline access control.

Challenge

According to *Strategic Market Research*, the global airport lounge market is valued at 9.7 billion USD in 2024 and is expected to reach 14.2 billion USD by 2030, growing at a CAGR of 6.4 percent.

At the same time, Priority Pass reports a network of over 1,600 airport lounges and travel experiences worldwide, and a 31 percent increase in lounge and experience visits in 2024 compared to 2023, with around 120 lounge visits happening every minute globally.

This combination of steady market growth and sharp increases in utilisation is putting strong pressure on lounge operators to rethink interiors with faster rollout, flexible configurations and service-based models, while meeting ESG and circularity requirements in terms of materials, emissions and waste reduction.

Lizard Solution

Traditional procurement would have generated significant waste, high upfront CapEx, long lead times and no visibility over the lifecycle of the products. Swissport, however, required a premium Made-in-Italy aesthetic delivered with predictable costs, reduced environmental impact and long-term durability. To meet these needs, Lizard deployed its Furniture-as-a-Service model, integrating QR/RFID Digital Product Passports with a reverse-logistics refurbishment workflow.

Lizard supplied furniture combined with an AI-assisted configuration process to optimise product selection. Every piece was QR/RFID-tagged to enable real-time tracking, maintenance and circularity data collection.

Results

The Venice Airport case shows Lizard's scalability for railway stations, airports, public buildings, corporate offices, coworking and hospitality. The project proves that circular, traceable interiors are viable and more efficient than linear procurement.

This evolution is not just a growth opportunity, it is a structural shift in how lounges are designed, financed and operated. As traffic and utilisation increase, lounge interiors can no longer be treated as static Capex objects that are fully replaced every few years. Operators are under simultaneous pressure to:

- Cut embodied emissions and waste in line with ESG targets and aviation decarbonisation roadmaps.
- Report transparently on materials, lifecycle impacts and circularity, in line with CSRD and upcoming EU digital product passport regulations.
- Stay flexible in front of fluctuating passenger flows, partner changes and new commercial models (credit cards, memberships, pay-per-use).
- Roll out and refurbish faster, with minimal downtime and predictable budgets.

Impact

Lizard's innovative solutions have transformed the Swissport Aspire Executive Lounge at Venice Airport into a model of operational efficiency and customer excellence.

- ESG & sustainability by design

Higher lounge traffic and more frequent refurbishments mean operators can no longer afford carbon-intensive, one-off fit-outs.

- From static fit-outs to Lounge-as-a-Service

With demand rising and layouts changing more often (new routes, new partners, new passenger segments), lounges increasingly behave like a service rather than a static asset. This favours modular, plug-and-play interior systems, subscription or pay-per-use models for furniture, and Furniture-as-a-Service / Lounge-as-a-Service approaches where capacity and layout can be adjusted without a full renovation.

- Need for faster rollout and flexible configurations

Growing networks and utilisation mean operators must open, refurbish and reconfigure lounges in weeks, not months, often while the airport is fully operational. This is driving demand for prefabricated, modular elements, quick-mount systems, and digitally trackable inventories that can move between locations (airports, terminals, even rail lounges) with minimal downtime.

- Traceability and reporting

To report on ESG and comply with future EU rules on digital product passports, operators need traceable interiors: every product tagged, monitored and linked to data on carbon footprint, repairability and circular potential. This turns the lounge interior into a data asset, not just a cost item.



Conclusion

Lizard's successful partnership with Swissport's Aspire Executive Lounge at Venice Airport demonstrates the transformative potential of its innovative technology solutions. By addressing key challenges and delivering tangible results, Lizard has proven its ability to revolutionize airport lounge operations and elevate the overall passenger experience. This case study highlights Lizard's commitment to innovation, customer satisfaction, and data-driven decision-making, making it the ideal partner for real estate operators seeking to optimize their operations and gain a competitive advantage.