



## Overall satisfaction WORLDWIDE

Global snapshot of airport customer satisfaction, produced by ACI ASQ

Throughout the passenger journey, the check-in and passport/ID control processes are the points of contact that have generated the highest levels of satisfaction. The quality of the experience provided by the staff at these specific touchpoints has been recognized by the passengers.

Even though airport facilities obtained the lowest satisfaction score in 2018, it is the category that has improved the most. Value for money of restaurants and shopping facilities is the main challenge for airports.

The Sunlounge Tourist remains the largest segment of passenger type. Their level of satisfaction as well as that of most other personas has increased. The Airport Enthusiast, who stands out for his eager to enjoy the airport experience, is the only

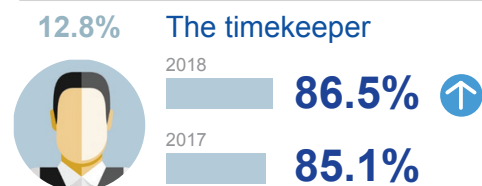
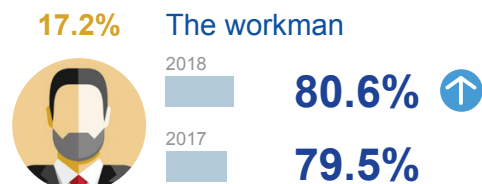
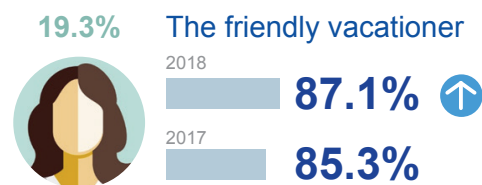
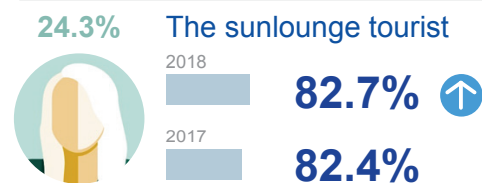
Airport customer experience has improved in **2018!**  
2018: **4.21** ↑  
2017: **4.19**

persona who recorded a decrease in his overall satisfaction.

### What to expect in 2019?

There is a growing need to better understand the full passenger journey: from departure to arrival, including the overall experience in the commercial offering to maximize non-aeronautical revenues. The challenge: measuring emotion will be the key to understanding how to provide a better experience.

### BY ASQ AIRPORT PERSONA

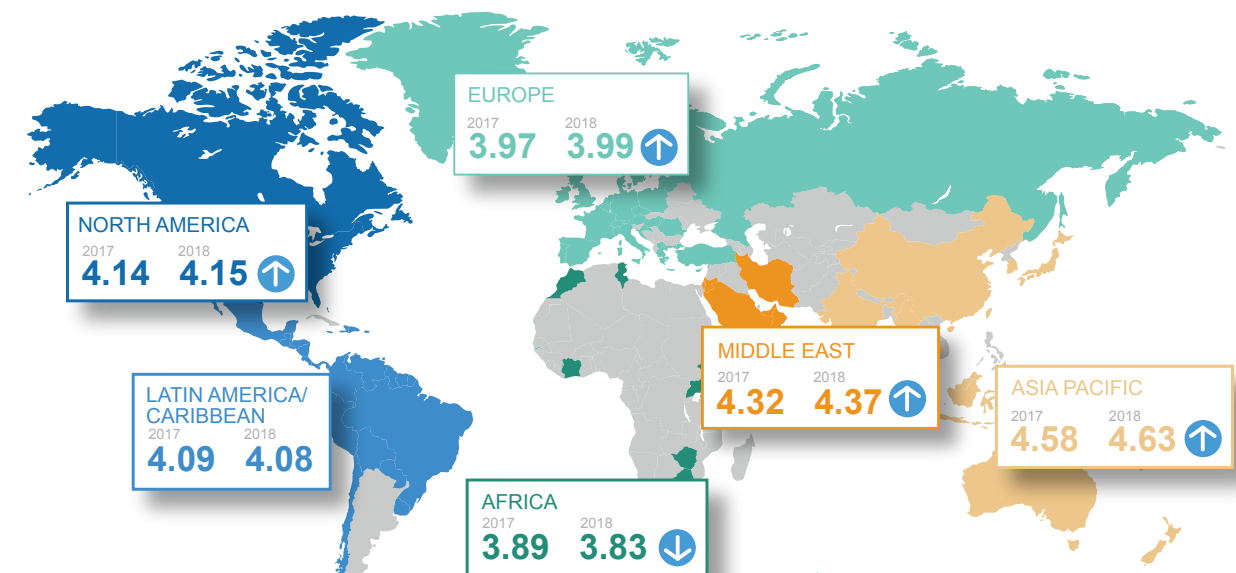


% of satisfied : top 2 out of 5-pt scale.  
↑ ↓ indicates that the segment's performance is higher or lower compared to the 2017 result on a statistically significant level (95%).



## Overall satisfaction BY REGION

Most regions have significantly improved their overall level of satisfaction. Asia-Pacific and Middle-East airports have not only recorded the highest scores, but also the largest increases from previous year. These two regions stand out on the cleanliness of their airport terminals, their passengers' feeling of being safe and secure, and the courtesy and helpfulness of their airport staff. To a smaller extent, the satisfaction score in Europe and North America has also increased while results remain stable in Latin America/Caribbean. Africa is the only region where the level of satisfaction has decreased. Internet access is their main challenge for African airports.



Results are means on a 5-point scale.  
↑ ↓ indicates that the segment's performance is higher or lower compared to 2017 result on a statistically significant level (95%).



Results are means on a 5-pt scale.



## Overall satisfaction BY AIRPORT SIZE

As seen in the past, larger airports (>40 M) tend to offer the most satisfying experience to their passengers. 15-40 M passengers' airports have recorded the highest increase in satisfaction, while there is a slight decrease in passengers' satisfaction in the 5-15M airport size category.

Size (mppa)	2017	2018
< 2M	4.13	4.15 ↑
2-5M	4.22	4.26 ↑
5-15M	4.18	4.16 ↓
15-25M	4.17	4.23 ↑
25-40M	4.06	4.13 ↑
> 40M	4.28	4.29 ↑

Results are means on a 5-point scale.  
↑ ↓ indicates that the segment's performance is higher or lower compared to 2017 result on a statistically significant level (95%).