



Overall satisfaction WORLDWIDE

Global snapshot of airport customer experience satisfaction, produced by ACI ASQ

2019

4.24 ↑

Airport passenger experience continued to improve in **2019!**

2018

4.21

The **Check-in** and **Passport/ID control** remain the journey touch points with the highest-level of satisfaction at the airports. Courtesy and helpfulness of check-in staff as well as their efficiency are among the best-rated items.

Airport facilities and **Access** are the touch points with the lowest satisfaction scores. Items measuring the value for money (of restaurants/eating facilities, shopping facilities and parking facilities) drive these results. Value for money of parking facilities is, however, among the items having improved the most compared to the previous year.

The level of satisfaction has increased for most passenger personas. The timekeeper, for whom the priorities are speed and efficiency, as well as the value seeker, who wants a selection and a good value for money in the commercial area both recorded a decrease in their level of satisfaction.

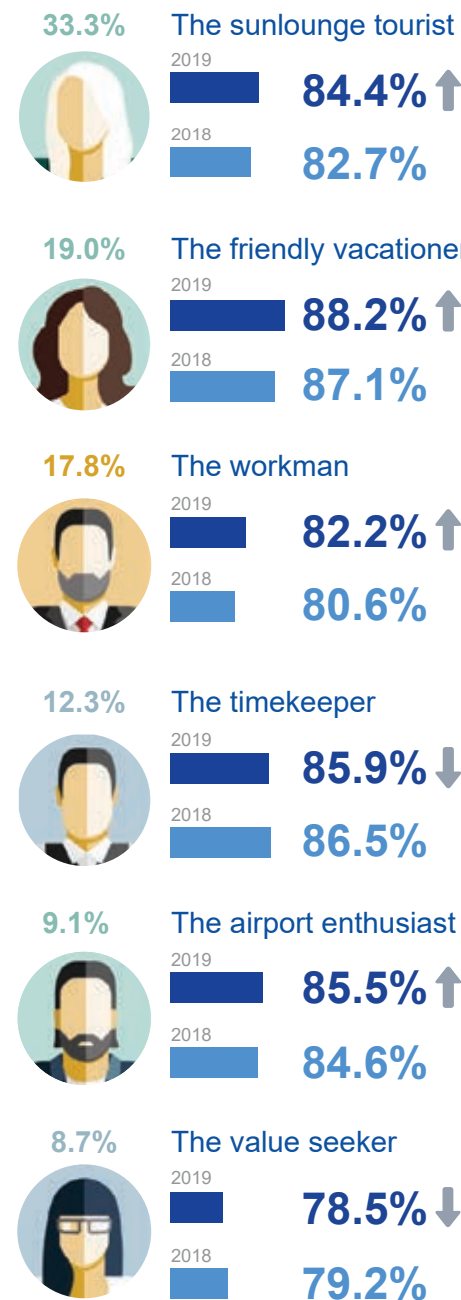
What to expect in 2020?

Airports are becoming a destination. Citizens thus become a target that we seek to attract with a unique offer.

Airports are improving services for customers through personalization, technology and human touch ensuring that passengers make the most of their limited time before boarding through ultimate convenience and memorable experience. Delivering good experiences will be achieved by connecting customer data (at the departure, the arrival, and the commercial area) with operational data in order to create positive emotions.

Employee engagement and customer experience are closely linked together and are the driving forces of airport business.

BY ASQ PERSONA



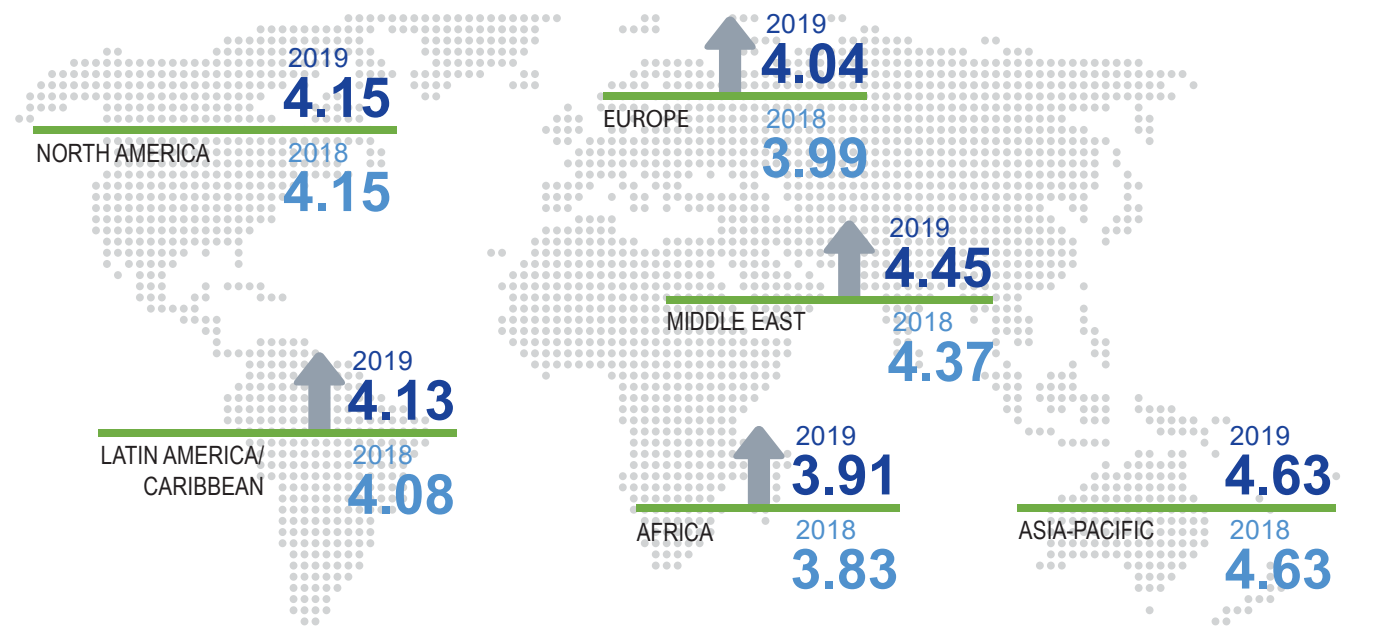
% of satisfied : top 2 out of 5-pt scale
 ↑ indicates that the segment's performance is higher or lower compared to the 2018 result on a statistically significant level (95%).



Overall satisfaction BY REGION

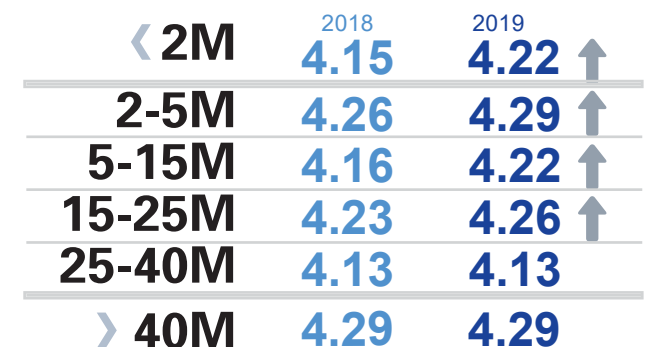
The passenger experience has improved significantly in Africa, Europe, Middle East and Latin America/Caribbean compared to last year. The Internet access/Wi-Fi is by far the most improved item in all these regions.

Airports in Africa and Middle East have recorded the biggest increase. Africa particularly stood out by constantly improving over the last quarters. Results are stable in North American airports as well as in Asia-Pacific, where airports are the best in delivering customer experience.

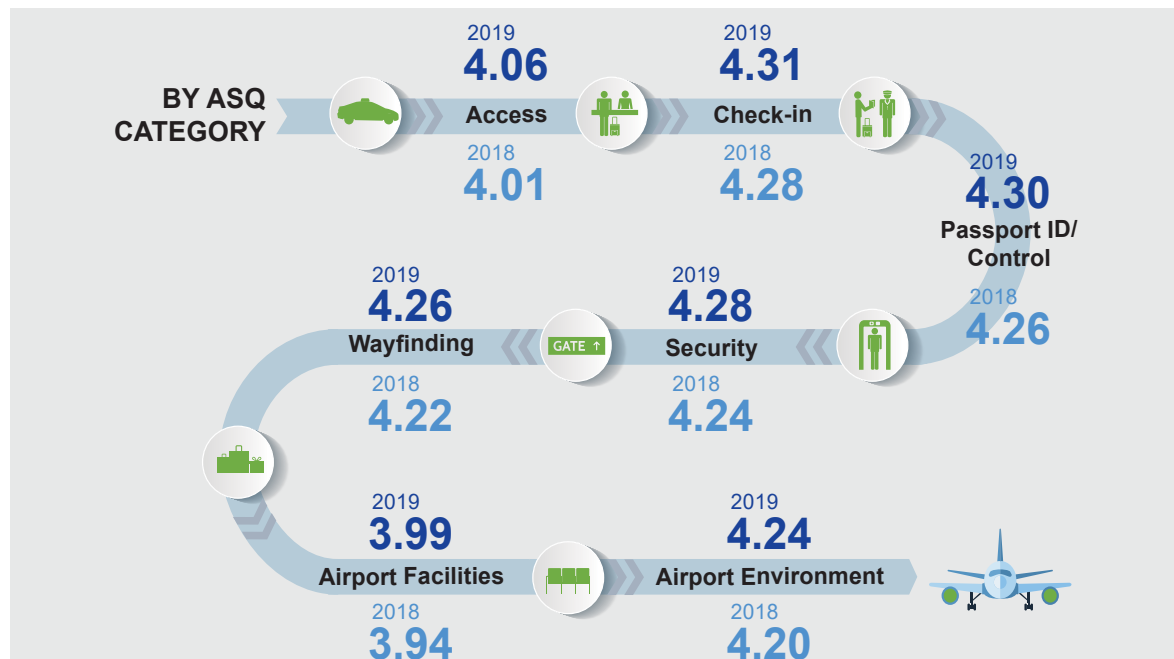


Overall satisfaction BY AIRPORT SIZE

Airports with less than 25 mppa improved significantly their passenger experience since last year. Airports in the category (2-5 mppa) continue with their positive trends and reached the highest satisfaction score for the first time since 2014, sharing the first place with the larger airports (>40 M) in delivering the best customer experience to passengers.



Results are means on a 5-point scale.
 ↑ indicates that the segment's performance is higher or lower compared to the 2018 result on a statistically significant level (95%).



Results are means on a 5-point scale.
 Source: ACI Airport Service Quality Departures – Main type Programme 2018-2019, based on Q1 to Q4 2019 results with 354 airports