



Overall satisfaction WORLDWIDE

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

2020

4.51 ↑

Significant efforts were made by airports to support passengers during COVID-19

2019

4.24

This edition of the Barometer focuses on ASQ results while the COVID-19 had hit all regions (Q2 to Q4 2020). To assess the impact of the crisis, results are compared to 2019 scores.

Customer experience has taken on a new dimension during the COVID-19 crisis. The dramatic decrease in traffic has certainly changed the passenger experience with little or no waiting time throughout the journey, but the overall satisfaction increase shows that airports have been very efficient in adapting to ensure passengers' health and safety.

Airport facilities and access, which have been among weaknesses recorded for several years, continued to

improve and recorded the largest increases in passengers' satisfaction. With reduced passenger traffic, the **comfort of waiting areas** and the **cleanliness of the washrooms** have significantly increased compared to last year. As for access to the airport, **parking facilities'** scores have improved because of their improved availability and ease-of-access.

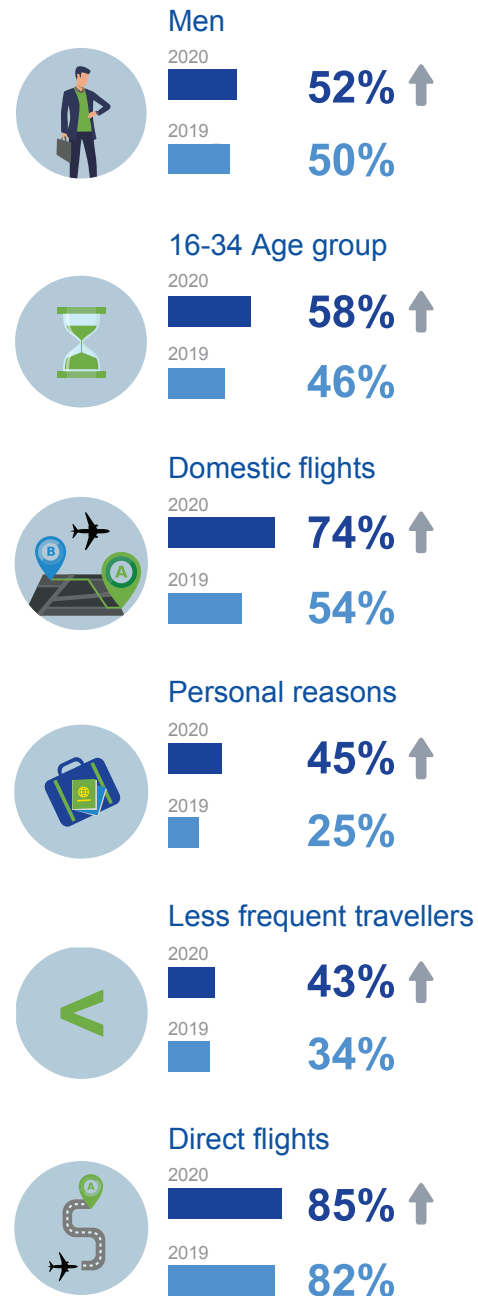
As seen in previous years, passengers are particularly satisfied with the **check-in process**. During the pandemic, the high score is explained by the courtesy and helpfulness of the check-in staff as well as their efficiency. As for **passport/ID control**, the waiting time at inspection is also among the highly rated touch point.

Who travelled during the pandemic?

By comparing passenger profile in the time of the crisis to that of passengers in 2019, the main differences are seen in traffic type and the reason to travel. Numbers show a significant increase in domestic travel and, while the proportion of business passengers has remained stable, the proportion of passengers travelling for personal reasons has increased significantly at the expense of leisure travellers.

PASSENGERS' PROFILE

Who travelled in 2020, where and why?

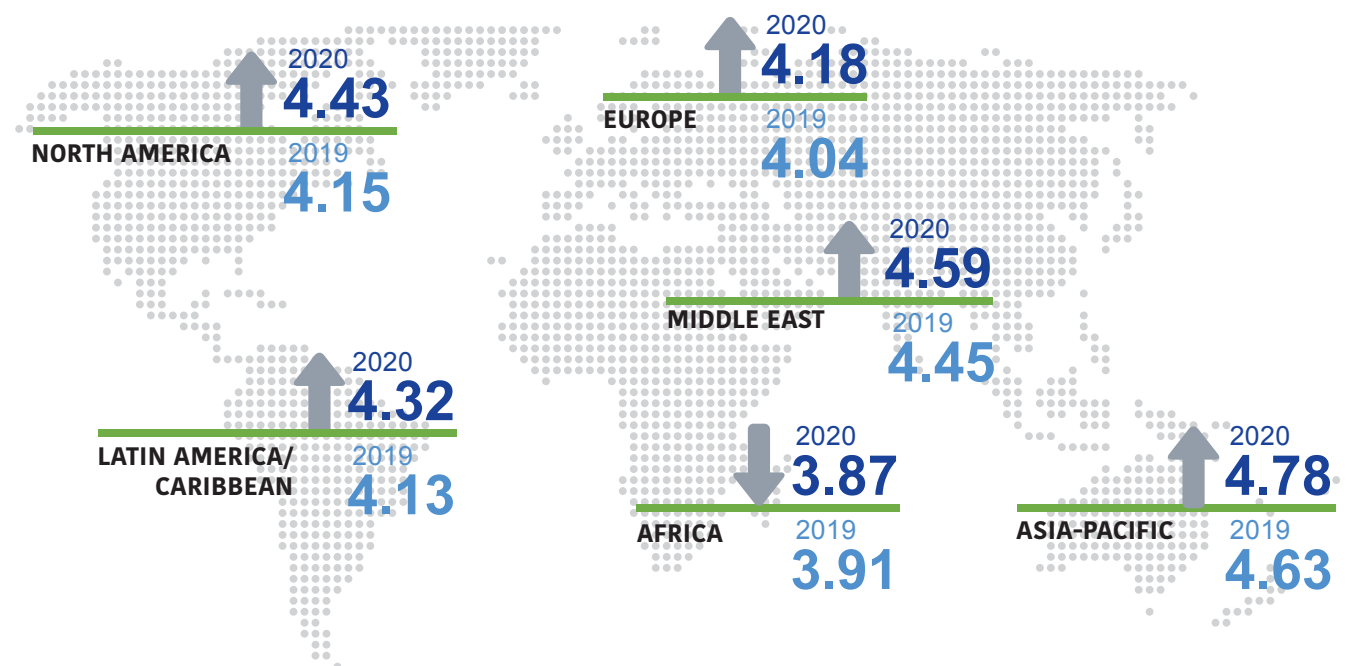


% represented by this segment of passengers indicates that the proportion represented by this segment is higher compared to the 2019 result at a statistically significant level (95%).



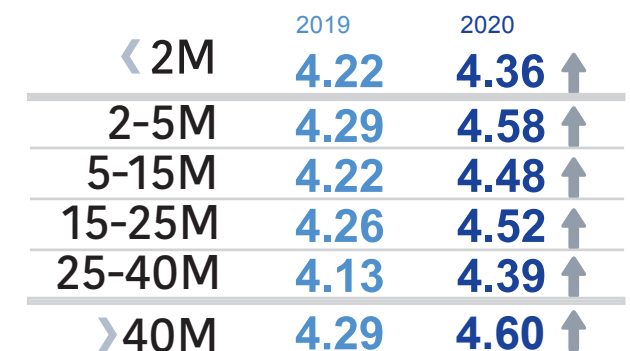
Overall satisfaction BY REGION

Even though all regions have been impacted by COVID-19, their overall scores have increased except for Africa. Asia-Pacific remains the region with the highest level of passengers satisfaction, but North America has recorded the highest increase. Passengers have rated the safety and hygiene measures put in place by airports as being more effective in Asia-Pacific, Middle East and North America.



Overall satisfaction BY AIRPORT SIZE

The dramatic decrease in traffic has allowed airports of all sizes to increase the level of passenger satisfaction. The absence of crowd and physical proximity, combined with an effortless process with no waiting time, have contributed to these results.



Results are means on a 5-point scale. indicates that the segment's performance is higher or lower compared to the 2019 result on a statistically significant level (95%).



Results are means on a 5-point scale. Source: ACI Airport Service Quality Departures – Main type Programme 2019-2020, based on Q2 to Q4 2020 results with 224 airports. 2020 data has not been weighted according to traffic type