

DKMA helps Auckland Airport identify the needs & expectations of high-value international travellers



The challenge



Tourism in New Zealand is booming with a shift towards high-value international travellers.

With over 70% of visitors entering or leaving New Zealand via Auckland, the airport wanted to take full advantage of this unique opportunity to grow non-aeronautical revenue, but realized it couldn't do that by simply replicating what worked for domestic passengers.

To maximize satisfaction & spending the airport first needed a simple & cost-effective way to:

Identify weaknesses in current offering

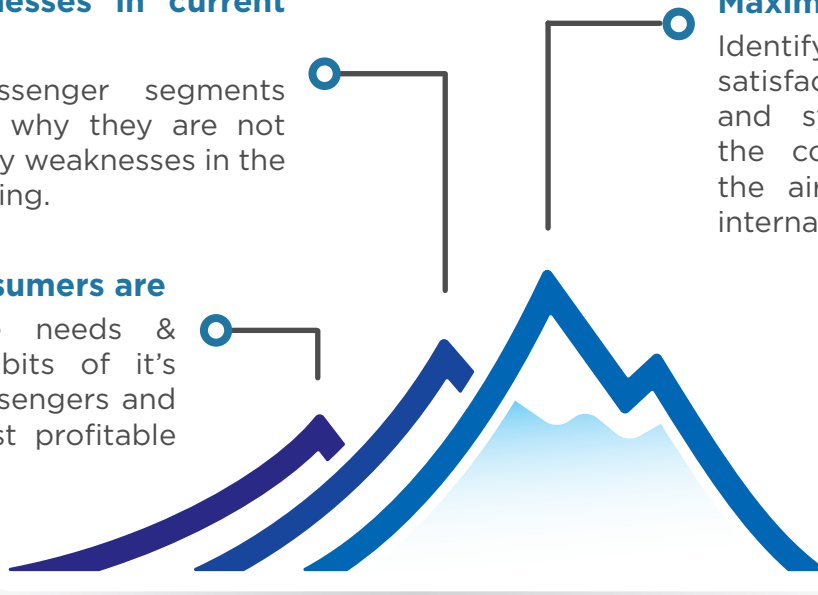
See which passenger segments are not buying, why they are not buying and fix key weaknesses in the commercial offering.

Learn who consumers are

Understand the needs & consumption habits of its international passengers and identify the most profitable segments.

Maximize sales

Identify factors driving satisfaction & spending and systematically improve the commercial experience the airport is providing to international travellers.



The solution

DKMA helped Auckland Airport implement the Airport Consumer Survey (ACS), its global benchmark of the commercial experience covering parking, F&B, retail and duty free.

Twice a year, AKL receives a 360° review of consumption habits covering:

The details



Detailed insight into the needs and consumption habits of AKL's international passengers

The big picture



Key commercial KPIs and satisfaction levels are benchmarked with leading airports worldwide

And because managing and improving the commercial experience is a dynamic process and so DKMA works closely with AKL's commercial team providing:

- **Tailored content:** the content of the survey is reviewed and adapted each wave according to the commercial team's information needs
- **Help & advice:** DKMA supports the commercial team by providing tailored reports, on-demand analysis and insight into how other airports are improving the commercial experience

Key questions the ACS is helping Auckland Airport answer:

Learn who consumers are



Identify weaknesses



Maximize sales



Who is buying?

Where are we losing sales?

Who is not buying and why?

Is our commercial mix on target?

How should we spend our marketing budget?

Where do we need to improve?

- Detailed shopper profiles including average spends, dwell times, purchases & satisfaction
- Data by nationality, residency and flight destination to improve retail targetting
- Detailed sales funnel so the airport can see where it is winning and losing sales
- Detailed profiles for non-shoppers including key barriers to purchase and satisfaction levels
- Average spend & satisfaction levels by outlet to identify shops & restaurants that are underperforming
- Measure of effectiveness of marketing campaigns to see how to drive pre-planned purchases and increase sales
- Benchmark of key commercial KPIs (average spend, conversion rates, penetration rates, satisfaction levels)

Early results & successes

Through its use of the Airport Consumer Survey, Auckland Airport now has a more detailed understanding of the type of commercial offering its international passengers want and clear insight into which factors drive satisfaction & spending.

Some examples of how Auckland Airport is using the ACS data to enhance the commercial experience and grow non-aeronautical revenue:

Key insight	How the airport is using it
61% of passengers who use the airport's app purchased Duty Free vs. only 38% for non-app users.	<ul style="list-style-type: none"> Tracking app uptake and usage for New Zealand residents and visitors in order to improve the real-time tools provided by the app, including targeted one-to-one marketing of parking and retail offers.
10% of passengers research airport retailers online before coming to the terminal	<ul style="list-style-type: none"> Monitor trends in the proportion of passengers researching duty free online, identify the products they are researching and the information they are seeking about each category Adjusting the marketing of online duty-free channels for each type of audience
Duty Free penetration rate is nearly 20% higher for Chinese passengers and they spend nearly twice as much on average	<ul style="list-style-type: none"> Supporting airport's efforts to grow capacity on Chinese routes Adapting service and offering to cater more to the needs of Chinese passengers
Passengers who come to the airport with the intention of buying Duty Free are 6 times more likely to purchase than those who don't and spend nearly twice as much on average	<ul style="list-style-type: none"> Understanding the differences in pre-airport and on-airport purchasing behaviour by nationality Focusing commercial strategy on increasing the proportion of passengers pre-planning purchases Creating differentiated communication strategies and timelines to effectively reach each target market

"The ACS has given Auckland Airport a cost-effective and sophisticated monitor of passenger perceptions and behaviour in our retail business.

We are using these insights to better-understand buying behaviour, define go-to-market plans that will increase our effectiveness, tune our channels to market and track the impact of those activities.

The visibility and control it provides us with is invaluable."



Jason Delamore,
GM Marketing & Communications

Auckland Airport

Want to better understand your customers? Focus your marketing efforts and maximize passenger spending? Contact DKMA to see how the ACS can benefit your airport.

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