DKMA helps an international hub create passenger personas

Consumption habits are changing and simply having shops in an airport is no longer a guarantee that passengers will purchase.

To design the sort of experience that will put them in the mood to shop it is necessary to understand what different passenger groups want and expect from your airport.

As part of an airport-wide drive to improve the passenger experience and grow non-aeronautical revenue a medium-sized international airport was seeking a comprehensive tool to help it:

**The challenge**

- **Identify key segments**
- **Identify and quantify the most commercially interesting passenger groups across all terminals.**

**Design custom airport journeys**

Understand how each segment wants to spend time at the airport, the services they value and their key pain points.

**Maximize sales**

Understand the type of restaurants & shops each segment values, what drives purchase decisions and identify ways to grow non-aeronautical revenue.
The solution

DKMA implemented its Airport Demographics Survey (ADS) at the airport.

The survey is specifically designed to help airports identify their key segments and use this information to design improved passenger and commercial experiences:

**From segments**

Using a large sample size, we are able to perform a cluster analysis to identify key segments based on their needs and consumption habits.

**To personas**

We create personas (fictionalized portraits of key segments) that help airport managers put themselves in the passengers’ shoes and create compelling stories that motivate colleagues and stakeholders to deliver the sort of experience that puts passengers in the mood to shop.

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### Key questions the ADS helped the airport answer:

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<tr>
<th>Identify key segments</th>
<th>Who are our key segments?</th>
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<tr>
<td>How can we bring them to life?</td>
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<th>Design custom airport journeys</th>
<th>How do segments want to use the airport?</th>
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<th>How can we drive consumption?</th>
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- **Statistical analysis of the data enables us to segment passengers according to their needs and consumption habits and identify those who spend the most at the airport.**

- **The survey goes beyond demographic & travel profile data, focusing on the needs, motivations and state of mind of passengers. This is used to create vivid personas that bring key segments to life and help the airport communicate them to stakeholders.**

- **The survey provides data on how passengers spend time at the airport and the services they use so that the airport can design and provide tailored experiences for each segment.**

- **Pain points are identified for each segment so that the airport can proactively adapt service delivery according to passenger needs.**

- **Average spends and sales drivers are identified for all segments helping the airport understand the sort of commercial experience passengers value and help plan commercial developments that are guaranteed to maximize spending.**
What the airport received

The airport received a report highlighting the profile, needs and travel habits of each of the key segments.

Data was provided at both an airport and terminal level so that airport managers could better understand how to design and deliver differentiated experiences across its terminals.

**Individual profiles for each segment**

**Detailed comparisons of needs, purchasing habits and attitudes of segments**

Want help creating passenger personas for your airport and deliver the sort of experience that puts passengers in the mood to shop? Contact DKMA.

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