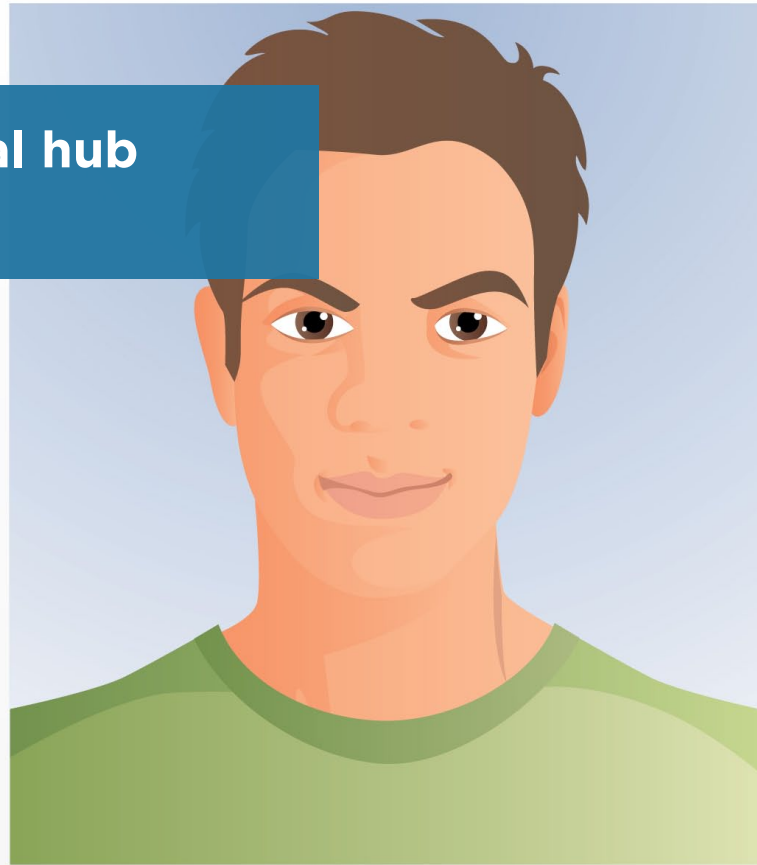# DKMA helps an international hub create passenger personas

The challenge

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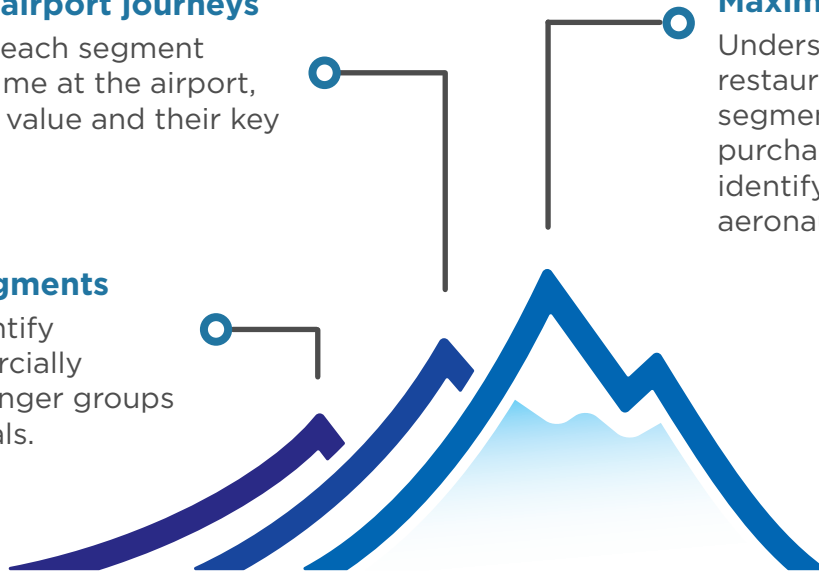
Design custom airport journeys
Understand how each segment wants to spend time at the airport, the services they value and their key pain points.

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

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

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.

Key questions the ADS helped the airport answer:
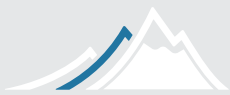
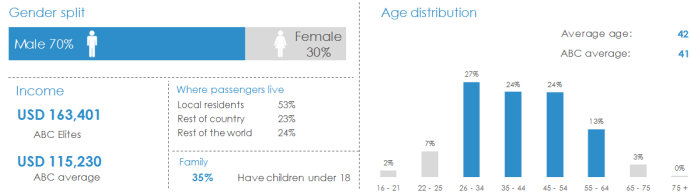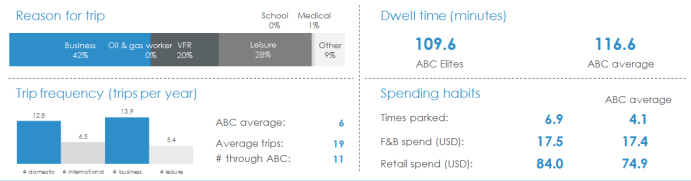| Identify key segments	Who are our key segments?	• Statistical analysis of the data enables us to segment passengers according to their needs and consumption habits and identify those who spend the most at the airport.
	How can we bring them to life?	• The survey goes beyond demographic & travel profile 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.
Design custom airport journeys	How do segments want to use the airport?	• 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.
Maximize sales	How can we drive consumption?	• 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.

DEMOGRAPHICS

Gender split: Male 70%, Female 30%

Age distribution — Average age: 42, ABC average: 41

Income: USD 163,401 ABC Elites / USD 115,230 ABC average

Where passengers live: Local residents 53%, Rest of country 23%, Rest of the world 24%
Family 35% Have children under 18

TRAVEL PROFILE & SPENDING HABITS

Reason for trip: Business 42%, Oil & gas worker 0%, VFR 20%, Leisure 28%, School 0%, Medical 1%, Other 9%

Dwell time (minutes): 109.6 ABC Elites / 116.6 ABC average

Trip frequency (trips per year): ABC average 6, Average trips 19, # through ABC 11

Spending habits (vs ABC average):
Times parked: 6.9 / 4.1
F&B spend (USD): 17.5 / 17.4
Retail spend (USD): 84.0 / 74.9

Individual profiles for each segment

Detailed comparisons of needs, purchasing habits and attitudes of segments

		ABC Elites	Young professionals	Business as usual	Golden oldies	Occasional escapists	Backpackers	Oil industry
	Segment size (% of all pax)	8%	18%	19%	16%	14%	14%	10%
F&B HABITS	Overall satisfaction with F&B	3.14	3.16	3.12	3.32	3.28	3.25	3.16
	Intend to buy F&B	47%	43%	47%	46%	42%	40%	42%
	Bought F&B	61%	59%	60%	63%	59%	58%	55%
	Average F&B spend	USD 17.5	USD 17.1	USD 17.2	USD 18.1	USD 17.6	USD 17.7	USD 16.3
	F&B preferences	Good quality food / Space to sit / Quick service	Space to sit / Good quality food / Price	Good quality food / Space to sit / Quick service	Space to sit / Good quality food / Staff service	Space to sit / Good quality food / Price	Space to sit / Good quality food / Price	Good quality food / Space to sit / Quick service
	F&B habits (how often say they purchase in airports)	59% often 16% rarely	55% often 16% rarely	58% often 13% rarely	52% often 18% rarely	49% often 20% rarely	42% often 28% rarely	47% often 24% rarely
SHOPPING HABITS	Overall satisfaction with retail	3.15	3.19	3.22	3.46	3.32	3.28	3.07
	Intend to shop	15%	14%	18%	18%	20%	16%	10%
	Shopped	26%	22%	30%	34%	32%	27%	18%
	Average retail spend	USD 84.0	USD 71.2	USD 80.1	USD 72.1	USD 88.2	USD 59.9	USD 37.5
	Shopping preferences	Good quality products / Price / Quick service	Price / Good quality products / Quick service	Good quality products / Price / Quick service	Good quality products / Staff service / Price	Good quality products / Price / Quick service	Good quality products / Price / Quick service	Price / Good quality products / Staff service
	Shopping habits (how often say they purchase in airports)	23% often 46% rarely	21% often 44% rarely	27% often 35% rarely	24% often 40% rarely	26% often 41% rarely	19% often 49% rarely	15% often 54% rarely

		ABC Elites	Young professionals	Business as usual	Golden oldies	Occasional escapists	Backpackers	Oil industry
	Segment size (% of all pax)	8%	18%	19%	16%	14%	14%	10%
IN BRIEF	Segment overview	Wealthy, male frequent flyers. Travel very often (mainly for business) and are above average parking users. More likely to want to work at the airport than other passenger groups.	Young traveller finishing their studies or just starting to work. Travel fairly regularly, mainly for leisure. Enjoys a good meal and wants quick Wi-Fi.	Middle-aged locally based employee or middle / senior manager. Travels regularly and is familiar with airports. Tends to prefer to spend time at the gate waiting or reading.	Older, generally retired passenger flying abroad a couple of times per year. Gets to the airport early, reads about it beforehand and is more likely to need helping getting through the airport than other segments. Above average shopper.	Middle-aged local passengers travelling on their one holiday abroad of the year. The trip is an event and being at the airport makes them excited. Above average car park users and good shoppers.	Young, excited students travelling abroad on their single trip of the year. Are looking to explore and experience new things. Low income level means they cannot spend as much in airport outlets. Value quick Wi-Fi.	Nearly exclusively male workers. Travel more than once per month through ABC. Are bored by the airport experience and value an efficient and surprise-free airport experience. Are good parkers but less likely shop.
ATTITUDES	Passengers in this segment most likely to have the following views / attitudes	Experienced travellers who value self-service options

Not easily unsettled

Value quality and are willing to pay more for a better product

Career-oriented | See themselves as very social and outgoing

Very active on social media

Seeks higher social status

Values self-service options

Interested in dining | Family-oriented

Sees himself as an experienced traveller, not needing help

Values quiet places to relax or work

Willing to pay more for a better product | Very positive about life

Careful planners looking for an uneventful experience

Very social and outgoing

Value staff interaction | Unexperienced travellers who know they need help

Easily unsettled by unexpected events

Value friends and family

Interested in shopping and plan their purchases | Excited about being in the airport

Enjoys freedom of self-service options

Want to explore & learn new things

Active on social media

Infrequent flyer so can be unsettled | Being in the airport puts them in a negative frame of mind. Have to be there rather than want to be there.

Bored by airports in general

Want efficiency

Interested in getting a good meal |

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

E-mail: damien.kobel@dkma.com   **Phone:** +41 78 661 16 12