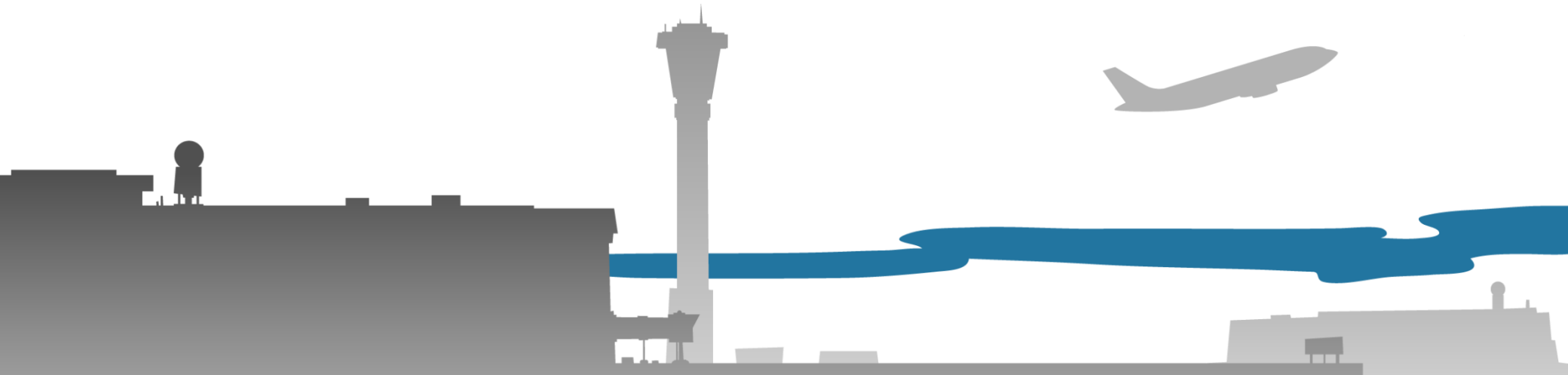




Helping airports
Improve the passenger experience

The definitive guide to **Airport Ambience**



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1. **What is a great passenger experience?**
2. **Why ambience is important?**
3. **Creating the experience**
 - Architecture
 - Passenger processes
 - Interior design
 - Customer service

1 WHAT IS A GREAT PASSENGER EXPERIENCE?

First ask yourself

What defines your passenger experience?



Your processes



Your ambiance

If it's your processes, probably no one cares for the airport!

Airports of all sizes can create a great passenger experience



Uppington

Small is beautiful

Passengers increasingly love small (usually under 2 million pax) airports. They forgive the lack of facilities for a stress free environment, particularly when the ambience is assured.



Seoul Incheon

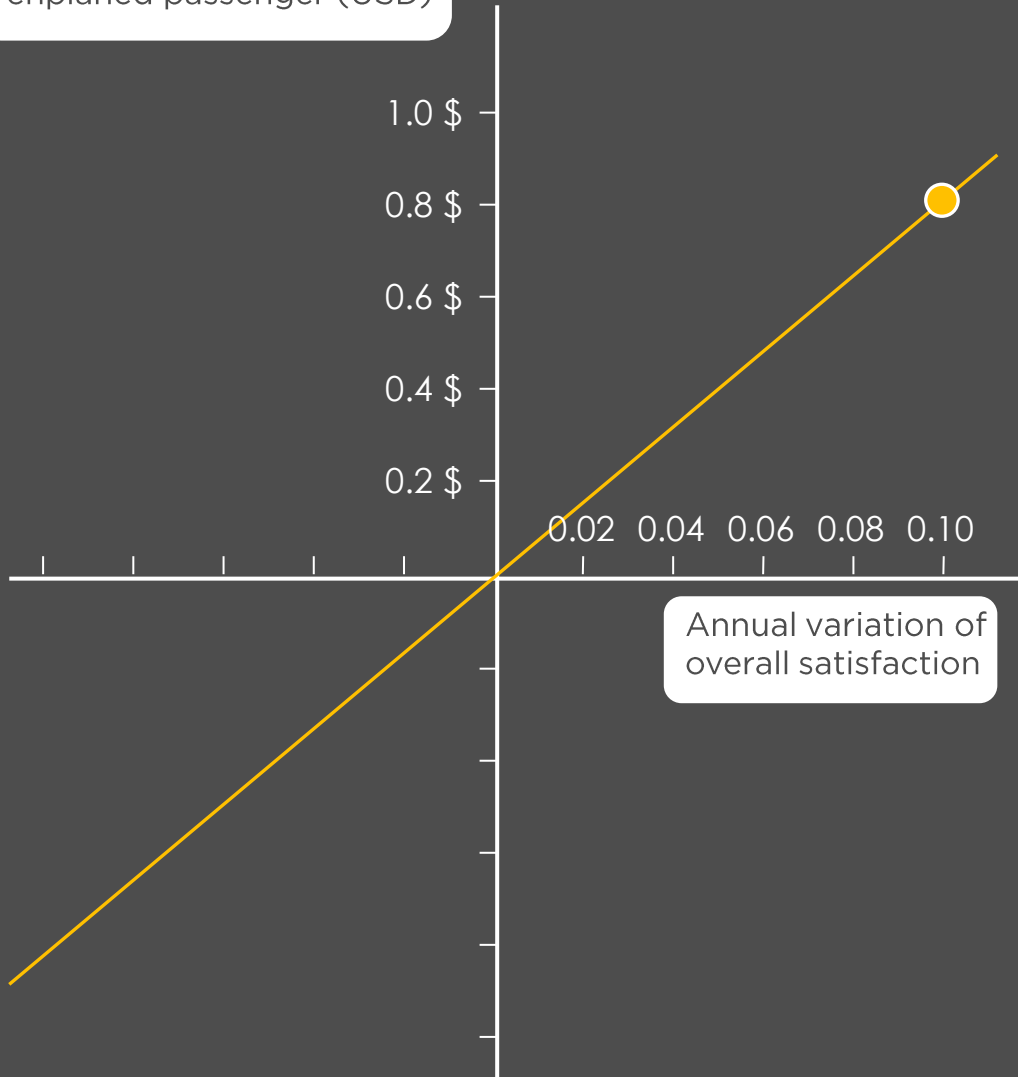
Big is beautiful

When passengers spend significant amounts of time at the airport they appreciate first class facilities and thoughtful ambience. (As long as queuing is manageable)

2 WHY IS AMBIENCE IMPORTANT?

When overall satisfaction
increases **non-aeronautical
revenue grows as well**

Annual variation of non-aeronautical revenue per enplaned passenger (USD)



Annual variation of overall satisfaction

Rule of thumb:

0.1 increase

of overall satisfaction levels compared to the previous year (on a 5 point scale)

=

0.8 USD growth

of non-aeronautical revenue per enplaned passenger

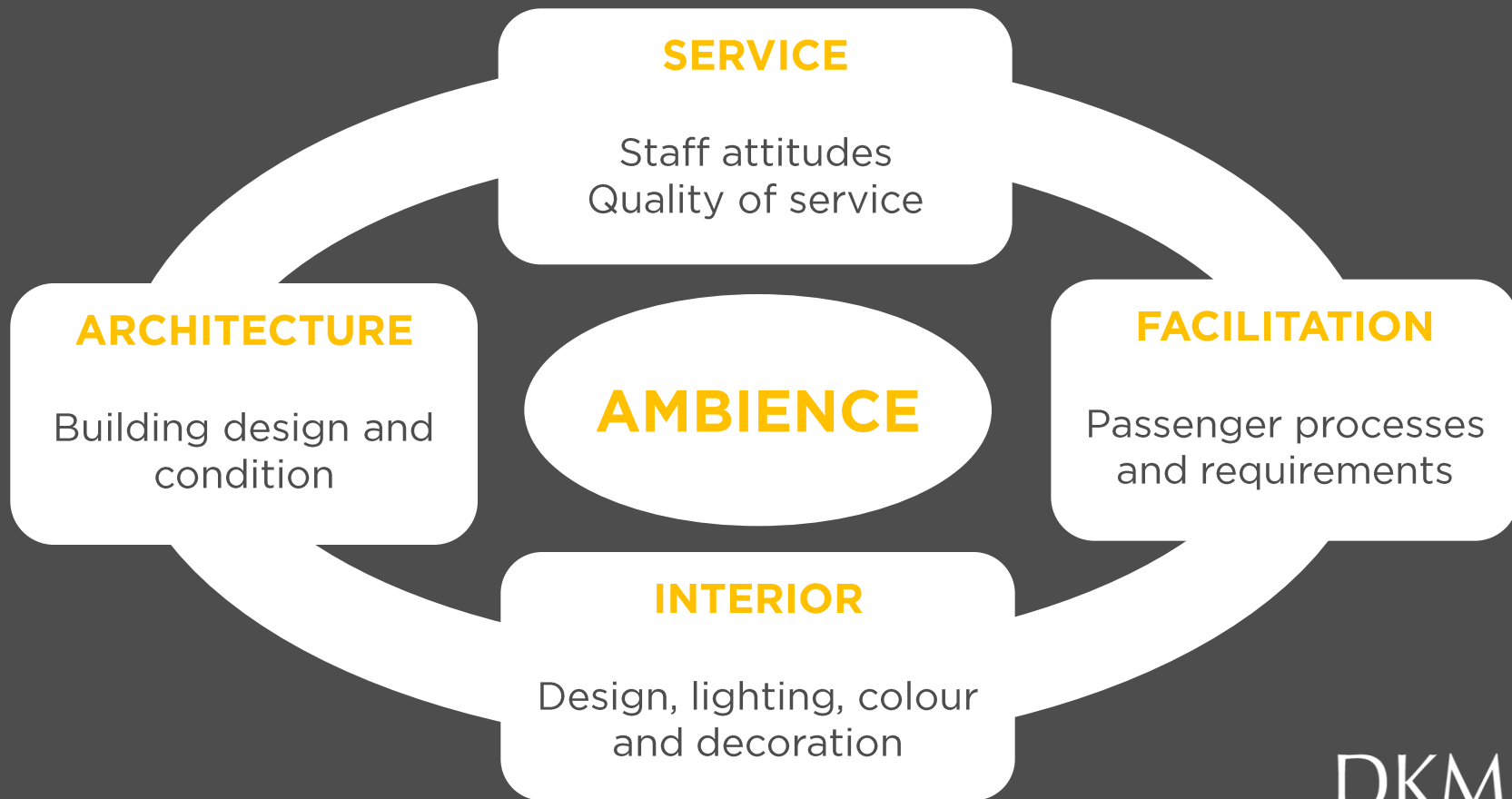
For most airports,
ambience is **the #1 driver
of passenger satisfaction**

The ambience of an airport defines a great experience...

Poor experiences can be caused by many factors

Ambience arises from all aspects of the airport working in harmony

Only one bad factor is needed to destroy the experience, because passengers remember problems





What is **ambience?**

“Ambience is not really something passengers see, but rather something that is felt, something that is experienced.”

What is ambience?

The character and atmosphere of a place.
A feeling or mood associated with that place.
A particular environment or surrounding influence.



Architecture, structure, maintenance
Lighting, decoration, interior design
Staff attitudes, rules, regulations.

“Good ambience can make the whole experience seem better.”

3 CREATING THE AIRPORT EXPERIENCE ARCHITECTURE.

The building's structure itself can create a great experience

By promoting a feeling of:

- Space
- Light
- Cleanliness
- Quality
- Comfort
- Good lines of sight
- Natural passenger flows
- Sense of wonder



Hong Kong

Defining the experience through architecture often requires an **element of surprise** or **uniqueness** or a **sense of wonder**



Beijing



Seoul Incheon

An airport's ambience can change over time – depending on the time of day, weather, season, etc...

By placing the lights in the ceiling, like stars in the sky, Kuala Lumpur creates a magical, night time experience

DAY



Kuala Lumpur

NIGHT



Kuala Lumpur

An airport's ambience can change over time – depending on the time of day, weather, season, etc...



Paris Charles de Gaulle

The glass ceiling at Paris Charles de Gaulle created a light airy ambience during the winter months.

But became a greenhouse in summer raising terminal temperatures to almost intolerable levels.

New facilities often make a huge difference



Singapore Changi

Singapore Terminal 3

Attention to detail is key

Regular maintenance, renovation and innovation creates outstanding facilities



Singapore Terminal 2

Cleaning team cleaning the star on the top of their 7m high Christmas tree.

3 CREATING THE AIRPORT EXPERIENCE **PASSENGER PROCESSES.**

Ambience goes unnoticed when the passenger is stressed – **but good processes don't create ambience**



Airport processes tend to have a negative effect on passengers, **distracting** and sometimes **detracting** from the experience

- Don't operate at near or over full capacity if possible
- Make sure queues are short, check-in is welcoming and security is professional
- Good lines of sight draw the passenger forward
- Minimal visual pollution (e.g. excessive adornments, construction or retail)
- Where possible prioritize direct, short walking distances
- Protect easy passenger flow (no pinch points or obstacle courses)
- Create distractions on long straight bland corridors (walk to eternity)

Interior architecture and design should not **disrupt passenger flow** or cause **visual pollution**



Dubai



Dubai

Low ceilings create feeling of oppression and commercial outlets in the corridor disrupt the passenger flow.

Don't make your signage compete

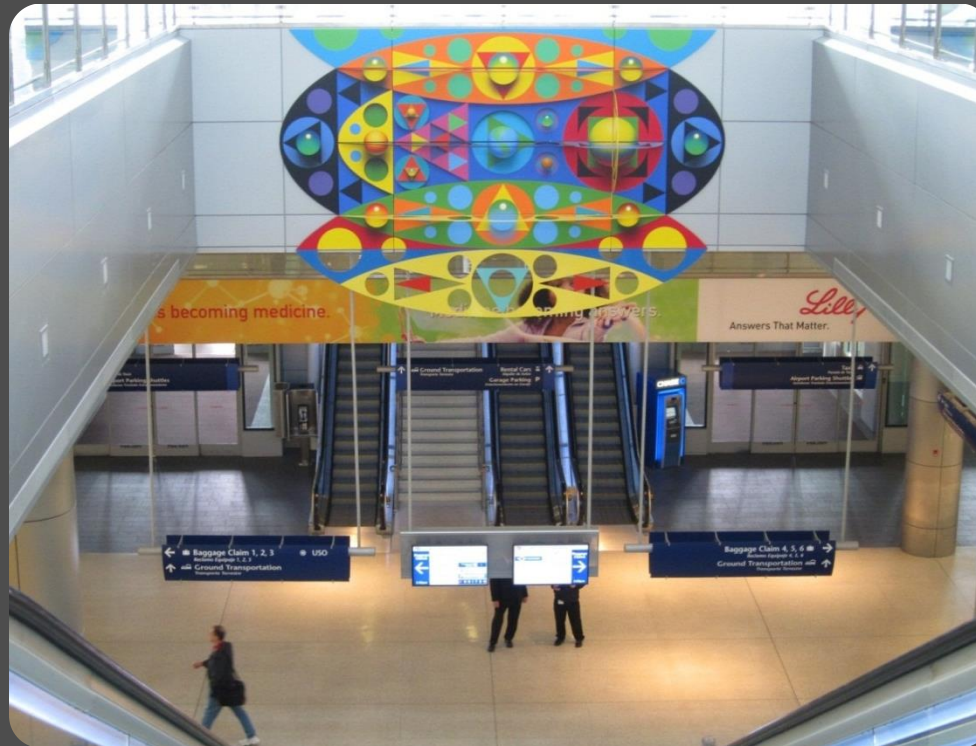
Advertising should not overshadow key wayfinding signs



Indianapolis

Don't make your signage compete

Artwork should not overshadow key wayfinding signs



Indianapolis

Prioritize **clear, visible signage** and **long lines of sight** – minimize visual pollution



Bangkok Suvarnabhumi

Small signage and lack of clear lines of sight make finding the route to airside difficult.



Delhi

One large and very visible sign helps passengers instantly know where to go post check-in.

Prioritize **clear, visible signage** and **long lines of sight** – keep walking distance as short as possible



Two minute walk from Nagoya's access plaza (taxi, bus, train, boat) to security.

Nagoya

The long walk to freedom – if it cannot be avoided, **disguise** it and **distract** passengers



Dubai



Chicago O'Hare

3 CREATING THE AIRPORT EXPERIENCE INTERIOR DESIGN.

MAP a high quality experience

MAINTENANCE / UPKEEP

- High quality materials (floors, walls, seating etc.)
- Clean, tidy, well maintained facilities
- No litter, graffiti, worn or damaged facilities
- Attention to detail (no visible wires / duct tape)

ATMOSPHERE

- Spacious
- Lots of natural light
- Diffuse / reflected light
- Not too much dark colour
- Sense of uniqueness – local/cultural touches
- Greenery / plants - alive, in good condition and well arranged

PATHWAYS & ROUTES

- Few signs, large signs, clear signs
- Minimal visual pollution
- Tidy, no clutter or obstructions to passenger flow
- Distractions on the walkway to eternity

Great ambience often comes from a certain level of **uniqueness** which **differentiates** the airport and **makes it special**

Consistency and incremental rather than revolutionary change helps promote great ambience



Singapore Changi T2



Singapore Changi T3

Airports can differentiate themselves by interpreting local traditions and culture through new eyes



Delhi



Nagoya

Airports can differentiate themselves by interpreting local traditions and culture through new eyes



San Francisco

Airports can differentiate themselves by interpreting local traditions and culture through new eyes



San Francisco

Airports can differentiate themselves by interpreting local traditions and culture through new eyes



Delhi



Mumbai

Airports can differentiate themselves by interpreting local traditions and culture through new eyes



Las Vegas



Las Vegas

Embrace **modern needs**



Ottawa

Embrace **modern needs**



San Francisco

Embrace **modern needs**



San Francisco

Avoid clutter everywhere – clutter is stressful and looks untidy



Indianapolis

Too many signs actually hides the key signage.

Signs pointing to signs are counterproductive.

Keep signage brief and to the point – signs should be simple to understand



Kuala Lumpur

- Pictograms to the left and right is confusing.
- Too much information makes signage difficult to read.
- Progressive disclosure of information only.
- Minimize number of languages.

Information overload is stressful too many signs in one location means none will be read



Halifax

Too many signs creates **information overload** which is stressful



Cape Town

Gate concourses should **prioritize gate signs**



Nagoya

Avoid information overload



Chicago O'Hare

3 CREATING THE AIRPORT EXPERIENCE **CUSTOMER SERVICE.**

Staff can **make or break the passenger experience**

1. Strong customer service focus can be habit-forming and leads staff to be more responsive to colleagues and work better and more efficiently together.
2. Great customer service can be a virtuous circle. Staff courtesy makes passengers friendlier which reinforces the courtesy of the staff (and vice-versa).
3. Passengers appreciate and return for great customer service.

Common factors for great customer service

- Exceed expectations for your country and region
- A long queue causes everyone's courtesy to evaporate
- Professional, courteous, friendly, helpful
- English speakers everywhere are usually essential for international airports

Staff attitudes and behaviour send a message about your airport's ambience.

Staff and customer service messages

We want to welcome you!



Beijing

Staff and customer service messages

Our whole community wants to welcome you!



Calgary

Staff and customer service messages

You are in a war zone!



Staff and customer service messages

Do not disturb!



Port Elizabeth

KEY TAKEAWAYS.

Creating the passenger experience

- Exceed expectations / the norm for your country / region
- Clean, tidy airport, well maintained
- Local culture / sense of uniqueness / novel touches
- Sense of wonder in the architecture and interior design

Protecting the passenger experience

- Don't operate terminals near or beyond full capacity
- No long queues
- Professional, courteous staff
- Easy wayfinding

The easiest way to improve your airport ambience



Ambience survey

Learn what sort of ambience
your passengers want

For more information,
please contact:



Ambience assessment

Get an expert review of your
ambience and tips to improve

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ABOUT DKMA

DKMA has offices in Geneva and Montreal. We help over 300 airports worldwide **maximize passenger experience & spending**

Our story

DKMA was formed in 2005 and one of its first projects was to develop and manage the Airport Service Quality initiative with ACI.

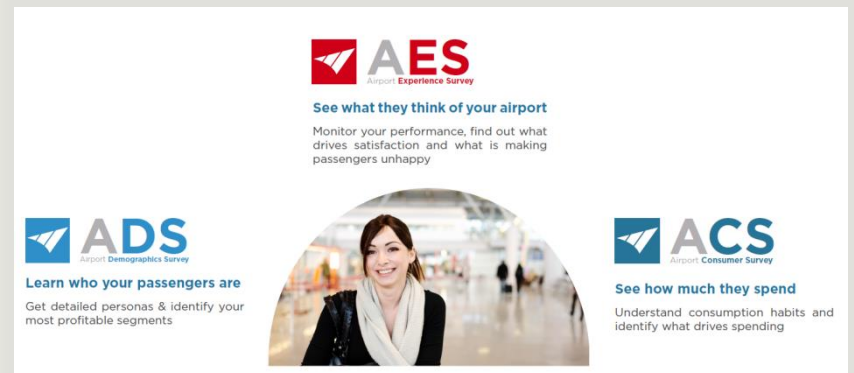
Since then, we have become one of the world's leading airport market research consultancies, specializing in helping airports grow their non-aeronautical revenue by delivering an improved passenger experience.

Over the years we've worked with over 300 airports around the world as well as airport management groups, banks, investors and concessionaires.

Our services

- Passenger research
- Service quality advisory
- Service quality management training
- Traffic forecasts

The only 3 surveys your airport needs to truly understand your passengers



AES
Airport Experience Survey
See what they think of your airport
Monitor your performance, find out what drives satisfaction and what is making passengers unhappy

ADS
Airport Demographics Survey
Learn who your passengers are
Get detailed personas & identify your most profitable segments

ACS
Airport Consumer Survey
See how much they spend
Understand consumption habits and identify what drives spending

Some of our clients



GENÈVE AÉROPORT

DFW

Adelaide Airport

KEF KEFLAVIK INTERNATIONAL AIRPORT ISAVIA

AIRPORTS COMPANY SOUTH AFRICA

DENVER INTERNATIONAL AIRPORT TOGETHER WE SOAR

YYC CALGARY AIRPORT AUTHORITY

Dubai Airports Connecting the World

Tampa International Airport