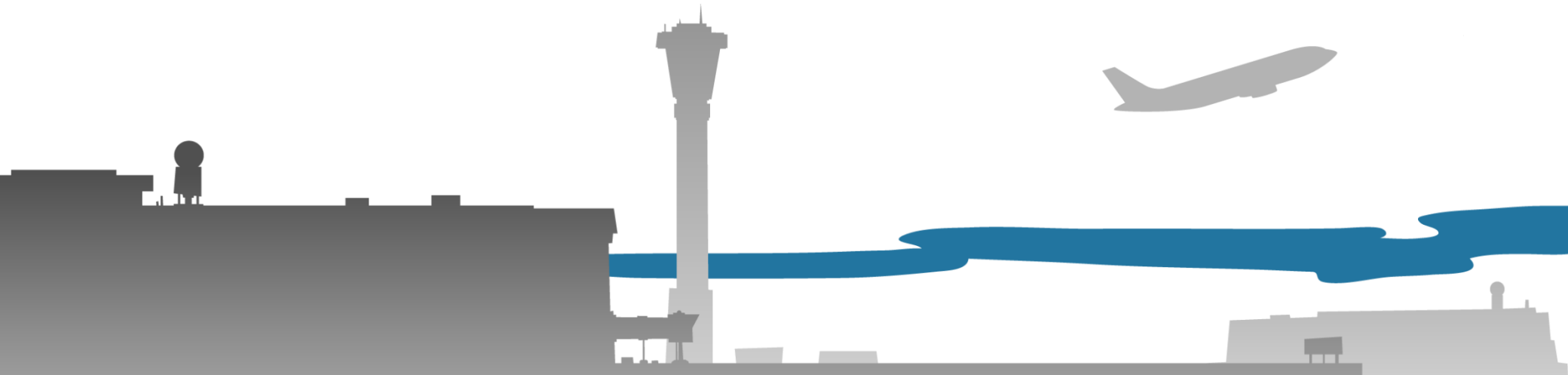




Helping airports  
Improve the passenger experience

The ROI of great customer service

## **How satisfaction influences passenger spending**



# Is improving passenger satisfaction levels **worth your time & effort?**

- Justifying the business case for creating a better passenger experience is a **TOUGH** question
- And airport executives want **bottom-line business answers** to justify investments in the passenger experience



So what is the ROI of improving the customer experience?

WE ANALYSED PUBLICLY AVAILABLE DATA  
FROM AIRPORTS ALL OVER THE WORLD

AND ARE *EXCITED* TO SHARE  
WHAT WE LEARNED...

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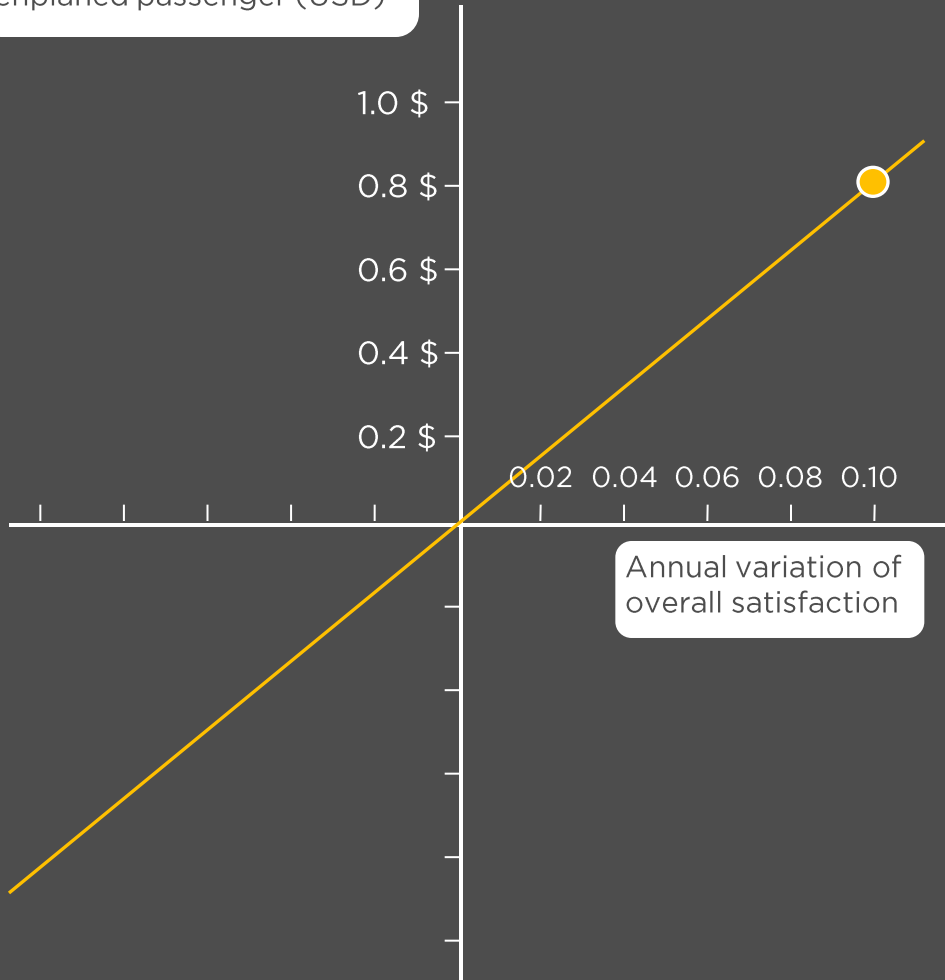
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When overall satisfaction  
increases **non-aeronautical  
revenue grows as well**

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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

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Why?

Because happier passengers  
**are more likely to buy and  
spend more on average**

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# An airport's **most satisfied passengers**



Spend **10% more time** at the airport



Are **twice as likely** to shop



Spend **7% more** on retail and **10% more** on duty free

Than passengers who are the least satisfied



# The good news:

The airports we studied who were able to improve satisfaction levels by 0.1 year on year did so:

- **Without** building new terminals or closing older facilities
- **Without** radically transforming their airport

All they did was **optimise the passenger experience** within their existing facilities by:

- **Identifying** what matters most to passengers
- **Focusing efforts** on improving what matters most to passengers

# 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

Want to optimize your passenger experience or discuss how to grow non-aeronautical revenue at your airport?



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