Airport Demographics Survey
Programme brief

2015
The Airport Demographic Survey (ADS) is a passenger segmentation study providing **all the insight you need to plan successful commercial, operational, marketing & route development strategies**.

- **Identify** key segments
- **Learn** where they come from and where they want to go
- **Understand** how they want to use your airport
How it will help you

Some of the key questions the research will help you answer

Who are our key passenger segments and what do they expect of our airport?

What new routes should we seek to launch?

What types of brands or services do different passenger groups want?

Why do passengers choose to fly through our airport? What are their motivations to fly?

Where do local passengers live and what transportation options do they use to reach the airport?

How much time do passengers spend in our airport and how do they like to kill time?
Demographics Survey in action – sample analysis

**Identify your catchment area** and make sure marketing & communication efforts are on target.
Demographics Survey in action – sample analysis

Identify most profitable passenger groups, get a detailed picture of their travel habits & preferences so you can design the airport experience they want.

Lisa

- Young female traveller, high income, no children
- Travels several times per year usually on weekends, mainly to European cities
- Uses public transportation to get to the airport
- Prefers self-service or mobile options for check-in
- High spend in F&B (mainly served restaurants) and shops (duty free cosmetics)
Demographics Survey in action – sample analysis

Identify preferred destinations and **plan the routes your passengers want**
Demographics Survey in action – multi-purpose data

1 single segmentation the whole airport can use

Demographic profile
Catchment area & transport modes
Travel habits & preferences
Motivations & reasons to travel

Types of commercial services used
List of shops & brands they prefer
How they spend time at the airport
List of new routes for key segments
Research goals

All the data & insight you need to plan successful commercial, marketing & route development strategies

Learn who your passengers are
Detailed segmentation of departing passengers & catchment area analysis to see where they come from

What they want from your airport
Get full profiles of key segments covering their travel & shopping habits, preferences and why they chose your airport

And where they want to go
Get lists of preferred destinations for key passenger segments & new routes they would like you to offer

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Research concept

Passenger research to help you **improve your airport’s commercial offering**

**Tablet based**
For rapid reporting & maximum flexibility

**On the day surveying**
Passengers complete survey in the gate area prior to boarding, while the airport experience is still fresh in their mind

**Two annual surveys to capture seasonal variations in traveller profile**
Minimum sample of 2,000 interviews per wave to enable segmentation & drilling down into the data

**Simple to implement**
The research is performed using our passenger survey app. All you need to do is organize fieldwork for the survey.
Tablet convenience

Simple, easy to use, hassle free

**Research app**
DKMA designed app specifically created for airport research

**Simple fieldwork**
Can be filled in by passenger or fieldworker

**Hassle free**
Data uploads automatically to DKMA servers via Wi-Fi

**Survey Library**
Access to full library of DKMA airport-specific surveys (non-benchmarking)

**Tailored to your needs**
Add or remove questions according to your needs

**On demand reporting**
Possibility of rapid interim reporting during the quarter

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Get the full picture

Combine with the Airport Consumer Survey to get a 360° view of your commercial experience and boost your sales

Airport Demographics Survey
Make sure your commercial offering is on target

- Identify key customer segments & their preferences
- Segment customer groups according to importance and value

Airport Consumer Survey
Improve the sales success rate and the purchasing experience

- Monitor all aspects of your commercial offering
- Benchmark with leading airports from around the world
- Systematically improve sales performance
About DKMA

DKMA has offices in Geneva and Montreal. We help over 300 airports worldwide maximize satisfaction & spending without investing a lot of money by working smarter, not harder.

Our story

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

What makes DKMA unique

- Airport service quality expertise gained from launching & developing the ASQ initiative in partnership with ACI
- Unique framework for managing service quality. We know what works and what doesn’t
- We work exclusively with airports and understand what you do

Some of the airports we are helping

[Logos of various airports]
Ready to get started?

Want a detailed segmentation of your passengers?
Contact DKMA to request a quote or to set up the Demographic Survey at your airport

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