Airport Service Quality

Global Airport Survey

1. Questionnaires are completed with responses from passengers interviewed on the day and at the gate so that their experience is current and immediate.

2. Designed to ensure statistical accuracy. Minimum of 1,400 passengers year.

3. Include quarterly performance reports and shared best practices.

4. Every year a number of airports are audited to ensure the accuracy and consistency.

5. Survey results are treated on a confidential basis.

About

247 Airports Q2 2014
36 Question Survey

Data

St. Louis

Rankings

Mean Scores

Airport Service Quality

Overall Satisfaction

2013 Q2	2014 Q2
Global Rank	Global Rank
140 / 224	125 / 247
North America	North America
37 / 41	35 / 41
5-15 Million Passengers	5-15 Million Passengers
45 /74	43 / 79

3.98	➡	3.95	➡	4.03	➡	4.10	➡	4.01	➡	4.04	ASQ Mean Score
1Q 13		2Q 13		3Q 13		4Q 13		1Q 14		2Q 14	
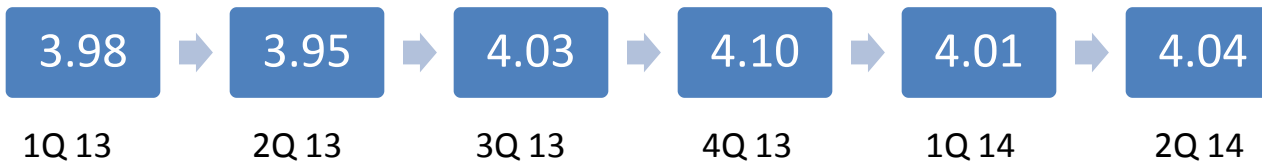
Airport Service Quality

STL Panel Airports

STL + 24 U.S. Airports
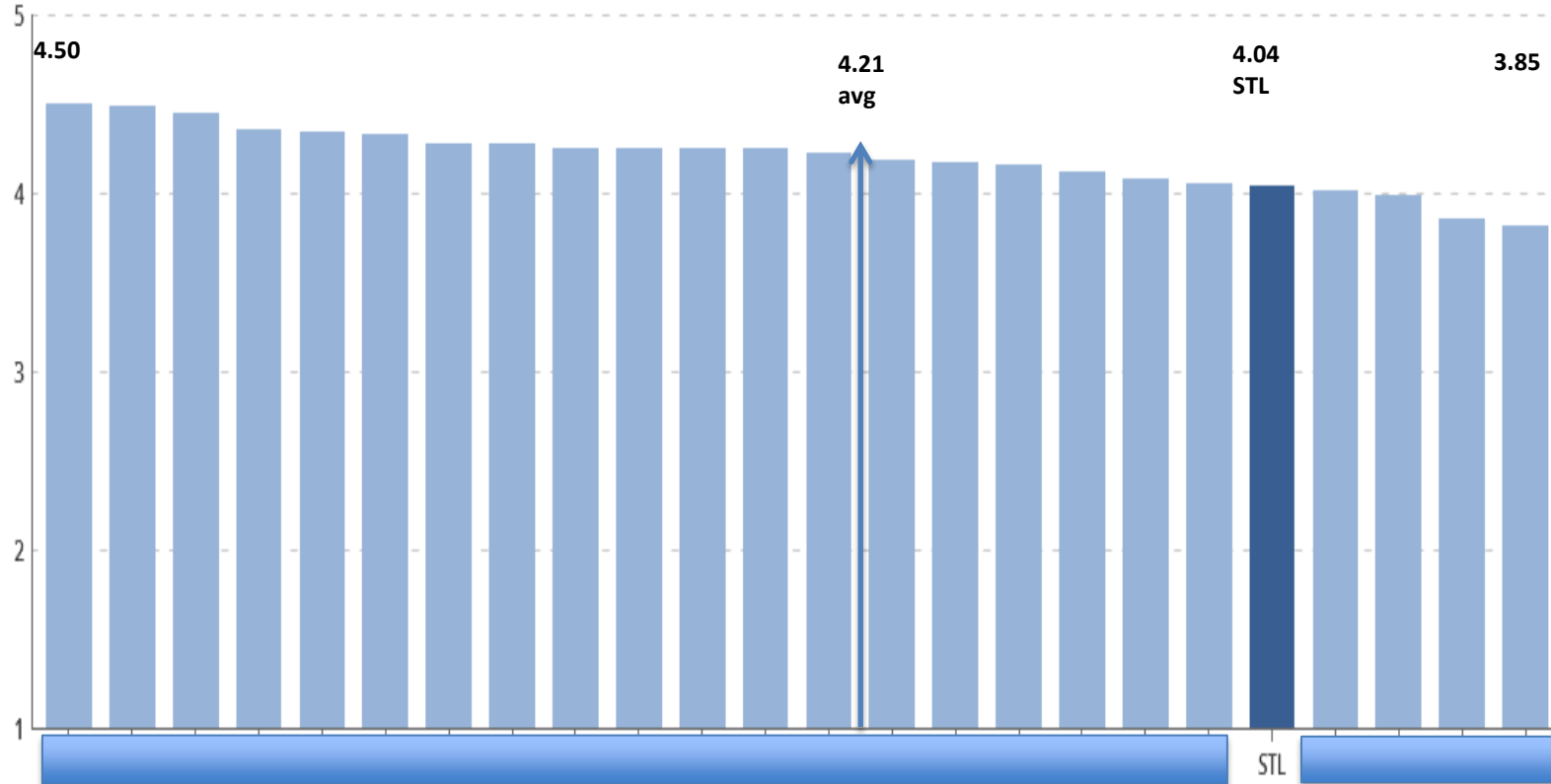
STL Panel Airports

Overall satisfaction with the airport

STL Panel Ranking 20/24 +3 vs. Q2 2013

Airport Service Quality

STL Panel Airports

Overall satisfaction with the airport

4.50 **4.21 avg** **4.08** **4.05** **4.04 STL** **4.01** **3.85**
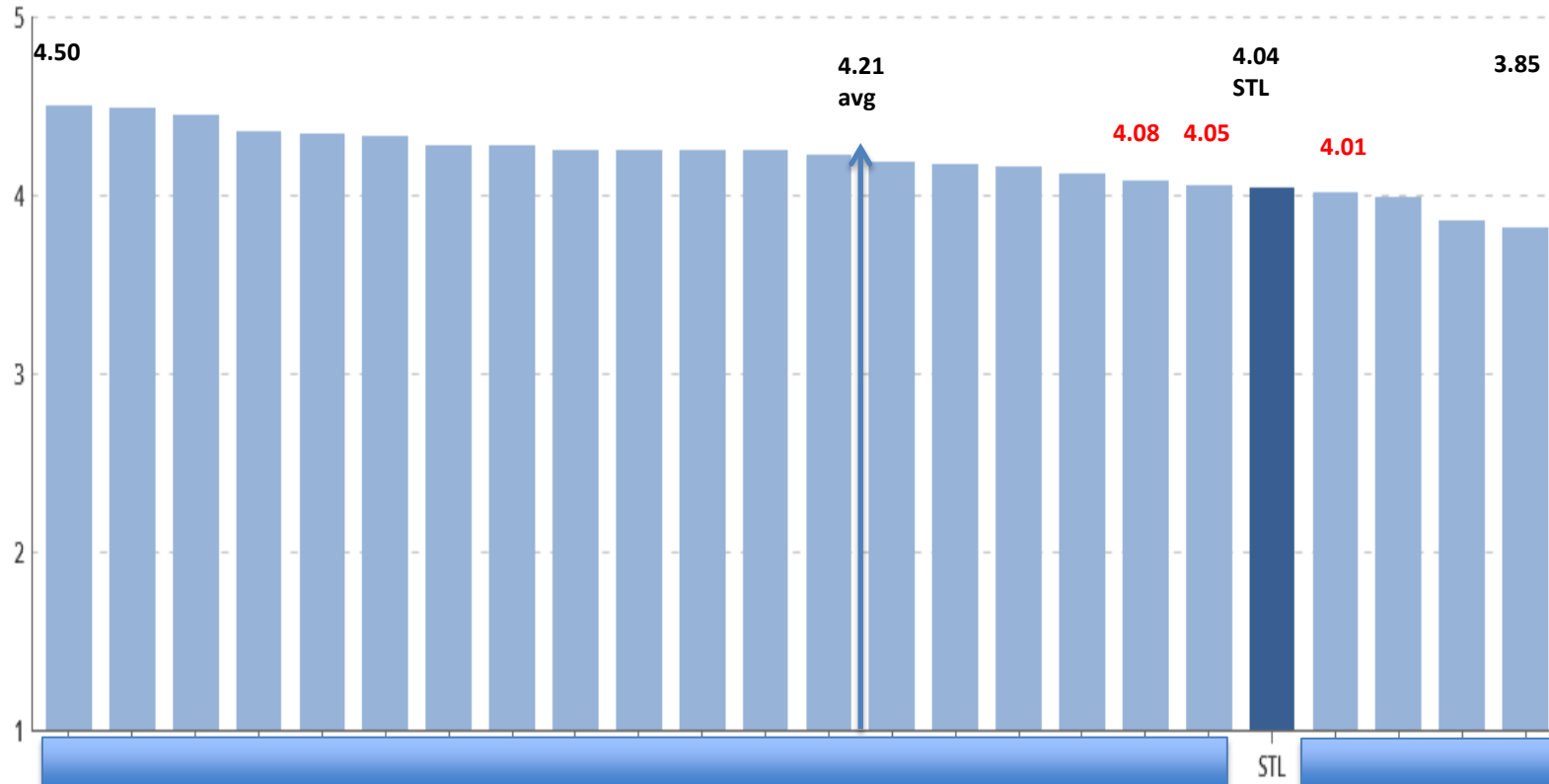
STL Panel Ranking 20/24 +3 vs. Q2 2013

Airport Service Quality

Overall Satisfaction vs. 24 U.S. Airports Panel

Bench.

3.98   3.96   **3.95 Q2 2013**   4.03   4.10   4.01   **4.04 Q2 2014**

STL Panel
Rank 20/24

Q3 2012   Q4 2012   Q1 2013   Q2 2013   Q3 2013   Q4 2013   Q1 2014   Q2 2014
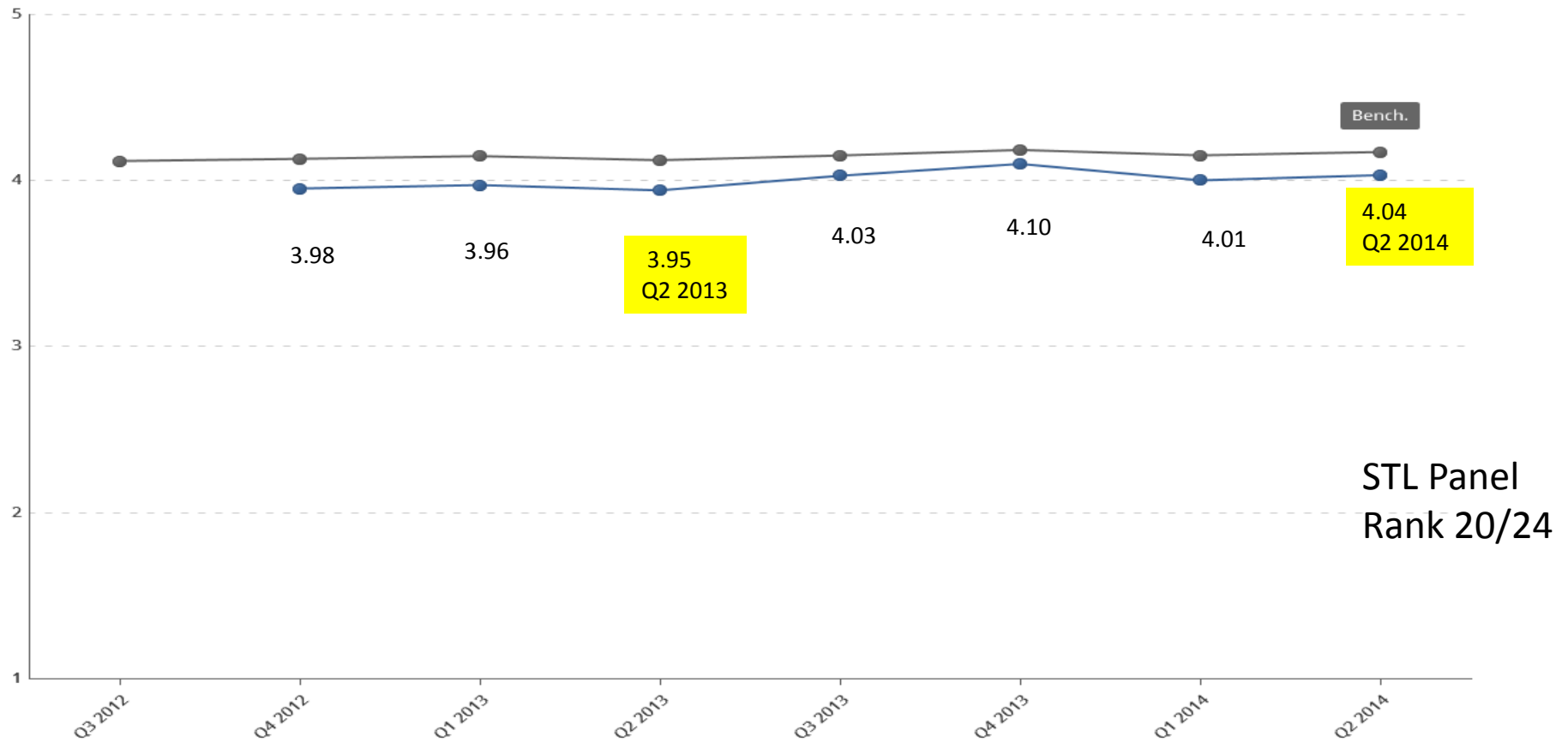
Balance 3 Types of Services

Extras

Shopping, Restaurants, Wi-Fi, Business Lounges

Processes

Check-In, Security, Wayfinding, Staff Courtesy, Gate Areas

Drivers

Cleanliness, Ambience, Restrooms

Focus

Good

Percentage of passengers satisfied / dissatisfied with each factor

Systemic / process issues?	Key factors
Weaker link with satisfaction / dissatisfaction but high number of passengers affected	Strong link with satisfaction / dissatisfaction and high number of passengers affected
Weaker link with satisfaction / dissatisfaction and small number of passengers affected	Strong link with satisfaction / dissatisfaction and small number of passengers affected
Less important	**Niche passenger groups?**

Strength of link with satisfaction / dissatisfaction

STL's Top 10 Drivers for Overall Satisfaction- 2013

Ambience	Cleanliness of Airport	Comfort of Waiting Areas	Courtesy of Airport Staff	Availability of Restrooms
• STL ASQ Global Rank 164	• STL ASQ Global Rank 142	• STL ASQ Global Rank 95	• STL ASQ Global Rank 79	• STL ASQ Global Rank 76

Very Important | | | **Important** | |

Cleanliness of Restrooms	Feeling of Being Safe	Restaurant Facilities	Courtesy of Security Staff	Thoroughness of Security
• STL ASQ Global Rank 91	• STL ASQ Global Rank 95	• STL ASQ Global Rank 128	• STL ASQ Global Rank 94	• STL ASQ Global Rank 79

Important

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Ambience- Trend

3.69
166

3.72
166

3.80
145

3.84
137

3.74
177

**3.81 Score
140 Global Rank**

Top
Driver
#1

Panel Rank
21/24

Bench.

Airport Service Quality
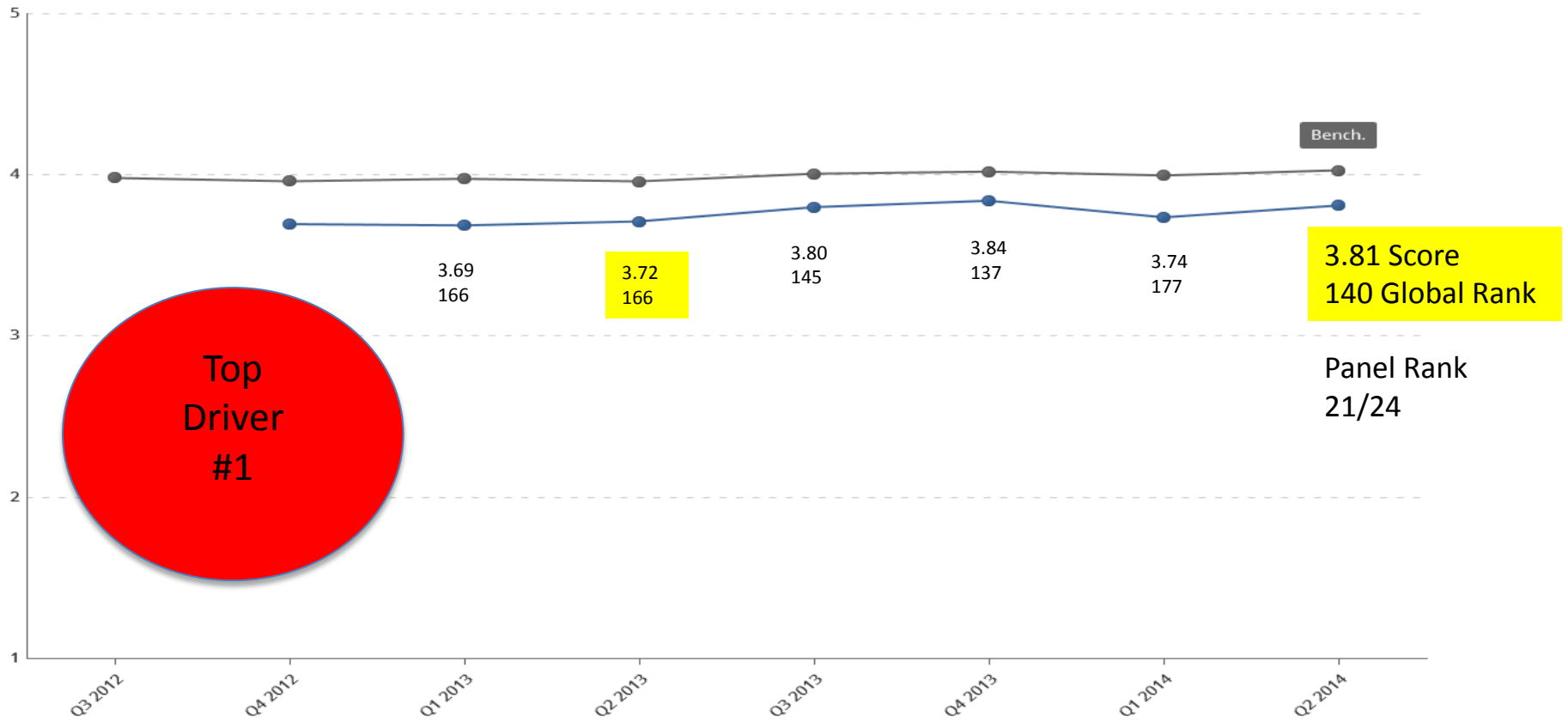
Cleanliness of Airports-Trend

Bench.

4.02
141

3.99
156

4.10
123

4.17
114

4.04
156

4.10 Score
140 Global Ranking

Panel Rank
21/24

Top
Driver
#2

Q3 2012 Q4 2012 Q1 2013 Q2 2013 Q3 2013 Q4 2013 Q1 2014 Q2 2014

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Airport Service Quality

Comfort of Waiting Areas

Bench.

3.81
92

3.80
108

3.84
92

3.92
86

3.79
118

3.80 Score
113 Global Ranking

Panel Rank
20/24

Top
Driver
#3

Q3 2012　Q4 2012　Q1 2013　Q2 2013　Q3 2013　Q4 2013　Q1 2014　Q2 2014

LAMBERT-ST. LOUIS
INTERNATIONAL AIRPORT®

Analysis into Action

Airport

Building/ Housekeeping

Properties

Engineering/Planning

Public Relations/ Customer Service

Airlines

Security

Concessions

Parking

Airport Service Quality

Cleanliness/Ambience

- Priority messaging to all tenants and service providers

- Adopted new cleaning schedule- restrooms/high demand areas

- Added planters in restrooms to improve ambience

- Conducted facility survey to remove clutter (excess signs, chairs, etc)

- Installing tile in Terminal 2

- Replaced or removed worn wall coverings in Terminal 2

- Added accent colors in Terminal 2

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