



J.D. Power and Associates 2004 Global Airport Satisfaction Index (GASIS) StudySM

Presented to Los Angeles
International Airport
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February 10, 2005

Objectives



- ❖ **Determine the critical components, or factors (measures), that drive customer satisfaction among airport customers who have visited an airport in conjunction with air travel in the past 12 months**
- ❖ **Establish the relative importance of each factor (measure) to overall satisfaction**
- ❖ **Determine the performance of small, medium and large airports based on a single measure**
- ❖ **Identify areas of strength and weakness for each airport**
- ❖ **Track performance on an annual basis**

Methodology (Cont'd.)



- ❖ An Overall Index of critical satisfaction components was constructed using factor regression analyses. 1000 points equals perfection.
- ❖ The Overall Index is comprised of eight key measures:
 - Airport Accessibility
 - Check-In Process
 - Security Check
 - Terminal Facilities
 - Food & Beverage
 - Retail Services
 - Baggage Claim
 - Immigration/Customs Control
- ❖ 33 attributes fall within eight key measures that comprise the overall Index.

Noteworthy Trends Impacting Airport Satisfaction



- ❖ Improve passenger **Facilitation**
 - ✓ Ease of mobility to and throughout airport
 - ✓ Signage

- ❖ **Time** is the new currency
 - ✓ Consumers are time starved
 - ✓ “Express” services will continue to grow in importance

- ❖ Increase passenger **Productivity**
 - ✓ Providing choices/availability of retail, F&B, entertainment and business services

Key Findings



- ❖ **LAX falls way short of meeting customer expectations ranking 68 of 76 global airports in overall airport satisfaction**
- ❖ **As passenger volume increases, more stress is being put on this already capacity-constrained facility**
- ❖ **Wait times at LAX are among the highest (if not the highest) across all 76 airports included in the 2004 syndicated study for “time it takes to get a boarding pass at the main counter” and “time it takes to get through Security Check”**
- ❖ **LAX key priorities for improvement are:**
 - ✓ **Baggage Claim – speed of baggage claim delivery**
 - ✓ **Airport Accessibility – attractiveness and ease of flow**
 - ✓ **Terminal Facilities – level of comfort in airport**
- ❖ **Share these findings with your business “partners” and engage them in your improvement efforts**

Global Airport Satisfaction Index Study



2004 Global Airport Satisfaction Index Study

Large/Medium Airport Segment Weights*

Immigration/Customs Control (7%)

- Amount of Time Required at Immigration/Customs (43%)
- Professionalism of Staff at Immigration/Customs (31%)
- Physical Condition/Cleanliness of Immigration/Customs Control Area (26%)

Baggage Claim (15%)

- Ease of Finding your Baggage Claim Area (27%)
- Physical Condition/Cleanliness of Baggage Claim Area (28%)
- Speed of Baggage Delivery (45%)

Retail Services (11%)

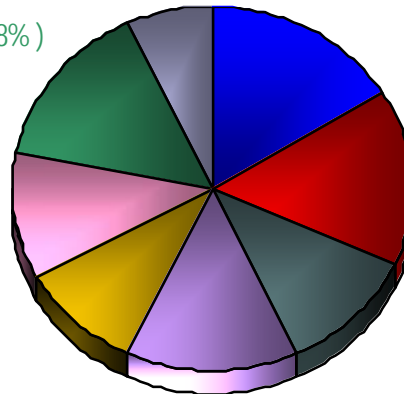
- Quality of Products Sold at Retail Stores (21%)
- Variety of Products Offered at Retail Stores (24%)
- Cost of Products at Retail Stores (30%)
- Professionalism of Retail Staff (26%)

Food & Beverage (10%)

- Quality of Food & Beverage (18%)
- Variety of Food & Beverage (21%)
- Cost of Food & Beverage (24%)
- Speed of Service (18%)
- Friendliness of Food & Beverage Staff (18%)

Terminal Facilities (14%)

- Signs/Directions Inside the Terminal (26%)
- Cleanliness of Terminal (20%)
- Restroom Cleanliness (26%)
- Level of Comfort in Airport (28%)



Airport Accessibility (16%)

- Signs/Directions on Airport Grounds (19%)
- Traffic Flow on Airport Grounds (17%)
- Ease of Dropping Off In Front of Terminal (20%)
- Attractiveness of Airport Grounds (18%)
- Ease of Leaving Terminal (23%)
- Parking Overall (3%)

Check-In (16%)

- Ease of Finding Check-In Location (19%)
- Speed of Check-In Process (26%)
- Ease of Baggage Check-In (13%)
- Professionalism of Staff at Check-In (20%)
- Cleanliness of the Check-In Area (21%)

Security (11%)

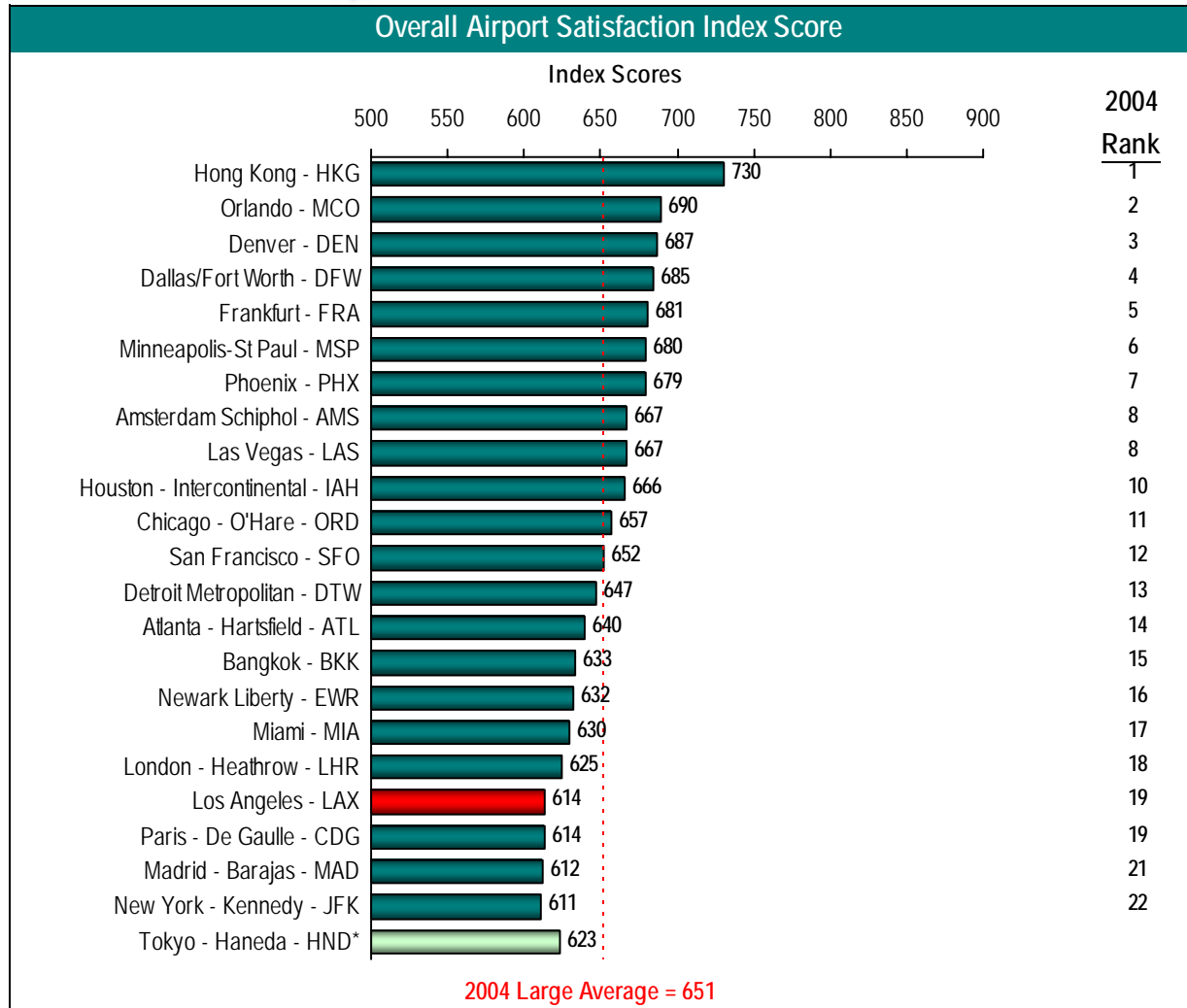
- Amount of Time Required for Security Check (35%)
- Professionalism of Security Check Staff (30%)
- Ability of Process to Make You Feel Safe (35%)

Overall Satisfaction Index Rankings

Large Airport Segment



2004 Global Airport Satisfaction Index Study

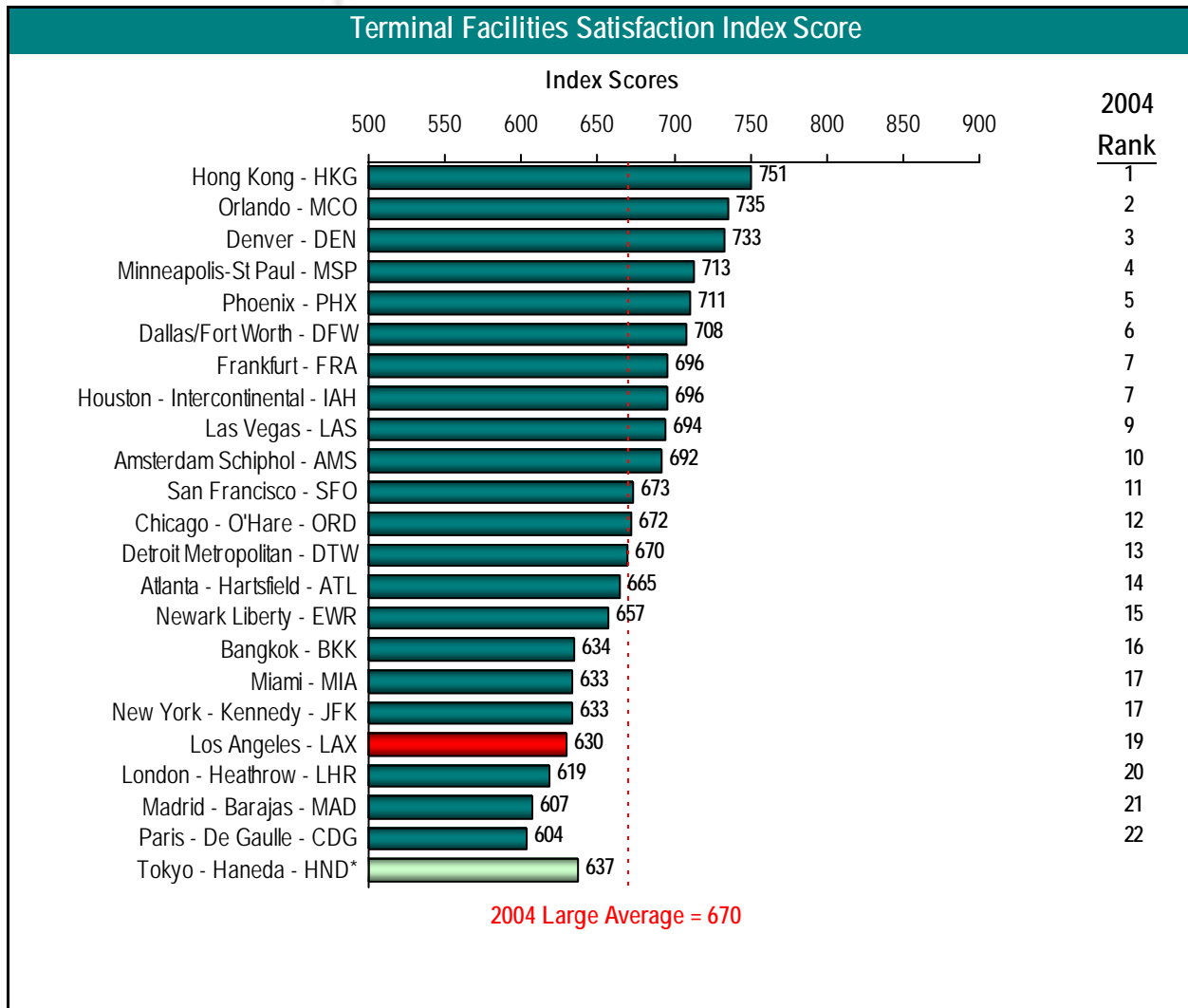


*CAUTION: Small sample.

Terminal Facilities Index Rankings (14%) Large Airport Segment



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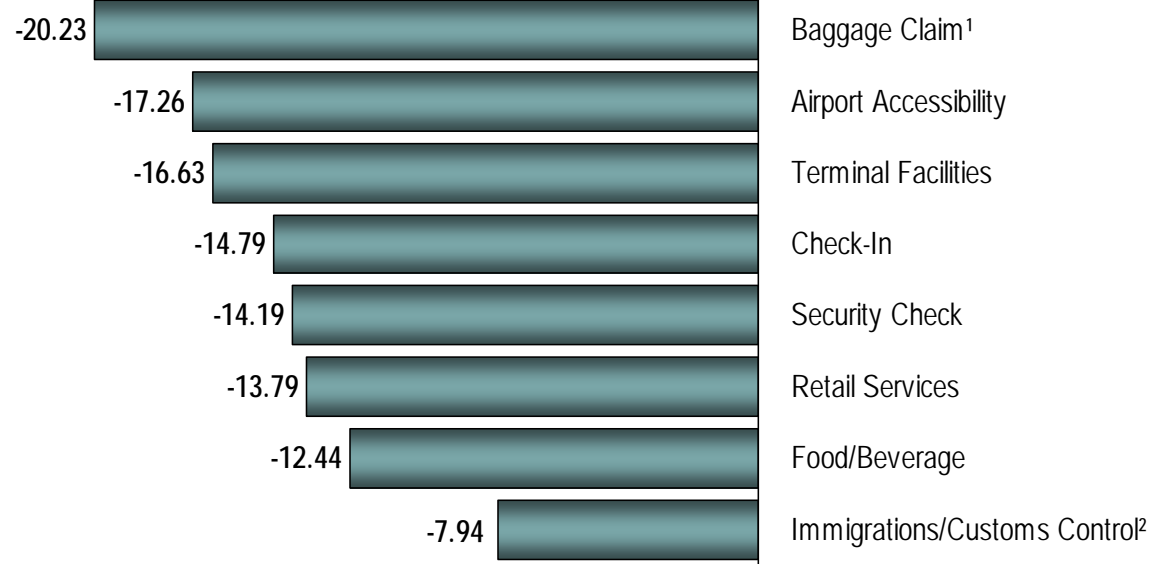
Measure Priorities

(Higher Negative Score is Higher Priority)



Drivers of Passenger Satisfaction— Measures

Los Angeles International Airport - LAX
Weighted Point Differences vs. Best In Class Large



[(Airport mean score - Best in Class mean score) * (Measure Weight)]

¹Based to those who checked in Baggage at the Airport.

²Based to those who went through Immigrations/Customs Control at the Airport.

Conclusions and Recommendations

As you examine your short- and long-term modification plans, be sure to ask:



- ❖ Will it improve passenger **Facilitation**?
 - ✓ Ease of mobility to and throughout airport
 - ✓ Signage

- ❖ Will it save the passenger **Time**?
 - ✓ **Time** is the new currency
 - ✓ Consumers are time starved
 - ✓ “Express” services will continue to grow in importance

- ❖ Will it increase passenger **Productivity**?
 - ✓ Allow passengers ability to multi task, be productive during idle time
 - ✓ Provide choices/availability of retail, F&B, entertainment and business services