

Airport Dimensions' research reveals latest on traveler satisfaction



Airport Dimensions has published initial findings from its latest Airport Experience Research – The Transforming Airport Revenue Landscape; research highlights changing traveler expectations for airport experience Source: ingimage

Airport Dimensions has published initial findings from its latest Airport Experience Research – The Transforming Airport Revenue Landscape. The research highlights changing traveler expectations for their airport experience, as well as providing a blueprint for the new airport revenue landscape.

Following the difficulties caused by the return to travel across the globe in 2021/22, the research reveals a positive step in the right direction with 71% of passengers reporting that they "enjoyed" their time at the airport – an increase compared to the year prior.

The research did however also highlight geographical differences in satisfaction. Happiness levels are highest in Asia, perhaps as a reflection of the fact that the region's airports tend to be newer – compared to aging infrastructures across Europe – as well consist of a "more upbeat attitude to travel."

In China, 92% of passengers reported that they enjoyed their time at the airport while the same was said by 85% of passengers in Indonesia and Hong Kong and 83% in India and Singapore. Conversely, in Europe only 56% of airport passengers in Germany and 50% in the UK reported a positive experience.

Mid-section of the journey

Continuing a key trend found in Airport Dimensions' 2021/22 survey, this latest research identified that satisfaction continues to dip in the middle section of the journey through the airport. While satisfaction with the landside part of the journey comes in comfortably at 73%, with check-in and baggage drop at 79%, and security checks and queues at 74%, traveler satisfaction drops to 67% when asked about offerings in the Departures areas.

The research revealed that an impressive 73% of passengers are satisfied with both the level of comfort offered in the seating areas, as well as the range and quality of retail and dining. However, 12% reported active dissatisfaction with Departures facilities.

Additionally, 21% said they were unhappy with the value for money for retail and dining on offer in Departures, as well as 11% reporting discontent with the speed and reliability of the airport's Wi-Fi. At this key point in the airport journey when travelers have the greatest ability and desire to spend, airports are missing out on a key opportunity to drive non-aeronautical revenue.

Ways of spending time in-airport

Inextricable to satisfaction with their overall experience is the changed way in which passengers spend their time, especially as they now spend longer at the airport. A substantial 71% of passengers usually eat at the airport, spending around 17% of their time in restaurants and bars. Meanwhile, more than two thirds (69%) spend an average of 13 minutes of their time shopping for their retail favorites, with the same number of passengers (69%) at the airport surfing the internet. These activities account for more than a third (35%) of passengers' time spent at the airport and either actively generate revenue for the airport or have the potential to do so.

The significance of generational differences and how they interact with the airport should not be underestimated. For example, Millennials spend an average of 13% of their time at the airport shopping where elders only spend 8% doing so.

According to Airport Dimensions, it's no surprise that younger generations go online more often while at the airport. With Gen Z and Millennials averaging 14% of their time online or gaming in comparison to Boomers who spend only 9% of their time online and 5% for elders, the difference is notable.

"Our Airport Experience research offers essential insights for airports that will inform decisions about what the future of their spaces and revenue landscapes should look like. A new generation of traveler wants, and indeed expects different, more innovative, and unique offerings at the airport. They are open to engaging with a wide range of offerings - from gaming to sleep options - if made easily accessible, and appealing. Airports must understand this if they are to make meaningful changes as they reinvent themselves for the traveler of the future," says Mignon Buckingham, CEO at Airport Dimensions.

The Airport Dimensions Changing Airport Experience survey was conducted in partnership with leading market research agency Dynata. The research draws from the experiences of more than 8,500 air travelers covering a wide and representative cross-section of demographics.