

ACI World reveals world's best airports for customer experience



'Live research': The Airport Service Quality Awards are based on the results of surveys conducted with airport passengers

Airports Council International (ACI) World in partnership with leading travel technology company Amadeus, has announced the best airports for customer experience worldwide - as chosen by passengers - through the Airport Service Quality (ASQ) Awards.

The ASQ program stands out as the preeminent airport customer experience measurement and benchmarking program globally, distinguished by its commitment to a rigorous and scientific methodology. Unlike other programs in the aviation industry, ASQ's approach is anchored in live research conducted through surveys administered directly to travelers at the airport, capturing their satisfaction levels on the very day of travel. The ASQ Surveys cover over 30 performance indicators across key elements of the passenger's airport experience, giving the most complete picture of the passenger experience journey. This distinctive methodology is renowned for its robustness, enabling meaningful statistical inference and providing unparalleled insights into the passenger experience.

Luis Felipe de Oliveira, ACI World Director General, said, "We are delighted that in 2023 the ASQ program surpassed 400 participating airports in a historical record, reflecting our members' commitment to placing the passenger first. Likewise, we thank the guests that dedicated their precious time by providing feedback in close to 600,000 surveys.

"The global growth of the program underscores the trust placed in its scientific and live approach, making ASQ the go-to standard for airport customer experience assessment in the aviation industry.

The future success of airports hinges on the unwavering commitment to delivering a stellar customer experience at every touchpoint. In an era where passenger expectations are evolving rapidly, excellence in customer service isn't just a goal; it's the key to ensuring airports remain not just gateways, but memorable destinations in themselves.”

Amadeus EVP Airport & Airline Operations, Rudy Daniello, added, “It’s encouraging to see continued commitment to customer experience at airports across the world demonstrated again by the ASQ Awards. Over the past few years many airports have applied technologies like self-service and biometrics to improve the experience for passengers across key airport touchpoints. What we’re seeing now is a desire to move to the next level by working more collaboratively with airlines and other partners to better manage the impact of disruption. The management of disruptions is a defining issue for passengers, so we look forward to working closely with the industry as it develops new approaches that deliver improved outcomes for passengers.”

In 2023, over half of the world's travellers passed through an ASQ airport, underscoring the program's credibility and influence in shaping the standards for exceptional airport services. From 595,000 surveys collected in 2023, 170 ASQ Awards have been won by 90 airports around the world.

Categories for Departures include Best Airports by Size and Region, as well as Most Dedicated Staff, Easiest Airport Journey, Most Enjoyable Airport, and Cleanest Airport. For arrivals, the category is Top Airports Globally.

9 airports across all regions have won ASQ Awards in all five Departure categories, maximizing a pleasant experience at every stage of the airport journey:

- Africa: Casablanca Mohammed V International Airport
- Asia-Pacific: Sultan Hasanuddin International Airport; Yogyakarta International Airport
- Europe: Izmir Adnan Menderes Airport; Aeroporto di Roma-Fiumicino
- Latin America: Guayaquil International Airport
- Middle East: Salalah Airport
- North America: Greenville-Spartanburg International Airport; Gerald R. Ford International Airport

Eight airports were inducted into the ACI World Director General’s Roll of Excellence, a recognition given to airports that have won multiple ASQ awards over a five-year period in the last ten years. The inductees are:

- Shenzhen Bao'an International Airport
- Chandigarh Airport
- Casablanca Mohammed V International Airport
- Muscat International Airport
- Cincinnati/Northern Kentucky International Airport
- Sultan Mahmud Badaruddin II Airport
- Sultan Hasanuddin International Airport
- Zagreb International Airport

The full list of winning airports can be accessed [here](#).

ACI World and Amadeus will celebrate the 2023 ASQ Awards winners and the ACI World Director General’s Roll of Excellence inductees at the ASQ Awards Gala Dinner during the 2024 ACI World Customer Experience Summit and Exhibition, September 23 to 26, in Atlanta, USA.