

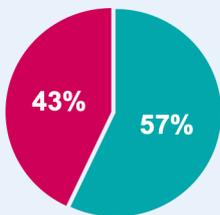
# New Airport Dimensions survey shows increase in demand to gain lounge access

## Growth in demand for lounges

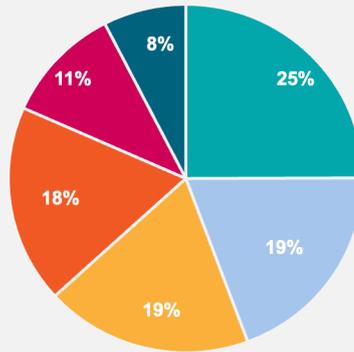
The Transforming Airport Revenue Landscape



Airport lounges are more popular than ever and travelers seem to be happy to pay either directly or indirectly for access



Travelers use an airport lounge at some time



- I get access from my class of travel
- I use Priority Pass to access the lounge
- I get access from an airline elite status
- I pay for access on access on a walk-up basis
- I use Dragon Pass to access the lounges
- Other



Question: Q11 Do you visit airport lounges? If yes, please indicate what % of your airport lounge visits are through each of the following lounge access methods.  
 Base n: 8,562 (100%) visit method breakdown: 4,897 (57%)  
 Filter: -

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ort Dimensions' new Airport Experience Research has revealed that 57% of frequent travelers surveyed visit the lounge at some point during travel.

Along with increased demand to visit lounge spaces is the desire for enhanced retail experiences while enjoying these spaces – and travelers are willing to pay for lounge access. One quarter of travelers visit due to the class of their flight(s), nearly one fifth (19%) access these spaces as part of loyalty programs such as Priority Pass and the same number (19%) via airline membership. A similar number (18%) pay directly for lounge entry.

## Lounge purchase considerations



Quality of proposition, particularly F&B is key in purchase considerations, with less interest in business facilities pointing to a pivot to experiences



Travelers are increasingly using lounge spaces for leisure purposes rather than business. More than half of travelers (56%) use lounges in order to access traditional, business facilities; 78% to enjoy the food available and 68% to gain access to amenities.

## Meeting digital demands in-lounge



The research also revealed the desire of travelers to access digital services while at the lounge. The leading digital priority for travelers was access to flight information, with 83% citing this as their top concern. More than 80% said the ability to order food and beverage online was a draw, while 72% wanted to be able to book lounge amenities digitally.

Also, almost two thirds of travelers (65%) noted that access to online shopping while at the lounge is important. ForwardKeys points out this is a "stark contrast" to the 12% who said access to online shopping at the lounge is not of importance.

Travelers are also willing to pay more for an enhanced journey, with over one third (68%) saying they would be happy to pay for premium food and beverage options. At 56%, more than half said they would be keen to spend money on grooming, personal care and spa services to "further augment" their airport experience.

Travelers also welcomed the chance to engage with brands while at the lounge:

- 70% would be interested in seeing theme and sponsor branded areas in the lounge
- 73% would be open to purchasing products on display in the lounge
- 80% would like the opportunity to sample F&B products
- 73% would be open to sampling perfumes & cosmetics

"The line between the lounge and traditional airport commerce is blurring. While airports in the past have seen lounges as somewhat of a black hole for retail spend, it is now clear that they have the potential to become solid drivers of revenue.

"Whilst these new revenue opportunities are important, we should not forget that the primary function of the airport lounge is to provide an amazing and increasingly customised experience for each guest," says Stephen Hay, Global Strategy Director 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.