

Airport Dimensions welcomes a boost & signals hope for the industry



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Data from Airport Dimensions shows the lounge market could be heading toward recovery, with recent weeks marking the busiest period for the group since the beginning of the global pandemic last year.

From the end of February 2021, Airport Dimensions lounges overall have seen a steady increase in visitors, with lounges across the USA performing particularly well. Airport Dimensions' sleep offering in the Middle East also continues to perform strongly, with occupancy levels exceeding expectations and reaching record levels.

The Club lounges at Dallas Fort Worth International Airport and Cincinnati/Northern Kentucky International Airport have seen the biggest increase in visitors, both performing at well over two thirds of pre-pandemic 2019 visitor rates, with Orlando International Airport ranking a close second.

These increases demonstrate a growth in confidence among travelers. Strict hygiene and safety protocols have been implemented throughout Airport Dimensions lounges from the start of the current crisis and customer reviews reveal that this – along with the reassurance of high-quality customer service – has made travelers feel comfortable along their journey. This year, customer service satisfaction scores have so far averaged 97% in The Club lounges across the USA, while

cleanliness has received an overall rating of 95%.

A move toward more touch-free technology-based options has further contributed to customer satisfaction. In addition to the introduction of contactless check-in at a number of locations, the debut of Ready 2 Order by parent company Collinson, which provides guests the opportunity to order food and beverages from their own devices, has been welcomed by travelers of The Club JAX.

“We’re seeing significant growth across our US division, which fills us with optimism that confidence among travelers, and the travel industry itself, is beginning to return. We’re very grateful to our loyal customers, who can find a safe haven in our lounges away from the hustle and bustle of the airport. The key priority for us is to continue to provide a range of innovative solutions that make our guests feel safe and comfortable during their travels” says Nancy Knipp, President of the Americas, Airport Dimensions.