



Airport Service Quality



Global Airport Survey

1. Questionnaires are completed with responses from passengers interviewed on the day and at the gate so that their experience is current and immediate.
2. Designed to ensure statistical accuracy. Minimum of 1,400 passengers year.
3. Include quarterly performance reports and shared best practices.
4. Every year a number of airports are audited to ensure the accuracy and consistency.
5. Survey results are treated on a confidential basis.

The image shows a sample of the ASQ Survey questionnaire. It is a multi-page form with various sections and rating scales. The sections include:

- ACCESS:** Questions about the availability of parking, accessibility for disabled passengers, and the availability of baggage check-in.
- CHECK-IN:** Questions about the speed of check-in, the availability of self-service check-in, and the availability of baggage check-in.
- PASSENGER SERVICES:** Questions about the availability of information, the availability of assistance, and the availability of special services.
- SECURITY:** Questions about the availability of security services, the availability of baggage screening, and the availability of security assistance.
- AIRPORT FACILITIES:** Questions about the availability of restrooms, the availability of food and beverage services, and the availability of retail services.
- AIRPORT FACILITIES:** Questions about the availability of ground transportation, the availability of parking, and the availability of other services.

The form also includes a section for "Which of the three listed in Question 1 was MOST IMPORTANT to you at this airport?" and a section for "What was your BEST and WORST experience at this airport today?".



Airport Service Quality



About



247 Airports Q2 2014
36 Question Survey

Airport Service Quality



Data

St. Louis

ASQ RANKINGS

	1Q 13	2Q 13	3Q 13	4Q 13	2013	1Q 14	2Q 14
OVERALL SATISFACTION	215	224	220	225	225	255	246
1 Overall satisfaction with the airport	120	140	114	103	123	141	125
2 Overall satisfaction with the airport: business pak	123	154	127	121	137	150	117
3 Overall satisfaction with the airport: leisure pak	100	104	101	78	96	112	114
ACCESS							
4 Ground transportation to / from the airport	97	93	102	85	97	114	87
5 Parking facilities	70	87	97	90	90	124	78
6 Parking facilities value for money	73	92	86	83	92	117	88
7 Availability of baggage carts / trolleys	93	130	137	131	133	199	149
CHECK-IN (AT THE AIRPORT)							
8 Waiting time in check-in queue / line	90	120	83	96	93	99	102
9 Helpfulness of check-in staff	91	102	88	82	82	84	82
10 Courtesy and helpfulness of check-in staff	91	89	86	84	89	99	79
14.5 SHORT / PERSONAL ID CHECKPOINT							
11 Waiting time at passport / personal ID inspection	-	-	-	-	9	-	-
12 Courtesy and helpfulness of inspection staff	-	-	-	-	9	-	-
SECURITY							
13 Courtesy and helpfulness of Security staff	117	111	82	72	94	104	88
14 Helpfulness of Security inspection	93	79	71	76	79	101	78
15 Waiting time at Security inspection	130	130	88	101	111	109	110
16 Feeling of being safe and secure	106	98	89	90	98	96	102
INDICATE YOUR WAY							
17 Ease of finding your way through airport	70	74	66	69	68	76	73
18 Flight information screens	88	72	61	40	69	82	49
19 Walking distance to/from the terminal	86	86	81	48	84	96	83
20 Ease of making connections with other flights	82	34	31	24	27	31	44
AIRPORT FACILITIES							
21 Courtesy / helpfulness of airport staff	88	91	77	71	79	102	91
22 Restaurant / Eating facilities	128	148	120	113	128	140	82
23 Restaurant / Eating facilities value for money	114	109	113	102	111	127	107
24 Availability of taxis / ATMs facilities / money changers	148	101	132	117	136	136	162
25 Shopping facilities	182	170	122	136	180	170	194
26 Shopping facilities value for money	138	142	143	136	143	167	142
27 Internet access / WiFi	166	161	164	162	170	174	160
28 Business / Executive lounges	139	152	144	152	157	160	176
29 Availability of restrooms / toilets	81	88	71	76	76	101	86
30 Cleanliness of restrooms / toilets	92	110	82	74	91	134	108
31 Comfort of waiting / gate areas	92	108	92	86	96	119	113
AIRPORT DEVELOPMENT							
32 Cleanliness of airport terminals	141	156	123	114	142	156	140
33 Amenity of the airport	156	156	145	137	164	177	168
ARRIVAL SERVICES							
34 Arrive passport and visa inspection	80	84	88	73	79	96	72

Rankings

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ACCESS

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Mean Scores

ASQ MEAN SCORES

OVERALL SATISFACTION

1 Overall satisfaction with the airport	3.98	3.95	4.03	4.10	4.02	4.01	4.04
2 Overall satisfaction with the airport: business pak	3.85	3.75	3.86	3.94	3.85	3.85	3.93
3 Overall satisfaction with the airport: leisure pak	4.11	4.09	4.12	4.23	4.14	4.15	4.13

ACCESS

SCORE BY QUARTER

(only significant variations are highlighted - 95%)

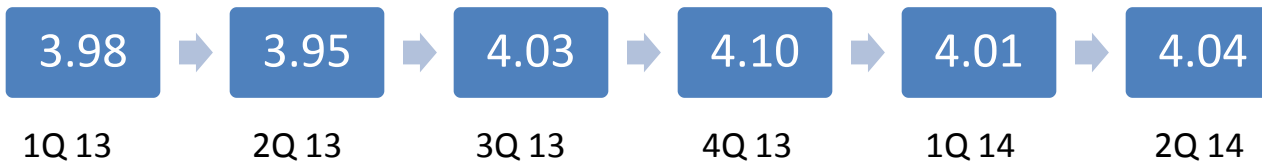
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Airport Service Quality



Overall Satisfaction

2013 Q2	2014 Q2
Global Rank	Global Rank
140 / 224	125 / 247
North America	North America
37 / 41	35 / 41
5-15 Million Passengers	5-15 Million Passengers
45 / 74	43 / 79



ASQ Mean Score

Airport Service Quality



STL Panel Airports



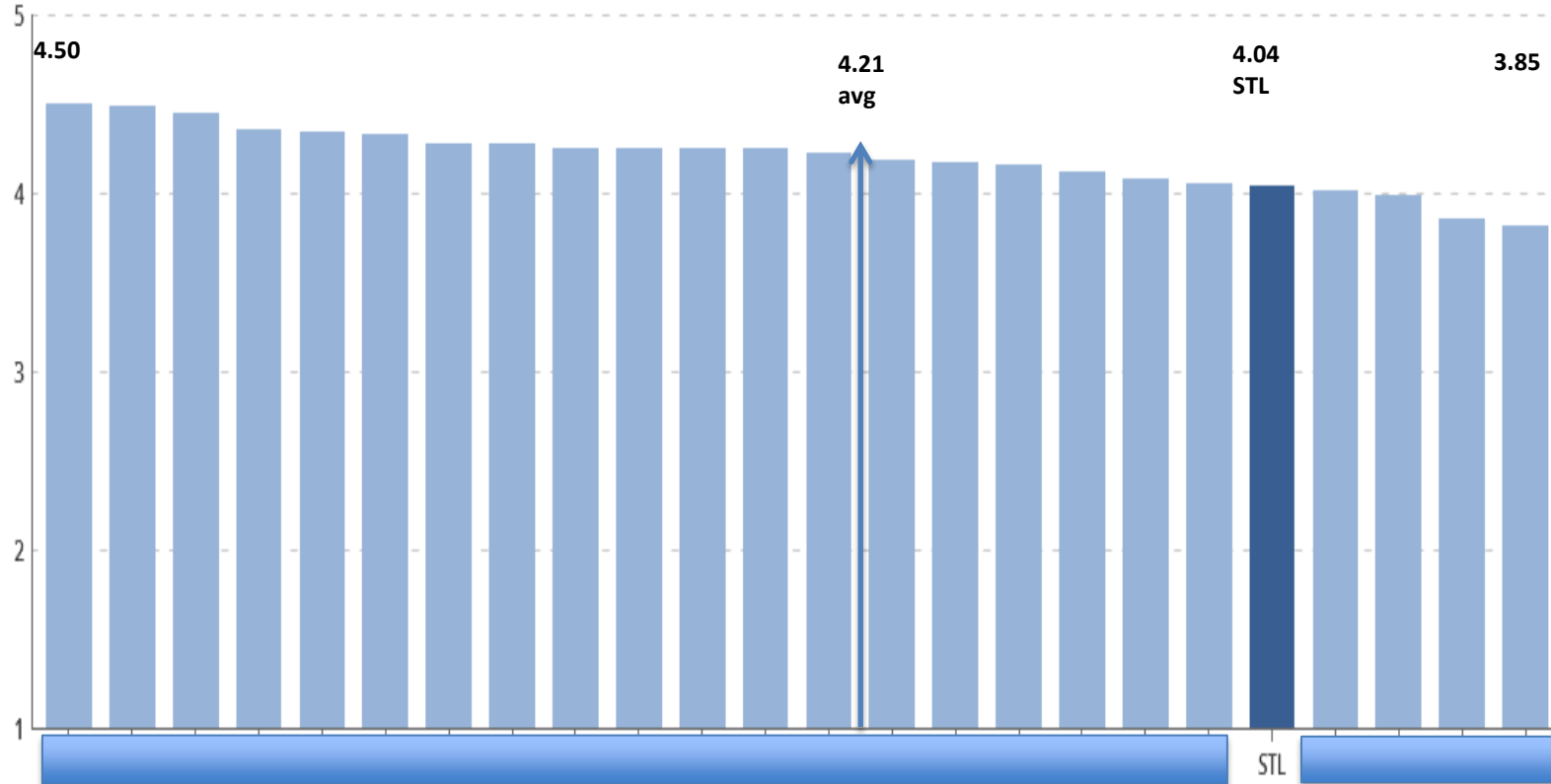
STL + 24 U.S. Airports

Airport Service Quality



STL Panel Airports

Overall satisfaction with the airport



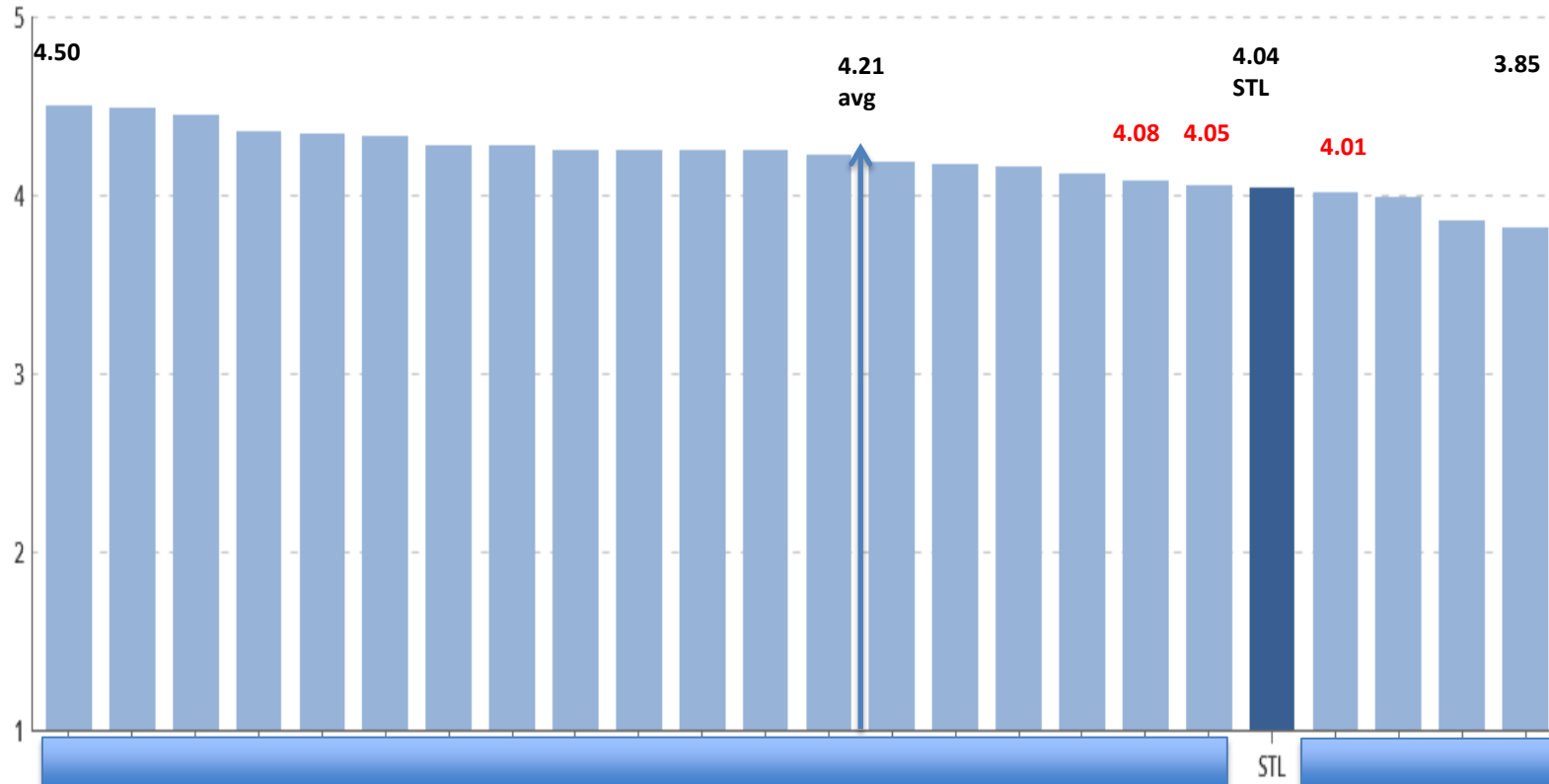
STL Panel Ranking 20/24 +3 vs. Q2 2013

Airport Service Quality



STL Panel Airports

Overall satisfaction with the airport

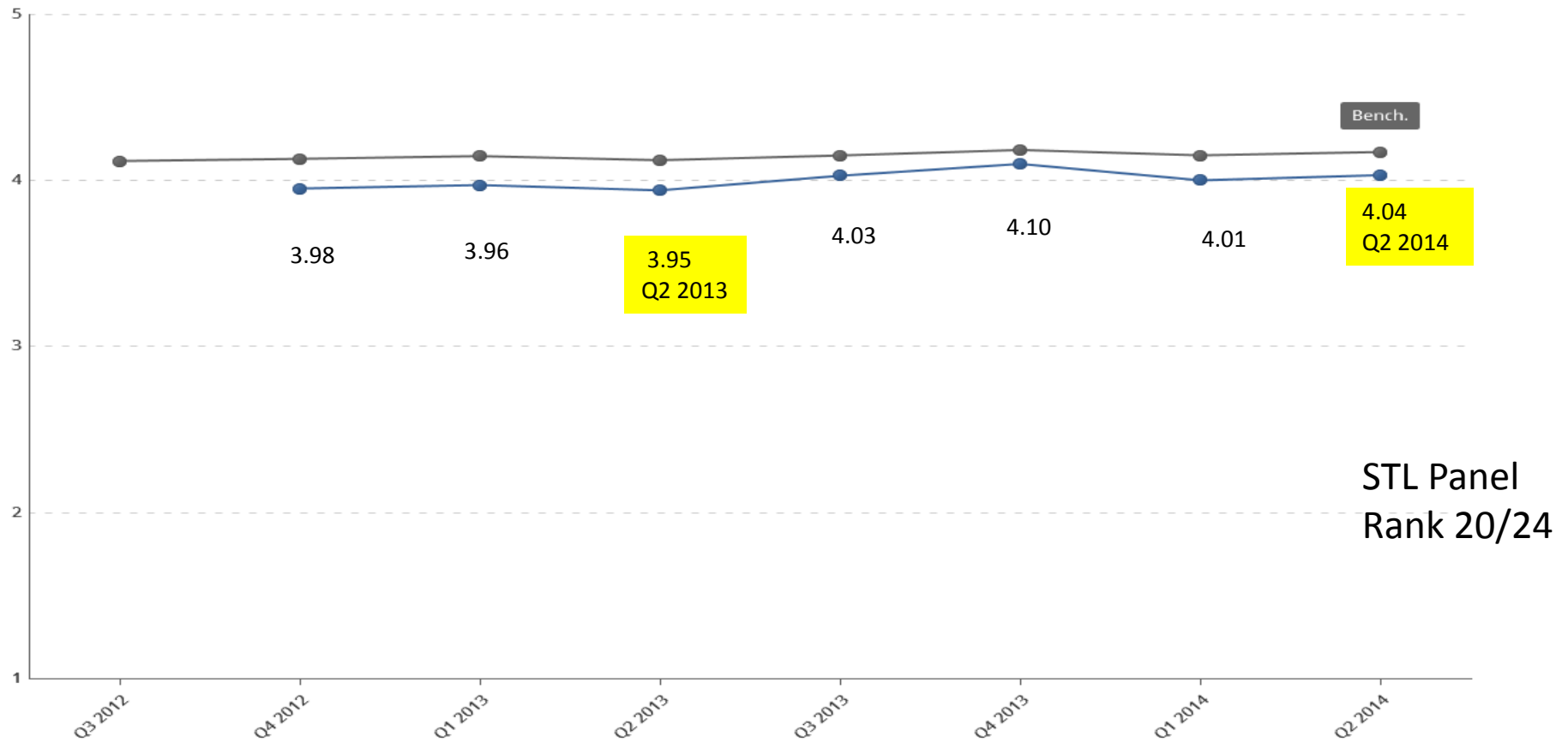


STL Panel Ranking 20/24 +3 vs. Q2 2013

Airport Service Quality

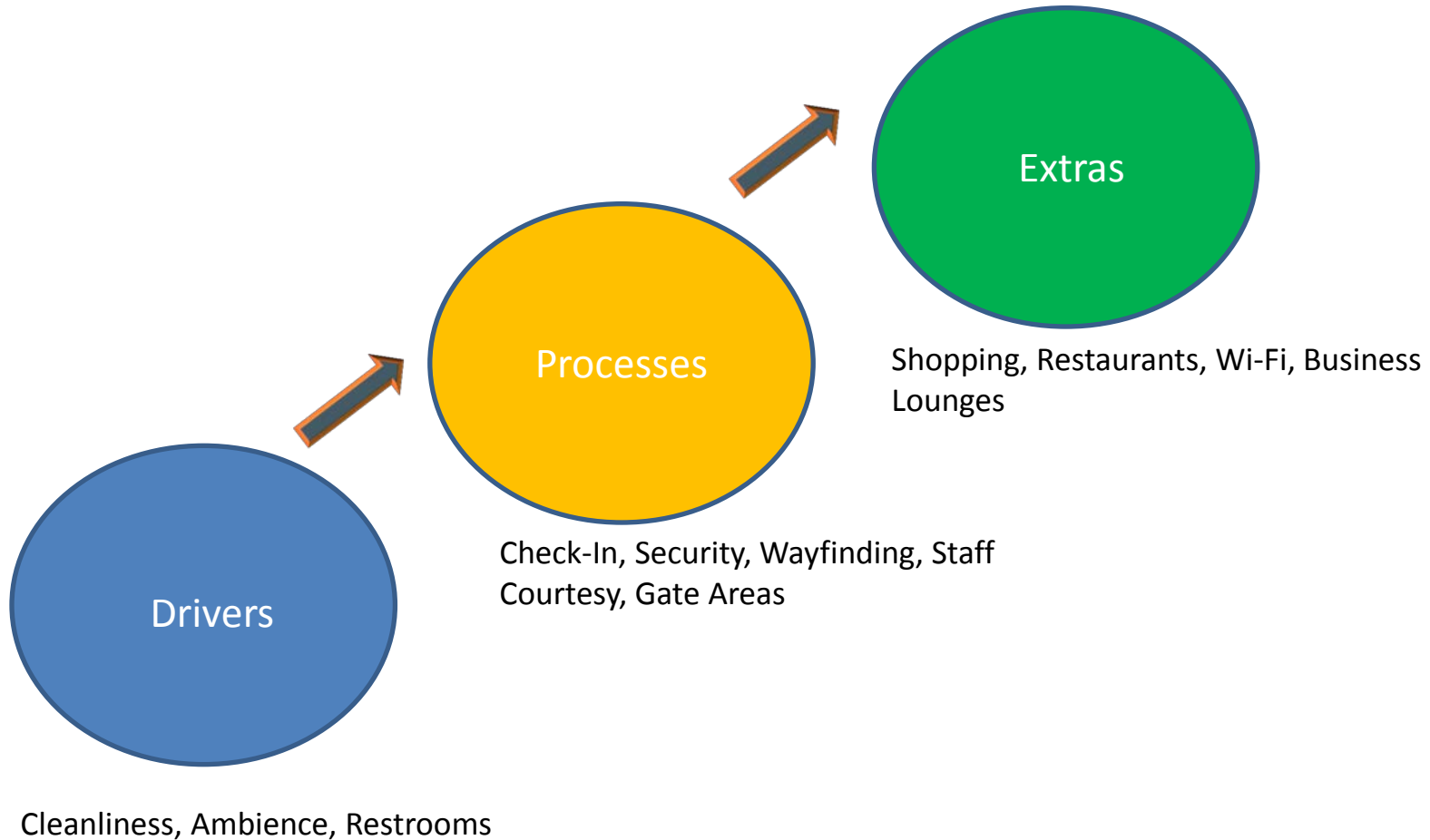


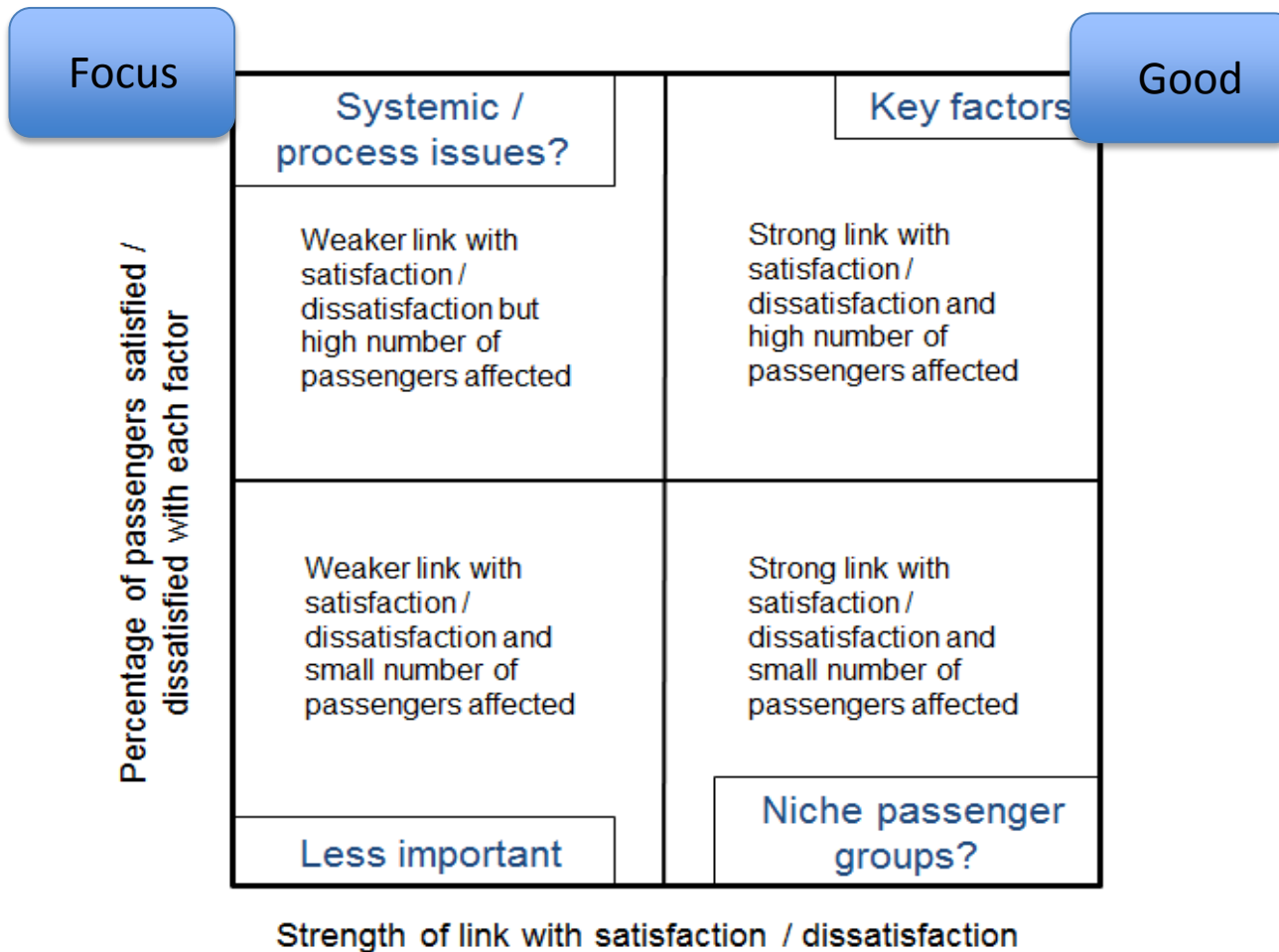
Overall Satisfaction vs. 24 U.S. Airports Panel





Balance 3 Types of Services





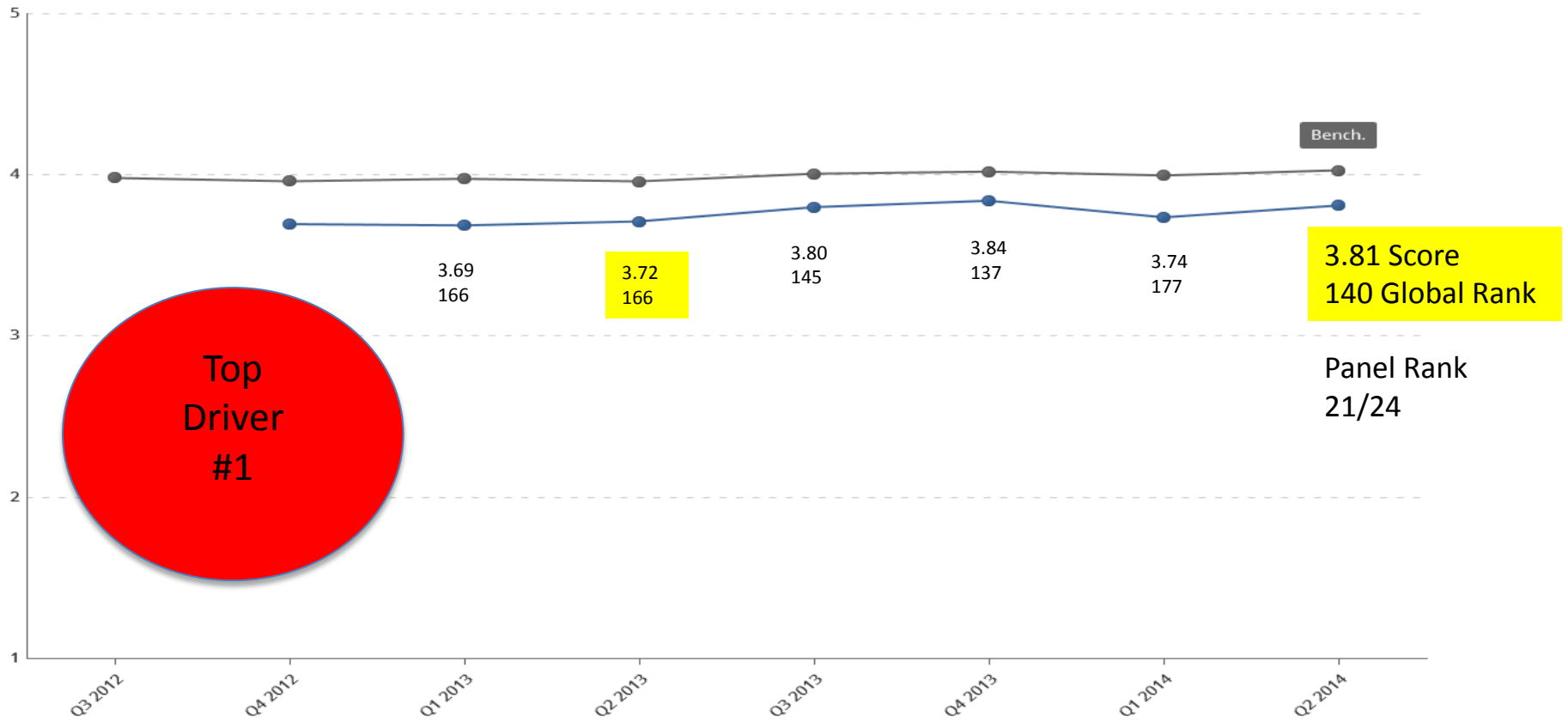


STL's Top 10 Drivers for Overall Satisfaction-2013

<p>Ambience</p> <ul style="list-style-type: none"> • STL ASQ Global Rank 164 	<p>Cleanliness of Airport</p> <ul style="list-style-type: none"> • STL ASQ Global Rank 142 	<p>Comfort of Waiting Areas</p> <ul style="list-style-type: none"> • STL ASQ Global Rank 95 	<p>Courtesy of Airport Staff</p> <ul style="list-style-type: none"> • STL ASQ Global Rank 79 	<p>Availability of Restrooms</p> <ul style="list-style-type: none"> • STL ASQ Global Rank 76
Very Important			Important	
<p>Cleanliness of Restrooms</p> <ul style="list-style-type: none"> • STL ASQ Global Rank 91 	<p>Feeling of Being Safe</p> <ul style="list-style-type: none"> • STL ASQ Global Rank 95 	<p>Restaurant Facilities</p> <ul style="list-style-type: none"> • STL ASQ Global Rank 128 	<p>Courtesy of Security Staff</p> <ul style="list-style-type: none"> • STL ASQ Global Rank 94 	<p>Thoroughness of Security</p> <ul style="list-style-type: none"> • STL ASQ Global Rank 79
Important				

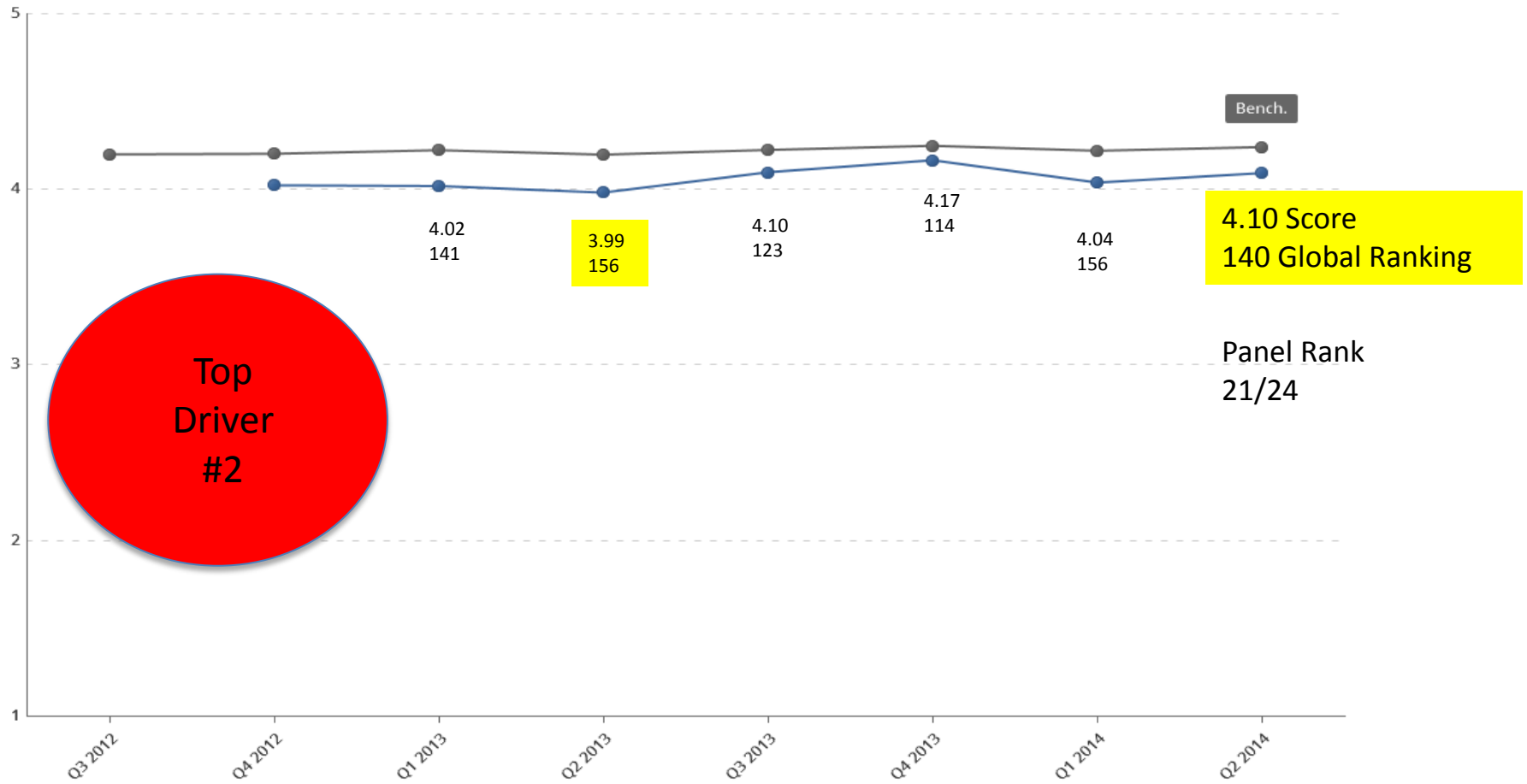


Ambience- Trend



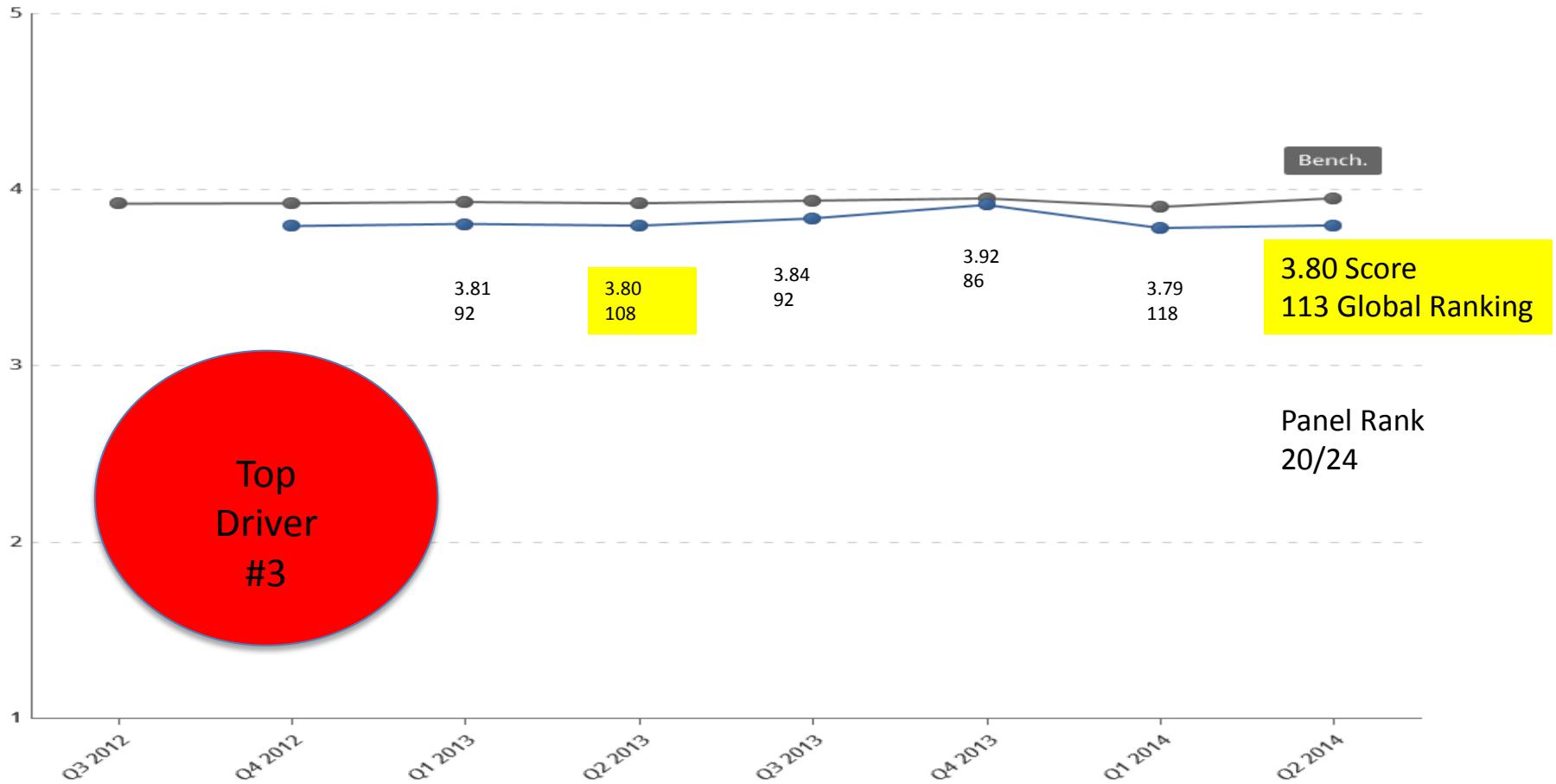


Cleanliness of Airports-Trend



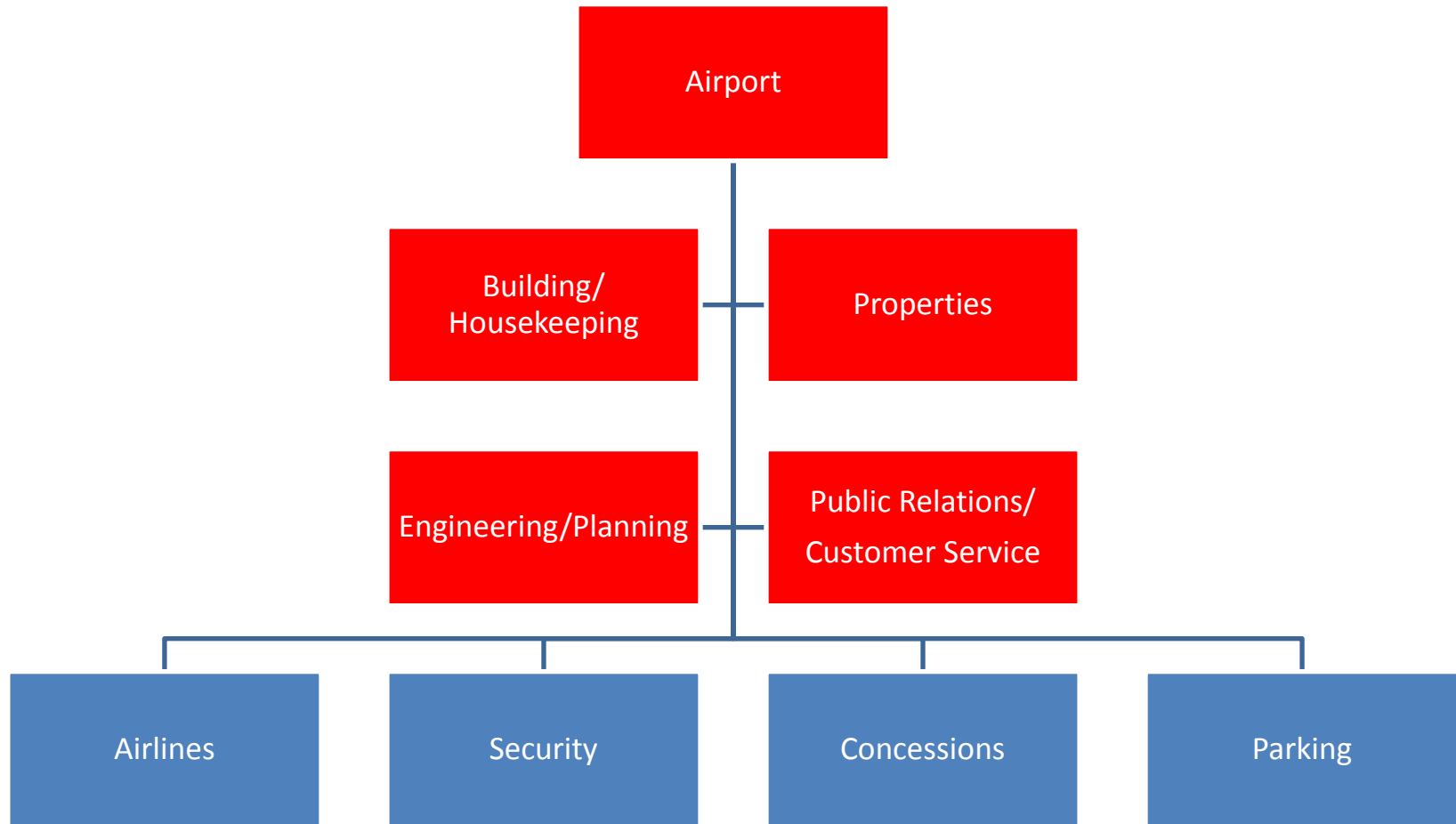


Comfort of Waiting Areas





Analysis into Action





Cleanliness/Ambience

- Priority messaging to all tenants and service providers
- Adopted new cleaning schedule- restrooms/high demand areas
- Added planters in restrooms to improve ambience
- Conducted facility survey to remove clutter (excess signs, chairs, etc)
- Installing tile in Terminal 2
- Replaced or removed worn wall coverings in Terminal 2
- Added accent colors in Terminal 2