

North America Airport Satisfaction Study

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Why do passengers love going to some airports and dread going to others? **Understanding what pleases the flying public and where their priorities lie are the first steps in creating an outstanding airport experience.** Armed with this knowledge, airport managers and administrators can shape the entire customer experience to be as easy, pleasant, and rewarding as possible: from getting to the airport, to checking in, going through security, shopping and eating in the terminal, and getting to the gate.

THE SOLUTION

The **J.D. Power North America Airport Satisfaction StudySM** measures passengers' satisfaction with their airport experience among Mega-, Large-, and Medium-size airports in North America. The study provides actionable insights that can support industry stakeholders in improving their performance and passengers' overall airport experience.

Leveraging J.D. Power Data to Better Understand Competitive Position

The North America Airport Satisfaction Study Index groups the passenger experience into seven factors:

- Airport Accessibility—getting to the airport/leaving the airport
- Check-In/Baggage Check (as applicable)
- Security Check
- Food, Beverage and Retail
- Terminal Facilities (Concourses, lounges, signage, restrooms, gate areas)
- Baggage Claim (as applicable)

FIVE KEY QUESTIONS You'll Be Empowered to Answer



1. What are the factors that drive overall satisfaction among North American air travelers?
2. What is the relative importance of each factor to overall satisfaction?
3. How does the performance of Mega-, Large-, and Medium-size airports differ in North America?
4. What are key areas of strength and weakness for each North American airport examined?
5. What are your top priorities for developing improvement plans that will maximize the customer experience without breaking budgets or wasting time?

Study deliverables Include:

- KPI analysis examining the actions with the greatest impact on customer satisfaction, enabling you to target and prioritize your airport's improvement initiatives
- Personalized competitive data set allowing you to see how your airport stacks up against competitors, the industry, and the highest performers across study factors at the national level
- Access to online data portals for in-depth data analysis
- Executive presentation with management insights, which include customized strategic recommendations, study results, ongoing best practices, and analyses of high-performing airports