Agenda

1. Who are we?

2. What do we do for ICAO?

3. What are other international organizations we work together with?
ACI Structure

636 Members
1,949 Airports
177 Countries & Regions
95% of Global Traffic
Standing Committees

- Economics
- Environment
- Facilitation and Services
- Safety and Technical
- Airport IT
- Airport Security

World Governing Board
Working together with ICAO

• Observer at governance meetings of ICAO – includes Assembly, Council, Conferences
• Observer at ANC – participation in discussions
• Observer on: Committee on Aviation Environmental Protection; Panels such as AvSec, Economic, Aerodrome Design and Operations, RPAS, A-CDM; and on informal study groups
• Attends formal and informal events including symposiums, and ICAO offsite strategy meeting
Representing airport interests with ICAO

Committee on Aviation Environmental Protection, 1–12 February 2016
Aviation Security Panel, 14–18 March 2016
ICAO Air Transport Symposium, 30–31 March 2016
Facilitation Panel, 4–7 April 2016
High Level Climate Conference, 11–13 May 2016
Airport Pavement Expert Group, 13–15 September 2016
ICAO Second World Aviation Forum, 26 September 2016
ICAO Triennial Assembly, 27 September – 7 October 2016
Aerodrome Design and Operations Panel, 7–11 November 2016
Meteorology Panel, 17–21 October 2016
RPAS Panel, 31 October–4 November 2016
Navigation Systems Panel, 29 November–9 December 2016
CAEP/11 cycle - First Steering Group meeting, 5–9 December 2016
Representing airport interests with others
Working with IATA

- Founder members of ATAG
- Joint papers to ICAO
- Mutual participation at events
- Memorandum of understanding
  - Current Annexes: Ground Handling; Automated Border Control; Security Access and Egress; Smart Security; Common Use IT; and, Standard for Data Exchange
  - New annexes: Landside security; insider threat; security information sharing; unruly passengers best practice; end to end baggage tracking; biometric passenger tracking; open data for airport passenger information; beacons – joint recommended practice; human trafficking; and, wildlife trafficking
To wrap-up

• ACI is a strong and effective advocate for the passenger journey, working with industry partners, regulators, international organisations and media to develop and promote improved facilitation and to communicate airport achievements in this regard.
The voice of the world's airports
ACI Airport Service Quality (ASQ) survey and benchmark:
The tool to monitor the Airport Passenger Experience

Sevda Fevzi
Manager, ASQ Strategic Marketing
ACI World

Wednesday, 7 December 2016
ASQ is 10 years old!

To play the video, please visit: http://www.aci.aero/ASQ
What is Airport Service Quality?

ASQ is the only Global Benchmarking Programme measuring passengers’ satisfaction while they are at the airport.

The ASQ Survey provides you with research tools and management information to better understand passengers’ perception of airport’s services:

- How passengers rate the airport’s services
- Which aspects are of particular importance for passengers
- How the airport compares to others around the world
- How passengers’ perceptions and priorities are evolving over time
ASQ Survey is run by over 300 airports surveying over 550,000 passengers per year

ASQ is present in 84 countries:
Methodology – how are the passengers selected?

The ASQ programme is supported by robust quality control and independent audit process to maintain high standards and the integrity of the data collected.

ACI
- Produces Sample Plan
- Provides blank questionnaires

AIRPORT
- Reviews Sample Plan, requests revisions (if needed)
- Conducts fieldwork respecting ASQ rules
- Returns completed questionnaires before deadline

ACI
- Questionnaire processing, scanning, validation, quality control
- Data cleaning, editing, weighting, score calculation
- Release of quarterly data on ASQ Reporting Portal
Touch points of the passenger experience

- Departures
- Arrivals
- Baggage claim
- Customs control
- Flights connection
- Passport control
-Toilets
ASQ questionnaire

Overall satisfaction

Access

Check-in

Passport/ID Control

Finding your way

Security

Arrival related items

Airport facilities

1 Overall satisfaction

30 Service attributes (departure)

3 Service attributes (arrival)

Plus passenger profile and demographic questions, flight information etc.

41 languages available

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Generations in airports
ASQ questionnaire categories: 2015 data

- 16-21: 6%
- 22-25: 12%
- 26-34: 25%
- 35-44: 20%
- 45-54: 17%
- 55-64: 13%
- 65-75: 6%
- 76 and over: 1%

*Please note:
- Based on ASQ Main 2015
- Numbers rounded
Generations in airports
Most important items*: 16-21 group

Age group 16-21 years

①

②

③

*Aggregation of most, 2nd most or 3rd most important
Age group 16-21 years

① Ease of finding your way through the airport

② ________________________________

③ ________________________________

*Aggregation of most, 2nd most or 3rd most important
Generations in airports
Most important items*: 16-21 group

Age group 16-21 years

① Ease of finding your way through the airport
② Internet access / Wi-Fi
③ Waiting time at Check-In

*Aggregation of most, 2nd most or 3rd most important

Top 3 for all age groups
New research in 2016

Guide
ACI Passenger Personas
A new approach to passenger profiling

- The airport enthusiast
- The value seeker
- The friendly vacationer
- The timekeeper
- The sun lounger tourist
- The workman
Summarizing key points:

- An objective tool
- Strong credible methodology / audited
- ASQ is the only global benchmarking programme that gives airports and airport authorities a clear performance comparison with other airports, highlighting the key drivers of satisfaction at each location.
- Support to prioritize investments in infrastructure
- Support for negotiating service level agreements
Summarizing key points:

✓ Helps improve airport passenger experience

✓ Helps monitor performance of your suppliers, management and staff

✓ Helps airports exchange best practices with other airports

✓ Could be used by regulators as a globally recognised, objective method, of measuring customer satisfaction at airports of different sizes and capabilities.
Other useful notes

✓ For further information regarding the annual prestigious ASQ awards, please visit: http://www.aci.aero/Airport-Service-Quality/ASQ-Awards

✓ If you would like to join us at the annual ASQ Forums for 2017, complimentary registration, please email asqforums@aci.aero for further information.

✓ For the full participants list of ASQ member airports, please email Sevda Fevzi: sfevzi@aci.aero