

# Passenger Experience and Airport Revenue

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# TH Airport Consulting – Who we are

## → Independent Consultancy



**Passenger Experience**



**Terminal Planning**



**Airport Processes**



**Aviation Security**

## → International Engagement



- ACI World Business Partner
- Member of ACI Committees and Taskforces

## → Pioneer in Passenger Experience

**Significant Contribution to ACI Guidelines for Passenger Services at European Airports**

**TH is theme leader Passenger Experience for ACI EUROPE**



## → Worldwide Experience

Our team has experience at

**50+** Airports



***We enhance your airport!***

# Passenger Experience as a key success factor

## Satisfied passengers...

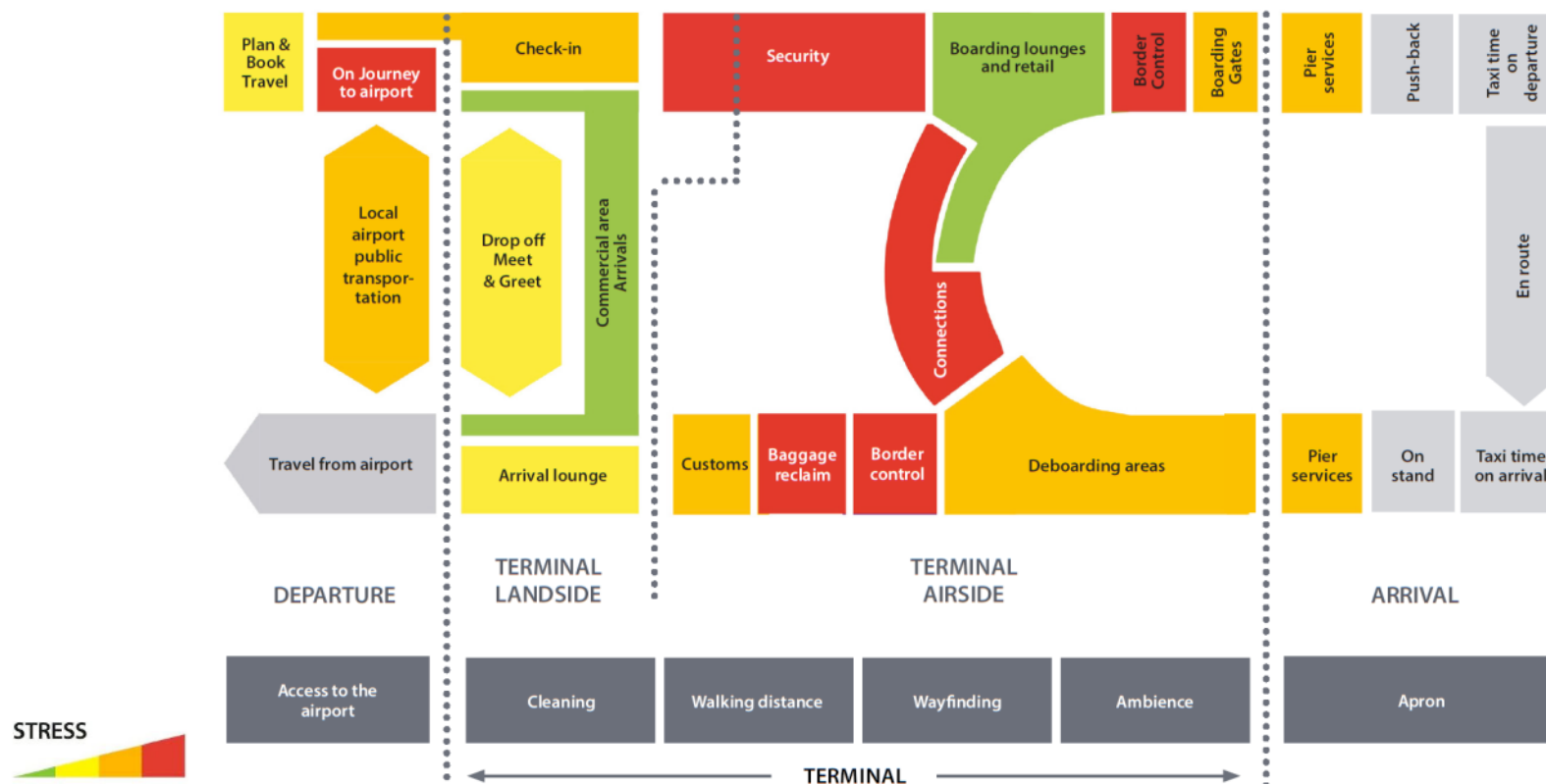
- spend more time and money at the airport  
(1% of increase in passenger satisfaction -> 1,5% Increase in Commercial Revenue)
- recommend the airport to others and share their positive experience via social media
- are loyal and likely to come back

Hence the Passenger Experience is a main factor for airports to differentiate in a competing environment



# Passenger Stress and Commercial Opportunities

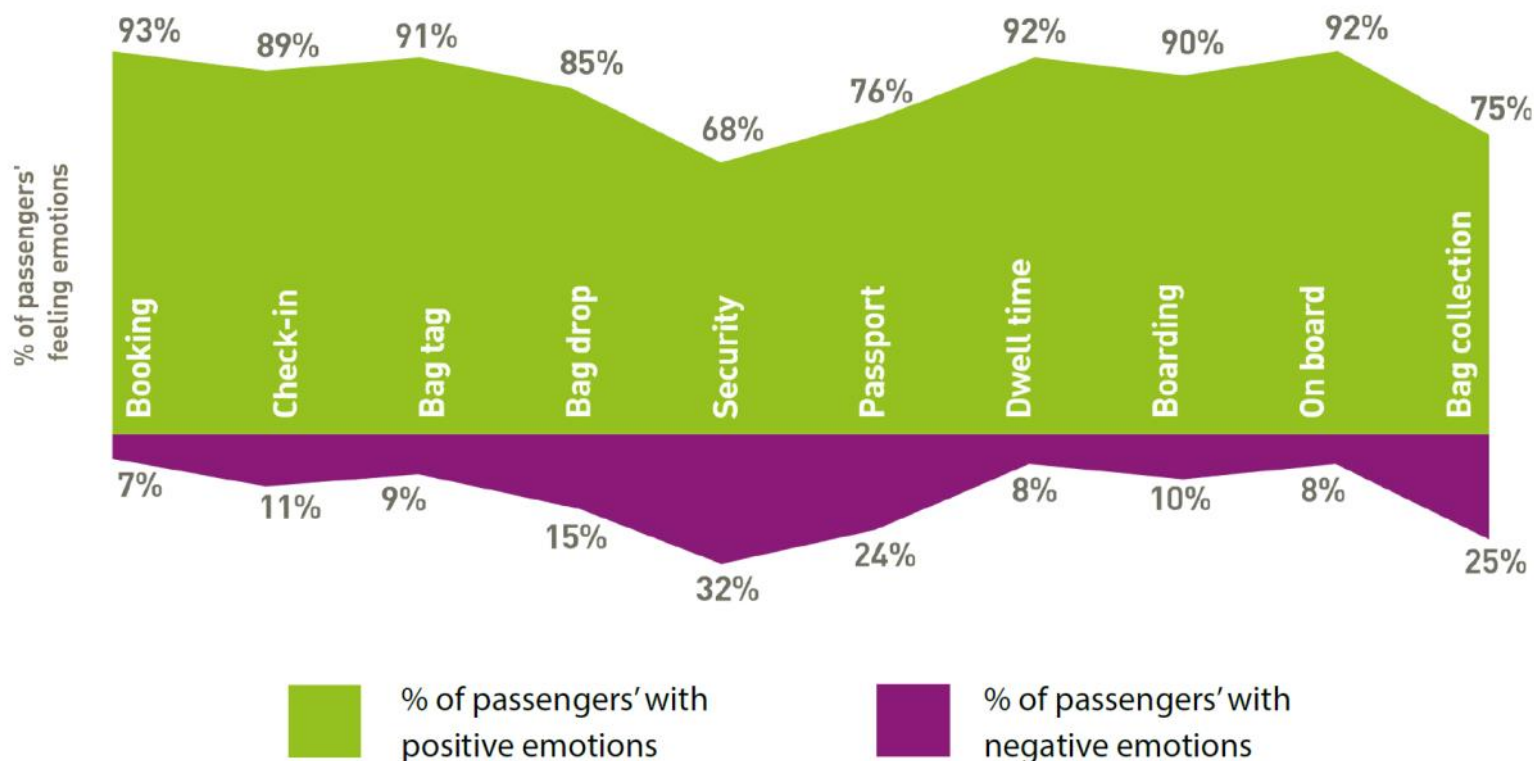
- ✈ Commercial opportunities exist when passengers are less stressed
- ✈ Measures to enhance the Passenger Experience will reduce stress levels



Source: ACI EUROPE Guidelines for Passenger Services at European Airports

# Passengers' Emotions along their Journey

- ✈ Positive emotions prevail along the Passenger Journey and could be further enhanced by the right commercial offerings



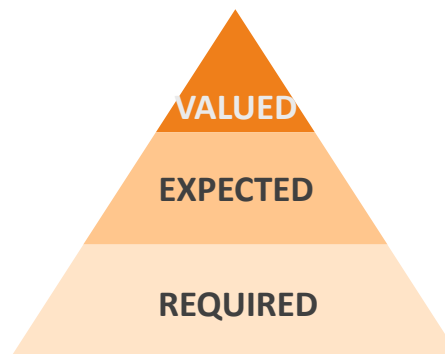
Source: ACI EUROPE Guidelines for Passenger Services at European Airports, SITA

## ACI EUROPE Guidelines for Passenger Services at European Airports

- ➔ Methodology to enhance the passenger experience along the whole travel journey in a systemtic and comprehensive way



PASSENGER SEGMENTATION						
BASIS			IMPLICATION		BEHAVIOUR	GENERATION
Airline Product	First/Business	Economy	Low cost	Long stay	Baby Boomers	X
Personal needs	PRM	UM	Elderly	Short stay		Y
Frequency	Frequent	Few times	First time	Long traveller		Z
No. of People	Groups	Family	Alone	Short traveller		



Passenger identification  
and segmentation

Analysis of needs  
and expectations

Enhancing the Passenger  
Experience: 3P Approach

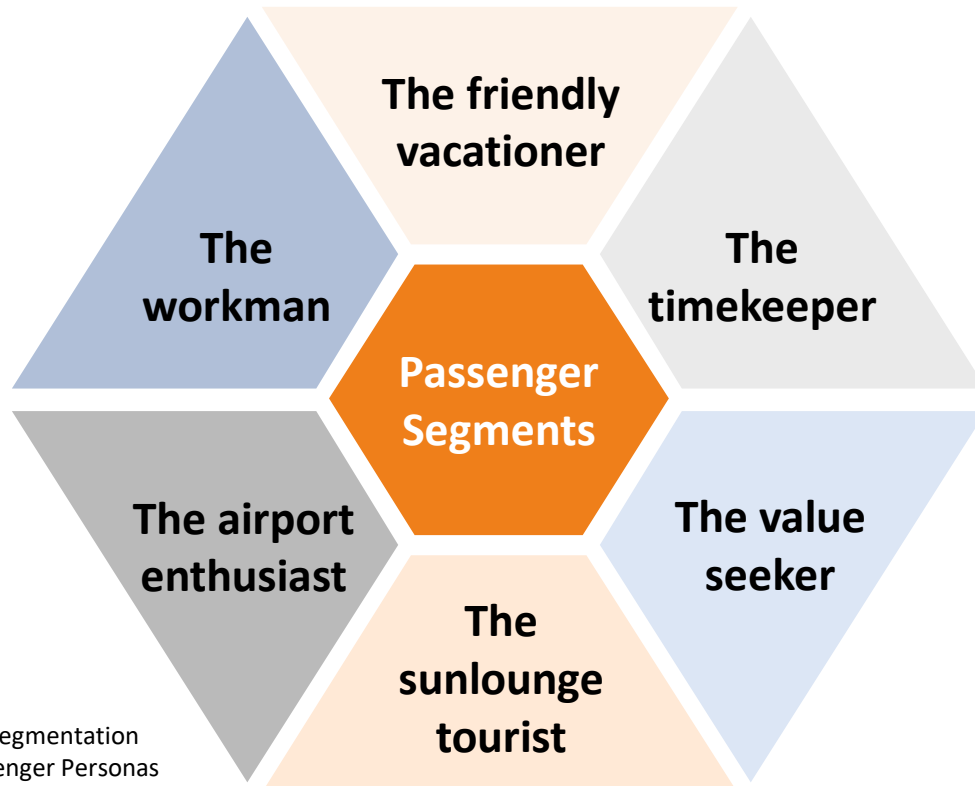


# Passenger Identification and Segmentation

- ✈ What are the main passenger groups at your airport?
- ✈ Which strategic relevance will they have?



© Swedavia

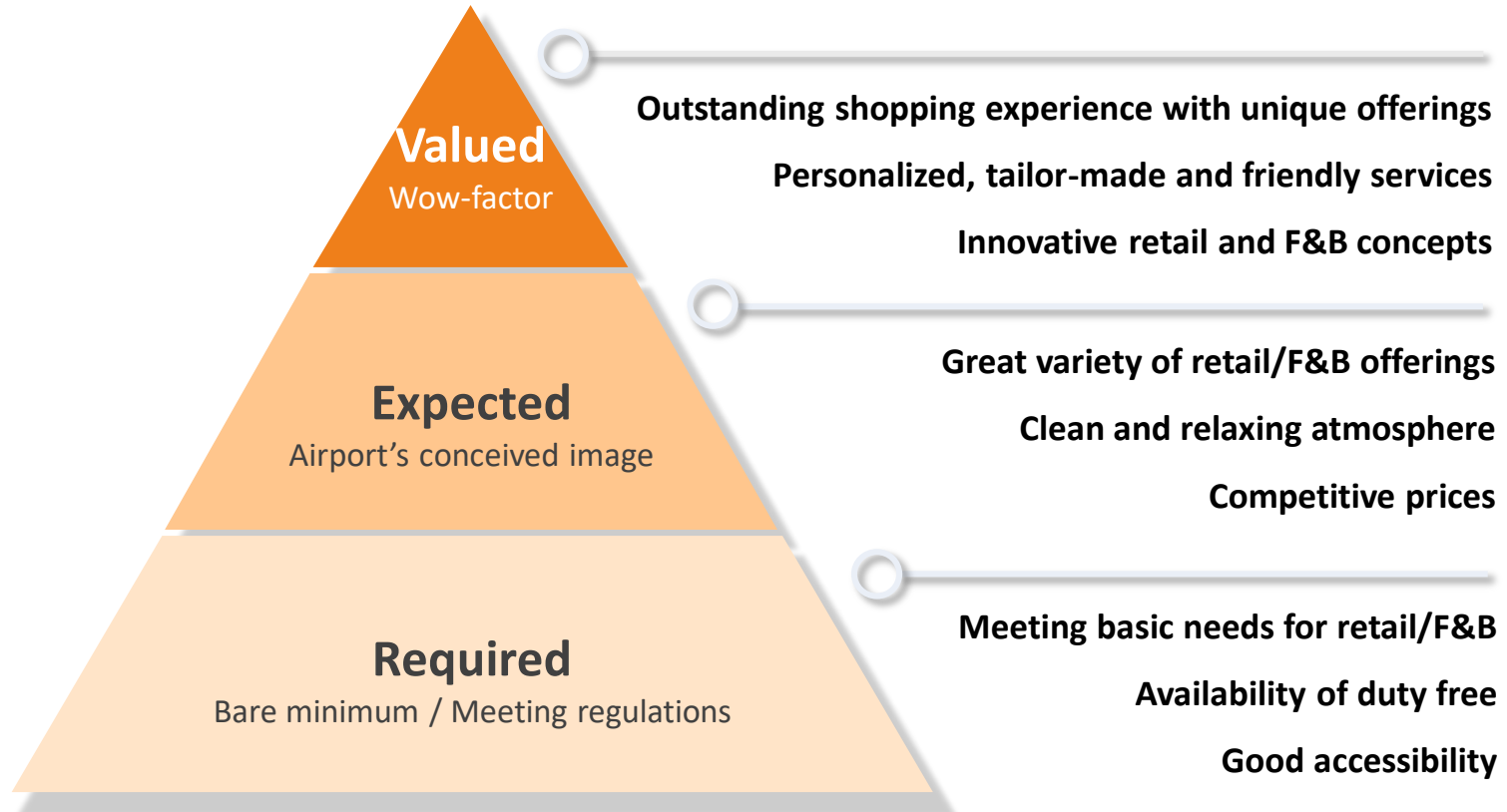


Sample segmentation  
ACI Passenger Personas

- Specific needs of this segment:**
- Speed, comfort and cleanliness
    - Good retail and F&B quality
  - Eager to encounter an entertaining experience

# Analysis of future Needs and Expectations

- ✈ What will be the needs and expectations of each passenger segment?
- ✈ Development of specific Passenger Perception Pyramids



Sample pyramid



## Enhancing the Passenger Experience to generate Revenue



Nice Ambiance



Spacious environment



Natural wayfinding

### Initiatives (Examples):

- ✈ Providing a “Sense of Place” through local elements
- ✈ Improved visibility through lightening, colors and features
- ✈ Spacious shopping and F&B set-up
- ✈ Offerings along the natural passenger flow routes

## Enhancing the Passenger Experience to generate Revenue



**Diverse and good service offerings at right location**



**Reliable and comprehensive Information**



**Shorter waiting times at airport processes**

### Initiatives (Examples):

- ✈ Pre-order, home and gate delivery services
- ✈ Take away at gate; duty free on arrival
- ✈ Utilization of choice of technologies and social media to provide information
- ✈ Automated passenger processes to reduce waiting and to give pax time to spend

# 3P Approach – People (Staff)

## Enhancing the Passenger Experience to generate Revenue



**Skilled and competent staff**



**Good availability of friendly and helpful staff**



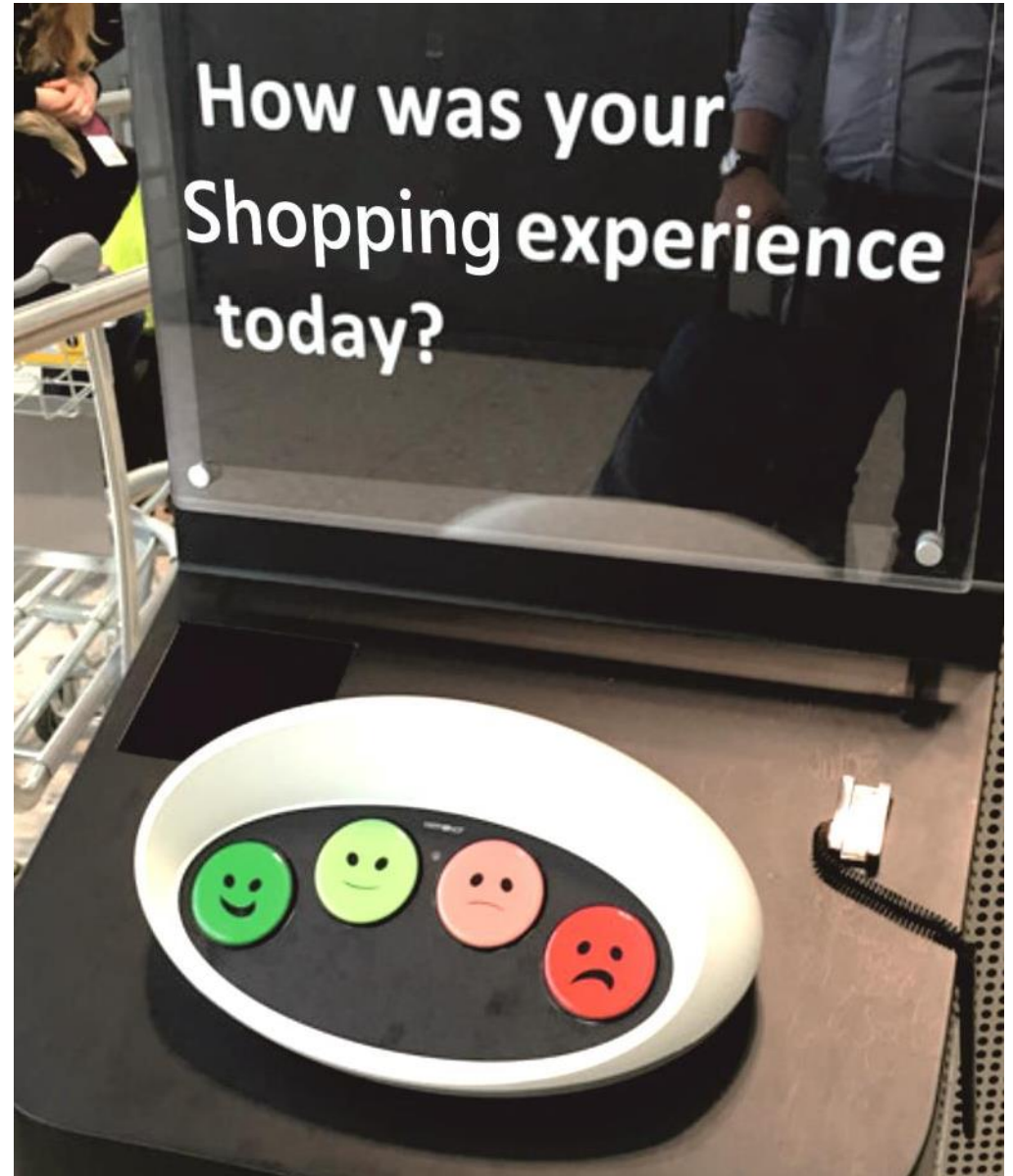
**High degree of hospitality**

### Initiatives (Examples):

- ✈ Employment of staff with language skills, cultural diversity awareness and attitude
- ✈ Passenger Experience Training of staff
- ✈ Staff performance monitoring with constant measurement
- ✈ Staff as “airport ambassadors”



# Ask your own Passengers!





**Thank you very much for your attention!**

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