ADS
Airport Demographics Survey

Airport Demographics Survey
Programme brief

2015

DKMA

www.dkma.com

The Airport Demographic Survey (ADS) is a passenger segmentation study providing **all the insight you need to plan successful commercial, operational, marketing & route development strategies**

Identify key segments

Learn where they come from and where they want to go

Understand how they want to use your airport

How it will help you

Some of the key questions the research **will help you answer**

Who are our key passenger segments and what do they expect of our airport?

What new routes should we seek to launch?

What types of brands or services do different passenger groups want?

Why do passengers choose to fly through our airport? What are their motivations to fly?

Where do local passengers live and what transportation options do they use to reach the airport?

How much time do passengers spend in our airport and how do they like to kill time?

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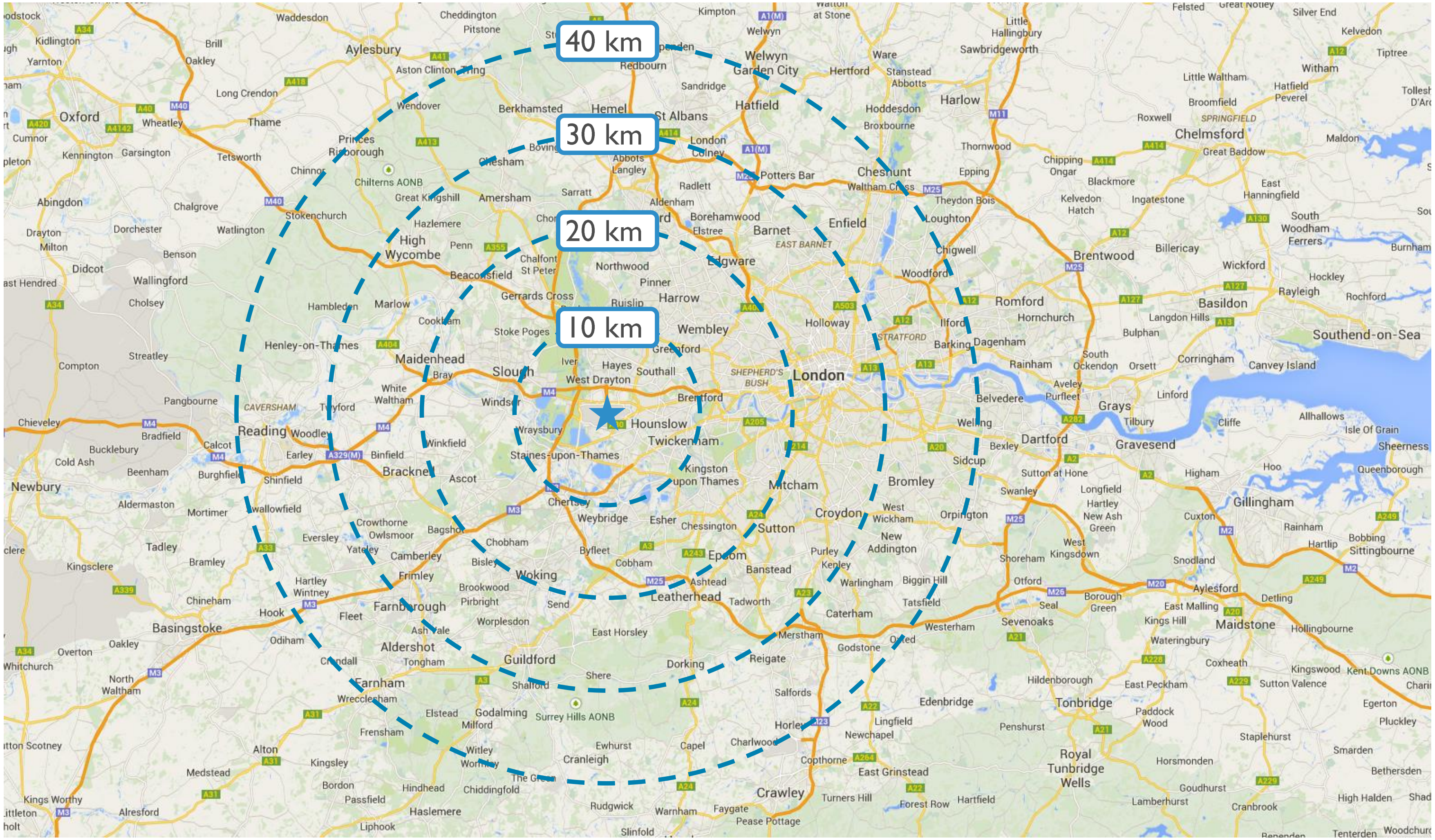
Demographics Survey in action – sample analysis

Identify your catchment area and make sure marketing & communication efforts are on target



Demographics Survey in action – sample analysis

Identify most profitable passenger groups, get a detailed picture of their travel habits & preferences so you can design the airport experience they want

- Young female traveller, high income, no children
- Travels several times per year usually on week-ends, mainly to European cities
- Uses public transportation to get to the airport
- Prefers self-service or mobile options for check-in
- High spend in F&B (mainly served restaurants) and shops (duty free cosmetics)

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Demographics Survey in action – sample analysis

Identify preferred destinations and **plan the routes your passengers want**

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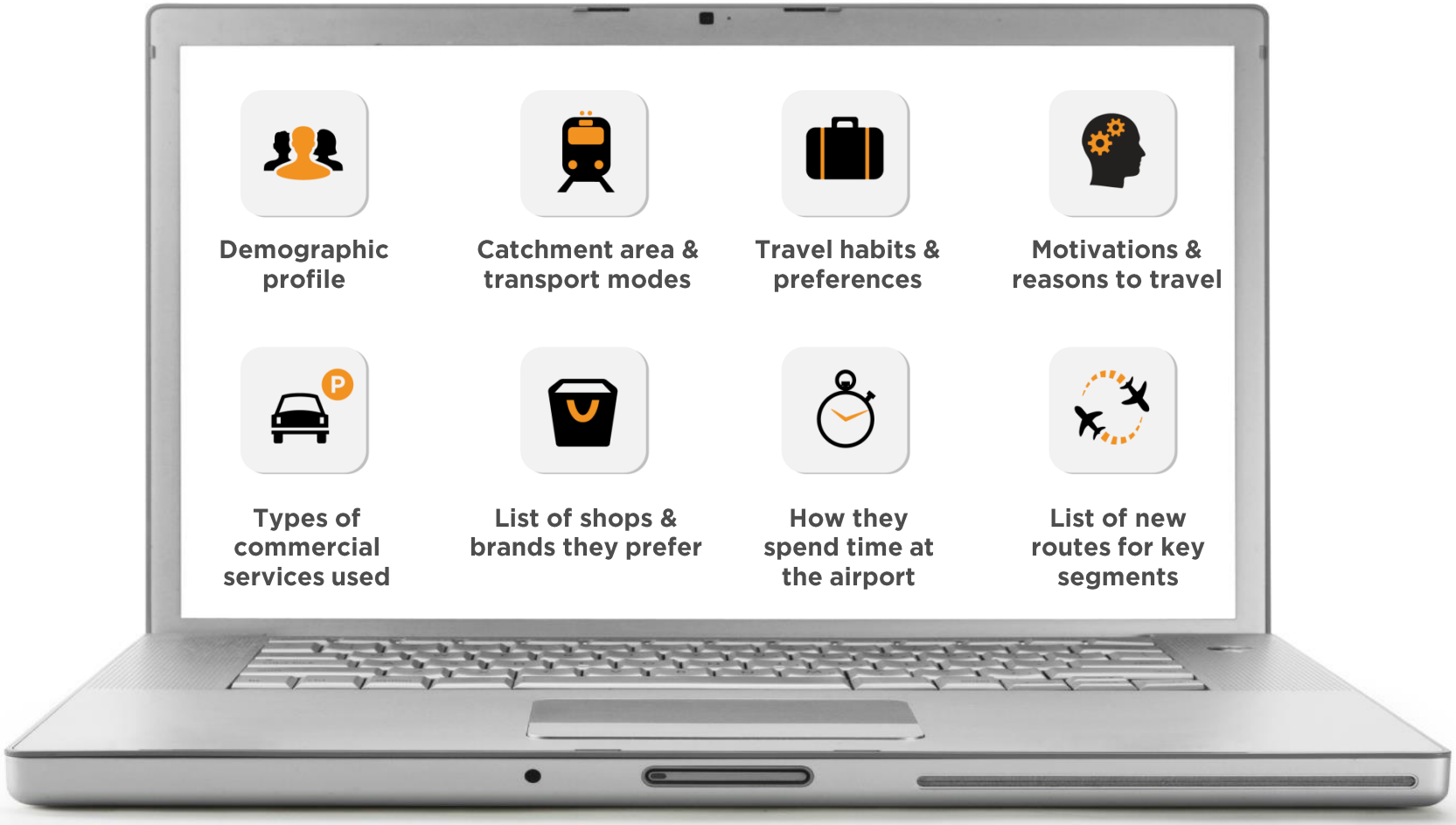
Demographics Survey in action – multi-purpose data

1 single segmentation the whole airport can use



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Research goals

All the data & insight you need to **plan successful commercial, marketing & route development strategies**

Learn who your passengers are

Detailed segmentation of departing passengers & catchment area analysis to see where they come from

And where they want to go

Get lists of preferred destinations for key passenger segments & new routes they would like you to offer

What they want from your airport

Get full profiles of key segments covering their travel & shopping habits, preferences and why they chose your airport

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Research concept

Passenger research to help you **improve your airport's commercial offering**

Tablet based
For rapid reporting & maximum flexibility

Two annual surveys to capture seasonal variations in traveller profile
Minimum sample of 2,000 interviews per wave to enable segmentation & drilling down into the data

Simple to implement
The research is performed using our passenger survey app. All you need to do is organize fieldwork for the survey.

On the day surveying
Passengers complete survey in the gate area prior to boarding, while the airport experience is still fresh in their mind

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Tablet convenience

Simple, easy to use, hassle free

Research app
DKMA designed app specifically created for airport research

Survey Library
Access to full library of DKMA airport-specific surveys (non-benchmarking)

Simple fieldwork
Can be filled in by passenger or fieldworker

Tailored to your needs
Add or remove questions according to your needs

Hassle free
Data uploads automatically to DKMA servers via Wi-Fi

On demand reporting
Possibility of rapid interim reporting during the quarter

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Get the full picture

Combine with the Airport Consumer Survey to **get a 360° view of your commercial experience and boost your sales**

Airport Demographics Survey

Make sure your commercial offering is on target

- Identify key customer segments & their preferences
- Segment customer groups according to importance and value

Airport Consumer Survey

Improve the sales success rate and the purchasing experience

- Monitor all aspects of your commercial offering
- Benchmark with leading airports from around the world
- Systematically improve sales performance

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About DKMA

DKMA has offices in Geneva and Montreal. We help over 300 airports worldwide **maximize satisfaction & spending without investing a lot of money by working smarter, not harder**.

Our story

DKMA was formed in 2005 and one of its first projects was to develop and manage the Airport Service Quality initiative in partnership with ACI.

Since then, we have become one of the world's leading airport market research consultancies, specializing in helping airports grow their non-aeronautical revenue by delivering an improved passenger experience.

Over the years we've worked with over 300 airports around the world as well as airport management groups, banks, investors and concessionaires.

Our services

- Passenger research
- Service quality advisory
- Service quality management training
- Traffic forecasts

What makes DKMA unique

- Airport service quality expertise gained from launching & developing the ASQ initiative in partnership with ACI
- Unique framework for managing service quality. We know what works and what doesn't
- We work exclusively with airports and understand what you do

Some of the airports we are helping

GENÈVE AÉROPORT
AVINOR
Adelaide Airport
KEF KEFLAVIK INTERNATIONAL AIRPORT ISAVIA
AIRPORTS COMPANY SOUTH AFRICA
DENVER INTERNATIONAL AIRPORT TOGETHER WE SOAR
YYC™ CALGARY AIRPORT AUTHORITY
Dubai Airports
Tampa International Airport

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Ready to get started?

Want a **detailed segmentation of your passengers?**
Contact DKMA to request a quote or to set up the Demographic Survey at your airport

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