



## **Armstrong International Releases Passenger Survey**

FOR IMMEDIATE RELEASE --- April 2, 2007 --- Things are looking up at the Louis Armstrong New Orleans International Airport -- in the most literal sense!

A survey completed in December of 2006 at the Airport has revealed a favorable picture of the business of flying into and out of Armstrong. Conducted by the nationally recognized consulting firm UNISON MAXIMUS of Chicago, and from a four day sampling of twelve hundred departing passengers, the report paints a positive picture of Armstrong's continued post-Katrina resurgence.

This was the first major survey conducted by the Airport since Katrina. The goal was to update profiles that would identify changes in passenger characteristics and behavior while measuring consumer satisfaction, assessing the effectiveness of concessions and services, and identifying opportunities to expand or enhance the terminal's facilities and services. Previous surveys with a similar purpose were conducted in 2000 and 2003.

The survey indicates that Armstrong is seeing an increased number of affluent passengers as well as a higher academic background among local resident travelers. The report also indicates a significant increase in 'business only' travelers for the year 2006 over that of 2003.

The percentage of passengers flying from Armstrong for 'business only' purposes in 2003 was at 22%. That figure has increased to 37% for 2006, nearly doubling from pre-storm years. The one notable downward trend within the report, related to Conference Travel, is the City's post-Katrina decline in convention and conference business that was apparent in comparing 2003 to 2006 numbers.

The survey rated attitudes of passengers in over 70 individual topics under seven categories and found high satisfaction among passengers with the check-in process, employee courtesy and wait time in the security system, and getting to and around the terminal. Armstrong's food and beverage and retail concessions also scored a large number of satisfied or very satisfied passengers.

A more efficient security screening approach shows up in 75% of respondents stating they needed 9 minutes or less to clear the security check point, faster than TSA standards.

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“When asked which of the Airport's characteristics were of greater or lesser importance, the respondents indicated the cleanliness of its restrooms and airport check- in services to be of primary concern, with security checks and the courtesy of terminal personnel next in line,” state Interim Director of Aviation Sean Hunter. “We are using survey tools like this one to identify those areas that need our further attention putting our focused efforts toward improvements in every part of Airport operations that require it.” ”

Armstrong leadership was pleased with the survey results. Board Chairman Dan Packer believes there are positive indications that the Airport is strongly moving forward in its hurricane recovery mode. “We are coming back quickly as a vibrant Airport in every sense,” Packer stated.

Armstrong's Interim Director of Aviation Sean Hunter echoed Packer's remarks and expressed his gratitude to the commercial carriers who have given the region's Airport a resounding vote of confidence with their growing numbers of flights. “We are also very confident that the area's convention and tourism numbers will show significant increases this year,” Hunter stated.

Copies of the UNISON MAXIMUS report can be found on the Airport's web site under latest news.

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**Presentation to the  
New Orleans Aviation Board**

**PASSENGER SURVEY**  
**Louis Armstrong New Orleans International Airport**  
**February 2007**





## PROJECT OVERVIEW

### Three Surveys During Last Six Years:

- 2000, 2003, and 2006

### December 2006 Survey Objectives:

- Update profiles to identify changes from Hurricane Katrina
- Identify changes in passenger behavior
- Assess effectiveness of concessions and services
- Measure customer satisfaction
- Identify opportunities to expand or enhance Airport facilities and services

### 2006 Survey Sample:

- Four days, December 5-8 from 6:00 a.m. to 8:00 p.m.
- 1,200 departing passengers
- Margin of Error:  $\pm 2.75\%$



1. Unison-Maximus, with its DBE subcontractor Consolidated Management Services, conducted a passenger survey during the first week of December 2006. This survey was the third during the past six years.

2. The survey objectives:

- a) Update the passenger profile to learn the effect of Hurricane Katrina on the Airport's passenger base;
- b) Learn the effect of Hurricane Katrina on travel characteristics and passenger shopping behavior;
- c) Assess attitudes and passenger satisfaction with the airport facilities and concessions; and
- d) Identify opportunities to enhance the airport experience in terms of facilities and services.

3. We surveyed approximately 1,200 over four days at various times during the day. The margin of error is approximately "plus or minus" 2.75%.



## PASSENGER PROFILE

### **DEMOGRAPHIC CHANGES:**

- Fewer Out-of-State Visitors
- More Affluent Passengers
- Older Passengers

### **TRAVEL CHARACTERISTICS:**

- More Business Passengers
- Fewer Conference/Convention Travelers
- More Frequent Airport Users
- Shorter Dwell Times



What's different about the passengers since Hurricane Katrina?

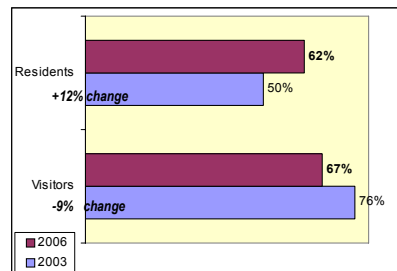
1. The Airport now has fewer out-of-state visitors: 57% of the passengers are from out-of-state in 2006 versus 70% before Katrina.
2. The passengers are more affluent: 54% have household incomes in excess of \$80,000, versus 35% in 2003. This is especially pronounced for residents of the region.
3. The passengers are older. 70% are over 35 versus 54% in the previous survey.
4. There are more business travelers and, obviously, fewer travelers who are in New Orleans for a conference or convention.
5. Finally, consistent with the increase in business and resident travelers, the typical passenger has uses the Airport more frequently and has a shorter dwell time.



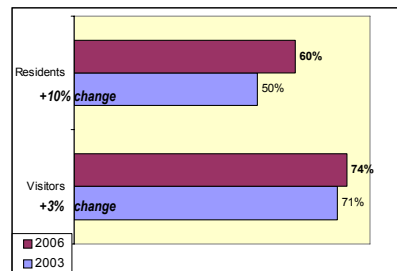
## CHANGES IN LOCAL MARKET

Changes in demographic and trip characteristics are more pronounced for local resident travelers

% of Passengers w/ College Degree



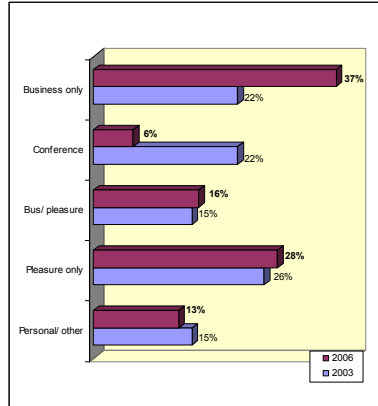
% of Passengers w/ Income \$60,000+



Some characteristics of the local resident traveler were especially noticeable.

1. The local passenger has a higher level of education than in the 2003 survey: 62% have college degrees versus 50% in 2003.
2. As mentioned earlier, there is a higher household income; and
3. 46% of today's local, resident travelers are in professional and executive occupations versus 29% in 2003.

## TRIP PURPOSE



### Business Travelers

| Year   | Pro Forma Enplanements | Market Share | Total Number |
|--------|------------------------|--------------|--------------|
| 2005   | 5,157,000              | 22%          | 1,135,000    |
| 2006   | 3,971,000              | 37%          | 1,469,000    |
| Change | (1,186,000)            |              | 334,000      |

### Conference Travelers

| Year   | Pro Forma Enplanements | Market Share | Total Number |
|--------|------------------------|--------------|--------------|
| 2005   | 5,157,000              | 22%          | 1,135,000    |
| 2006   | 3,971,000              | 6%           | 238,000      |
| Change | (1,186,000)            |              | (897,000)    |

As expected, there has been a dramatic realignment of the travel market. Business travel is up substantially as a share of the current passenger market, and conference/convention travel is dramatically lower. Other travel purposes have remained relatively constant.

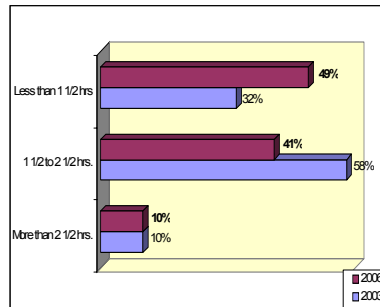
In terms of actual passenger traffic, the decline in conference/convention travelers represents almost 900,000 enplaned passengers per year (on a pro forma basis). This represents fully 75% of the Airport's actual reduction in enplanements since Katrina.

## TRAVEL CHARACTERISTICS

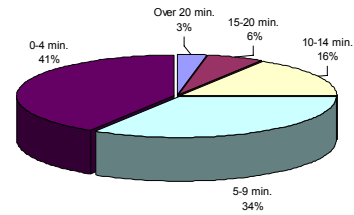
Despite shorter dwell times, discretionary times are still long due to efficient security screening lines



**Dwell Times are Shorter Than in the Past**



**Efficient Security Lines**



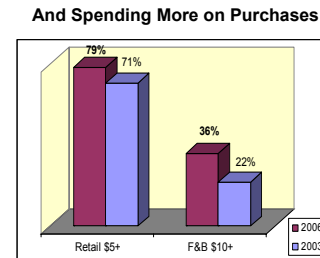
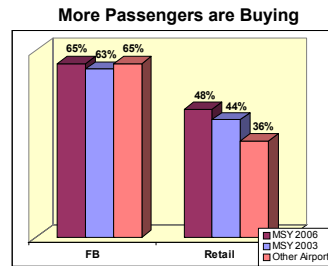
Consistent with business and local resident travelers, dwell times are shorter: 49% of the passengers arrived at the airport less than 1-1/2 hours before their flight, up from 32% in the previous survey.

But, security screening is more efficient. Seventy-four percent of passengers reported screening times of less than 10 minutes, within TSA standards.

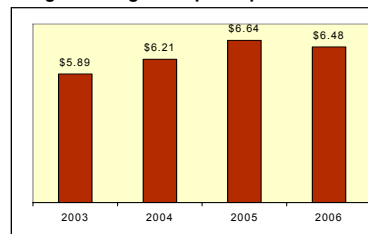
So, despite shorter dwell times, efficient security leads to more usable time for passengers at the Airport.



## SHOPPING BEHAVIOR



**Leading to Strong Sales per Enplaned Passenger**

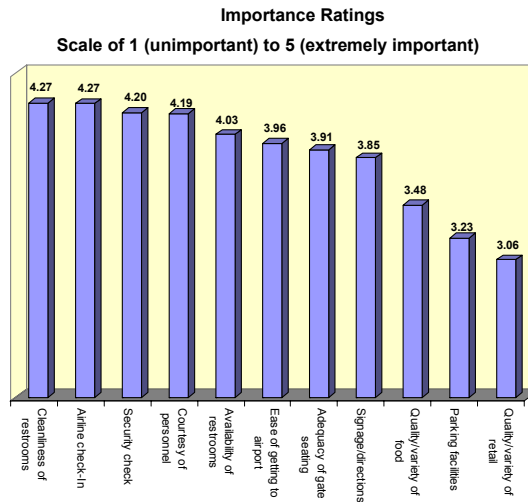


Passengers are using some of this available time for shopping. Further, in terms of actual expenditures, passengers are satisfied with the Airport's concessions program.

1. Food and beverage shopping has remained relatively constant at a very good "capture" rate. Sixty-five percent of passengers make a food & beverage purchase, which is a larger share than many other airports.
2. There has been a steady increase in the number of passengers making retail purchases.
3. Passengers are spending more. Of those making purchases, 79% spend more than \$5.00 on a retail purchase and 36% spend more than \$10.00 on food & beverage purchases. These rates are both up substantially since the previous survey.
4. On the whole, New Orleans enjoys strong sales per enplaned passengers, above average for other medium hub airports.



## IMPORTANCE OF AIRPORT CHARACTERISTICS



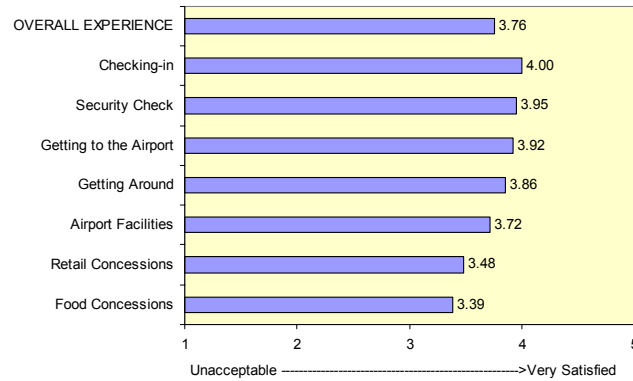
Surprisingly, however, concessions are apparently less important to passengers. Not “unimportant,” since the Importance Rating is above average, but fewer passengers view concessions as “extremely important” than other aspects of the travel experience.

What is important? Cleanliness of the airport, especially the rest rooms. And a convenient, efficient travel experience: airline check-in, security screening, wayfinding are important factors. And, of course, employee courtesy.



## OVERALL SATISFACTION RATINGS

Passengers rated over 70 individual topics under seven categories:



Passengers are generally well satisfied with the Armstrong airport experience, especially with the categories that are important.

1. The Airport scores well above average on check-in, security screening and getting to and around the Airport.
2. The Airport enjoys above average scores on Airport facilities, but reflecting concerns such as availability of concessions near the gates. But, keep in mind that it is difficult to fix some of the concerns due to limitations of the Airport's physical layout as well as capital spending constraints.
3. The Airport also received high scores for cleanliness, which is the most important factor.

Concessions scored relatively lower, but still above average. Here, the primary concern was variety. Again, this is difficult to enhance given the size and configuration of the Airport, but one that the Airport staff continues to work with concessionaires to improve.

## **PASSENGERS ARE MOST SATISFIED:**



### **GETTING TO THE AIRPORT:**

- Drop off space at terminal
- Attractiveness of grounds

### **CHECKING-IN:**

- Wait time for airline check-in
- Courtesy of airline staff

### **SECURITY CHECK PROCESS:**

- Courtesy of TSA staff
- Wait time in line

### **GETTING AROUND THE AIRPORT:**

- Walking distance to gate
- Directional signage and information

### **AIRPORT FACILITIES:**

- Availability of gate seating
- Availability of restrooms

### **FOOD & BEVERAGE CONCESSIONS:**

- Courtesy of staff
- Speed of food service

### **RETAIL CONCESSIONS:**

- Courtesy of staff
- Speed of service

To summarize, passengers were overall satisfied with their Airport experience.

## PASSENGERS ARE SATISFIED

### *Comments collected:*



"Airport was very clean  
and staff was pleasant  
and helpful"

"Good experience.  
Good for rebuilding  
New Orleans"

"Everything is okay...  
Thank you very much."

"...very nice and clean.  
Everything is very well  
organized"

"I'm very pleased with my  
airport experience.  
Thanks!"