

# Media Release

## ACI Airport Service Quality Awards 2009

### - Asia Pacific airports sweep top places in worldwide awards -

GENEVA, 16 February 2010 — ACI World is pleased to announce the top performing airports in the annual ACI Airport Service Quality (ASQ) passenger survey. As a leading industry benchmarking tool, ASQ is designed to help participating airports to measure their improvement year on year, as well as to benchmark against their peers worldwide, within their region and in the same size category. A reliable monitor of airport service, ASQ is used by many airports as one of the key performance indicators of the airport's service.

ACI Director General Angela Gittens comments, "2009 was a tough year for airports worldwide. Traffic numbers fell while competition rose. For airports, it was a year of balancing tight budgets with high customer expectations for service excellence. The results of the year-long ASQ passenger survey help identify the leaders in meeting that challenge and demonstrate that airports have continued to invest and focus on customer service despite falling traffic numbers.

"Thus it is my pleasure to announce the top awards in the worldwide category go to Seoul Incheon International Airport, Singapore Changi Airport, Hong Kong International Airport, Beijing Capital International Airport, and Hyderabad Rajiv Gandhi International Airport. All hail from ACI's Asia-Pacific Region, a reflection of the region's strong customer service culture, airport management commitment to service delivery and the high quality of modern passenger facilities at each of these airports.

"I congratulate Incheon for its singular performance, having garnered the top spot for five years running. This record is no accident, nor for the others who year after year continue to receive top honours. All have learned to focus on key performance factors that their passengers most appreciate. All demonstrate that they fully understand that what pleases a passenger today becomes tomorrow's expectation, and that to stay at the top, an airport must continuously refresh its offer and introduce new innovations that continue to delight the passenger on subsequent trips. So I look forward to the official awards ceremony which will take place 13 May 2010 at the ACI Asia Pacific Region's Annual Conference in Sanya, Hainan, China, hosted by HNA Airport Group, a dynamic young company that embodies the enthusiastic development planning that characterizes this dynamic region."

In addition to the worldwide category, top performers are named for each of the 6 regional categories and 5 traffic size categories.

- By region, top marks go to George, South Africa (Africa); Seoul Incheon, South Korea (Asia-Pacific); Keflavik, Iceland (Europe); Cancun, Mexico (Latin America-Caribbean); Tel Aviv, Israel (Middle East) and Austin, USA (North America).
- By the traffic size categories, first place recognition was won by Halifax, Canada (under 5 million), Hyderabad, India (5-15 million), Baltimore/Washington, USA (15-25 million), Seoul Incheon, South Korea (25-40 million) and Hong Kong, China (over 40 million).

ASQ Programme Director Craig Bradbrook comments, "In addition to the top performing airports award, for 2009 we expanded the 'Best Improvement Award' to cover each of the six regions. The awards recognize those airports having made the most progress in improving service quality. The 2009 passenger ratings show that despite the economic crisis, overall

# Media Release

satisfaction at airports increased by almost three percent worldwide compared to 2008. It is gratifying to see that 82 percent of the airports were rated with stable or improved performance. Winners of the Best Improvement Award are Cairo (Africa); New Delhi (Asia-Pacific); Cancun (Latin America-Caribbean); Ponta Delgada (Europe); Abu Dhabi (Middle East); and Cleveland (North America). From these excellent efforts and the sharing of information on service improvement initiatives, the ASQ programme becomes a source of best practice guidance for fellow participants.”

Leading airports recognise that the most important aspect of providing great service in an airport is the provision of a spotlessly clean terminal and a relaxed, open, friendly ambience. They also recognise that it is vital to address the basics first. Ten factors identified as essential for high customer service ratings are, by order of importance: the ambience of the airport, cleanliness of the terminal, comfort of the waiting areas, availability of washrooms, cleanliness of washrooms, courtesy and helpfulness of the airport staff, business lounges, ease of making connections, passport / ID inspection experience and good shopping facilities.

*The table at the end of this release identifies the top five winners in each category.*

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## Notes to editors:

(1) **Programme description:** ASQ, which has won industry recognition as a world class benchmarking programme, has grown steadily over the past four years. As of February 2010, ASQ counts 140 participating airports. To be eligible for the annual ASQ awards, an airport must participate during all four quarters of the year, using the standard questionnaire that covers ratings of over 30 service parameters. In 2009, over 275,000 passengers were surveyed worldwide at the 118 airports eligible to be contenders for the awards. Passengers indicate their satisfaction with the airport experience from the time of arrival at the airport through to the moment of departure at the gate. To ensure that results reflect customer perceptions during all peaks and troughs in traffic flow, the survey is carried out following a rigorous set of programme requirements representative of a diversified passenger mix, at all times of day and during all travel seasons of the year. ACI audits the process to ensure compliance with all requirements.

Based on the cumulative results of individual ASQ passenger satisfaction surveys, which are completed every month of the year, the programme has been scientifically designed to ensure statistical accuracy. Quarterly reports on performance are provided to the participants during the year. ASQ forums enable the participants to contribute to the on-going enhancement of the programme and to share best practice. Survey results are treated on a confidential basis. The aim of the programme is to allow airports to plan improvements and benchmark their customer services against other airports. It is fair to say that all airports involved in the programme have placed a high priority on customer service, having voluntarily and independently decided to join the programme.

(2) Some of the distinguishing features of the programme include:

- **Locally relevant.** All airports are able to survey in their own, national language with the choice of over 30 other languages as well.
- **On-site airport surveying.** Questionnaires are completed with responses from passengers interviewed on the day and at the gate so that their experience is current and immediate.
- **Consistent.** Every airport uses the same questionnaire.
- **Statistically reliable.** A minimum of 1,400 passengers per annum are interviewed at each airport.
- **Audited.** Every year a number of airports are audited by the programme to ensure the accuracy and consistency of the data captured by survey administrators and the ACI management team.
- **Impartial.** ASQ is not carried out via internet or email, nor is it linked to any kind of prize or other incentive for the interviewees. The survey questionnaire is administered on-site at the departure gate when the full airport experience is still fresh in the passenger's mind.

# Media Release

(3) 2009 Awards Ceremony host: HNA Airport Group, which is an airports management company in China, has more than 4100 employees working for its 11 member airports. Haikou Meilan International Airport and Sanya Phoenix International Airport are two of the busiest member airports and both located in Hainan Province. HNA Airport Holding (Group) Co., Ltd. has been a joint venture company since November 2007, when it successfully introduced Pacific Alliance (Hong Kong) and Asian Development Bank as its strategic investors. HNA is developing the company into an internationally renowned airport industrial group which covers airport investment, IPO and capital operations and professional management, with the declared objective of building a nationwide airport network by utilizing mature airport management experience and expertise.

(4) Airports Council International – the ‘voice of the world’s airports’ – is the only global trade representative of airports. The 575 members operate 1633 airports in 179 countries and territories, representing 96% of the world’s airport traffic.

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## ASQ Top Performers 2009

### BEST AIRPORTS WORLDWIDE

1) Incheon (ICN)      2) Singapore (SIN)      3) Hong Kong (HKG)      4) Beijing (PEK)      5) Hyderabad (HYD)

### BEST IMPROVEMENT AWARD BY REGION

Africa: Cairo (CAI)      Asia Pacific: New Delhi (DEL)      Europe: Ponta Delgada (PDL)  
Latin America-Caribbean: Cancun (CUN)      Middle East: Abu Dhabi (AUH)      North America: Cleveland (CLE)

### BEST AIRPORT BY REGION

#### Africa

1) George (GRJ)  
2) Johannesburg (JNB)  
3) Cairo (CAI)  
4) Port Elizabeth (PLZ)  
5) Durban (DUR)

#### Asia-Pacific

1) Incheon (ICN)  
2) Singapore (SIN)  
3) Hong Kong (HKG)  
4) Beijing (PEK)  
5) Hyderabad (HYD)

#### Europe

1) Keflavik (KEF)  
2) Zurich (ZRH)  
3) Porto (OPO)  
4) Malta (MLA)  
5) Southampton (SOU)

#### Latin America & Caribbean

1) Cancun (CUN)  
2) Guayaquil (GYE)  
3) Barbados (BGI)  
4) Mexico City (MEX)  
5) Montego Bay (MBJ)

#### Middle East

1) Tel Aviv (TLV)  
2) Dubai (DXB)  
3) Abu Dhabi (AUH)  
4) Doha (DOH)  
5) Muscat (MCT)

#### North America

1) Austin (AUS)  
2) Halifax (YHZ)  
3) Ottawa (YOW)  
4) Jacksonville (JAX)  
5) Portland (PWM)

### BEST AIRPORT BY SIZE OF AIRPORT

#### fewer than 5 million passengers

1) Halifax (YHZ)  
2) Ottawa (YOW)  
3) Portland (PWM)  
4) Guayaquil (GYE)  
5) Jackson (JAN)

#### 5 – 15 million passengers

1) Hyderabad (HYD)  
2) Austin (AUS)  
3) Cancun (CUN)  
4) Nagoya (NGO)  
5) Jacksonville (JAX)

#### 15 – 25 million passengers

1) Baltimore/Washington (BWI)  
2) Taipei (TPE)  
3) Shenzhen (SZX)  
4) New Delhi (DEL)  
5) Salt Lake City (SLC)

#### 25 – 40 million passengers

1) Incheon (ICN)  
2) Singapore (SIN)  
3) Tokyo Narita (NRT)  
4) Kuala Lumpur (KUL)  
5) Shanghai Pudong (PVG)

#### over 40 million

1) Hong Kong (HKG)  
2) Beijing (PEK)  
3) Denver (DEN)  
4) Dallas Fort Worth (DFW)  
5) Houston George Bush (IAH)