

# Media Release

## **ACI Announces Recipients of its 2012 Airport Service Quality Awards**

**Montréal, Québec, Canada, 11 March 2013** – Airports Council International (ACI) is pleased to announce the recipients of its annual Airport Service Quality (ASQ) Awards for 2012.

ACI World Director General Angela Gittens stated, “This an exciting time for airports. As airports and their operators increasingly accept the positive correlation between passenger satisfaction and airport revenues, we see more and more airports striving to meet, and in some cases exceed, the levels of customer service that their passengers expect from their favoured product and service providers. Airports that deliver superior customer service stand apart from the competition and superior customer service remains one of the most important differentiators in the increasingly competitive airport industry. Highly structured measurement, analytical reporting and open discussion forums are all features that have built the ASQ programme’s reputation as the premier airport customer service benchmarking tool in an era where customer loyalty translates into repeat passengers, healthy traffic and an improved financial bottom line. I am delighted to see longstanding favourites take home ASQ awards as it is testament to the growing and accepted wisdom in the airport community that maintaining customer service excellence is central to a winning business strategy. I am equally excited to see other airports rank for the very first time this year, which stands to prove that it is never too late to adopt a winning customer service orientation to which the ASQ programme is fundamental”.

ASQ Awards are presented in four categories that include: Best Airport by Region, Best Airport by Region (Fewer than 2 million Passengers per Year), Best Airport by Size, and Best Improvement. At its 2012 World Annual General Assembly in Calgary, Alberta, Canada, ACI announced that it would discontinue the Best Airport Worldwide award category to focus more attention on categories that facilitate comparison, particularly airport size and region.

### **Best Airport by Size: Millions of Passengers Per year (first place)**

Hohhot (2-5m), Nagoya (5-15m), Seoul Gimpo (15-25m), Seoul Incheon (25-40m), Singapore (over 40m).

### **Best Airport by Region (first place)**

Cape Town (Africa), Seoul Incheon (Asia-Pacific), Moscow Sheremetyevo (Europe), Cancun (Latin-America-Caribbean), Abu Dhabi (Middle East), Indianapolis (North America).

### **Best Airport by Region: airports with fewer than 2 million passengers per year**

Upington (Africa), Skopje (Europe), Victoria (North America).

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## Best Improvement

Mombasa (Africa), Sanya (Asia-Pacific), Faro (Europe), Santo Domingo (Latin-America-Caribbean), Abu Dhabi (Middle East), Winnipeg (North America).

## ASQ 2012 TOP PERFORMERS

BEST AIRPORT BY REGION		
<p><b>Africa</b></p> <ol style="list-style-type: none"> <li>1. Cape Town</li> <li>2. Durban</li> <li>3. Cairo</li> <li>4. Mauritius</li> <li>5. Johannesburg</li> </ol>	<p><b>Asia-Pacific</b></p> <ol style="list-style-type: none"> <li>1. Seoul Incheon</li> <li>2. Singapore</li> <li>3. Beijing</li> <li>4. New Delhi</li> <li>5. Hong Kong</li> </ol>	<p><b>Europe</b></p> <ol style="list-style-type: none"> <li>1. Moscow Sheremetyevo</li> <li>2. Malta</li> <li>3. Edinburgh</li> <li>4. Keflavik</li> <li>5. Zurich</li> </ol>
<p><b>Latin America-Caribbean</b></p> <ol style="list-style-type: none"> <li>1. Cancun</li> <li>2. Guayaquil</li> <li>3. Montego Bay</li> <li>4. San José</li> <li>5. Barbados</li> </ol>	<p><b>Middle East</b></p> <ol style="list-style-type: none"> <li>1. Abu Dhabi</li> <li>2. Dubai</li> <li>3. Doha</li> <li>4. Tel Aviv</li> <li>5. Bahrain</li> </ol>	<p><b>North America</b></p> <ol style="list-style-type: none"> <li>1. Indianapolis</li> <li>2. Ottawa</li> <li>3. Tampa</li> <li>4. Sacramento</li> <li>5. Jacksonville</li> </ol>
BEST AIRPORT BY REGION: FEWER THAN 2 MILLION PASSENGERS PER YEAR		
<p><b>Africa</b></p> <p>Upington</p>	<p><b>Europe</b></p> <p>Skopje</p>	<p><b>North America</b></p> <p>Victoria</p>

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<b>BEST AIRPORT BY SIZE</b>		
<b>2 – 5 million passengers</b> 1. Hohhot 2. Guayaquil 3. Ottawa 4. Chiang Mai 5. Winnipeg	<b>5 – 15 million passengers</b> 1. Nagoya 2. Hyderabad 3. Tianjin 4. Wuhan 5. Sanya	<b>15 – 25 million passengers</b> 1. Seoul Gimpo 2. Chongqing 3. Taipei 4. Hangzhou 5. Tampa
<b>25 – 40 million passengers</b> 1. Seoul Incheon 2. New Delhi 3. Mumbai 4. Tokyo Narita 5. Shanghai Hongqiao	<b>Over 40 million passengers</b> 1. Singapore 2. Beijing 3. Hong Kong 4. Shanghai Pudong 5. Guangzhou	
<b>BEST IMPROVEMENT</b>		
<b>Africa</b> Mombasa	<b>Asia-Pacific</b> Sanya	<b>Europe</b> Faro
<b>Latin America-Caribbean</b> Santo Domingo	<b>Middle East</b> Abu Dhabi	<b>North America</b> Winnipeg

## About the ASQ Awards

Since its creation in 2006, the ASQ Awards have become the world’s leading airport passenger satisfaction benchmark with over 275 airports participating. The ASQ Awards recognize and reward the best airports in the world based on ACI’s ASQ passenger satisfaction survey and represent an opportunity to celebrate the commitment of airports worldwide to continually improve the passenger experience.

To learn more about the ASQ Awards, please visit:  
<http://www.aci.aero/Airport-Service-Quality/ASQ-Awards/2012-Winners>

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## Notes for 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 2012, ASQ counts 275 airports participated in the ASQ programme. 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. Programme features include regular quarterly performance reports and ASQ forums for data review and best practice sharing. 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.
- (3) The awards ceremony for the 2012 top performers will take place at the ACI Europe / World Annual Congress and Exhibition 2013 in Istanbul Congress Centre, Istanbul, Turkey (10-12 June 2013).
- (4) Airports Council International – the ‘Voice of the World’s Airports’ – is the only global trade representative of airports. The 573 members operate 1751 airports in 174 countries and territories. It is a non-profit organisation whose prime purpose is to represent the interests of airports and to promote professional excellence in airport management and operations.
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