



Arriving Passenger Survey Preliminary Results

October 1, 2018



LAX 33.9416° N ✈ 118.4085° W

Overview of Survey Process

- Arriving surveys were collected in various locations:
 - Baggage claim
 - Ride-share waiting curbs
 - Taxi lanes
 - General curb-side pick up areas
 - Shuttle pick up areas (rental car, off-airport parking & hotel)
- Data collected over 5-day period in August 2018
- Survey hours were from 8:00 a.m. to 11:30 p.m.
- Streamlined survey questionnaire was utilized to help ensure maximum participation rates



Survey Sample

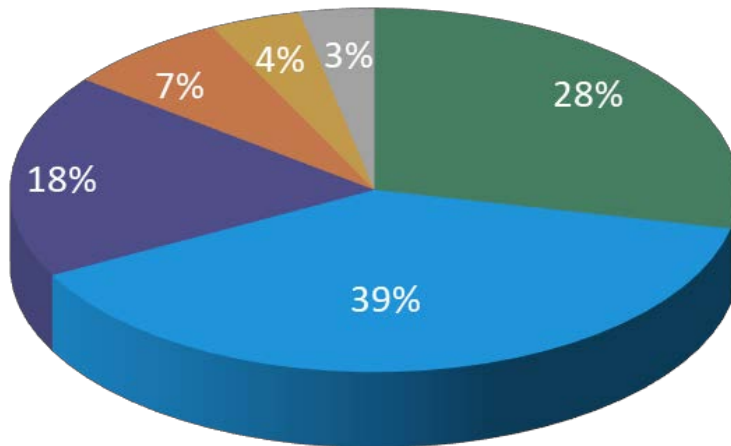
LAX

Terminal(s)	Surveys Collected	Sample Target	Margin of Error*
1	406	400	±5%
2,3	400	400	±5%
4,5	408	400	±5%
6,7,8	407	400	±5%
TBIT	406	400	±5%
Total	2,026	2,000	±2%

*Each sample has a margin of error no greater than +/-5% at a confidence level of 95%



How often have you used LAX in the past 12 months?

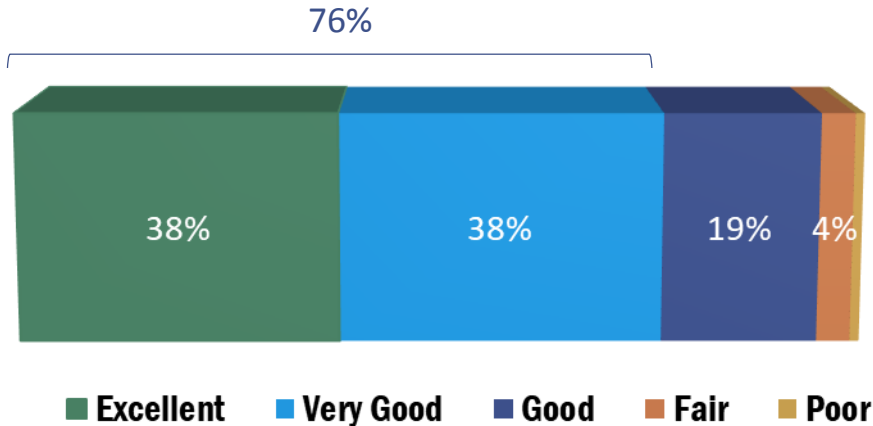


- First time/once
- 2 to 3 times
- 4 to 5 times
- 6 to 8 times
- 9 to 12 times
- More than 12 times



Rate your overall experience at LAX

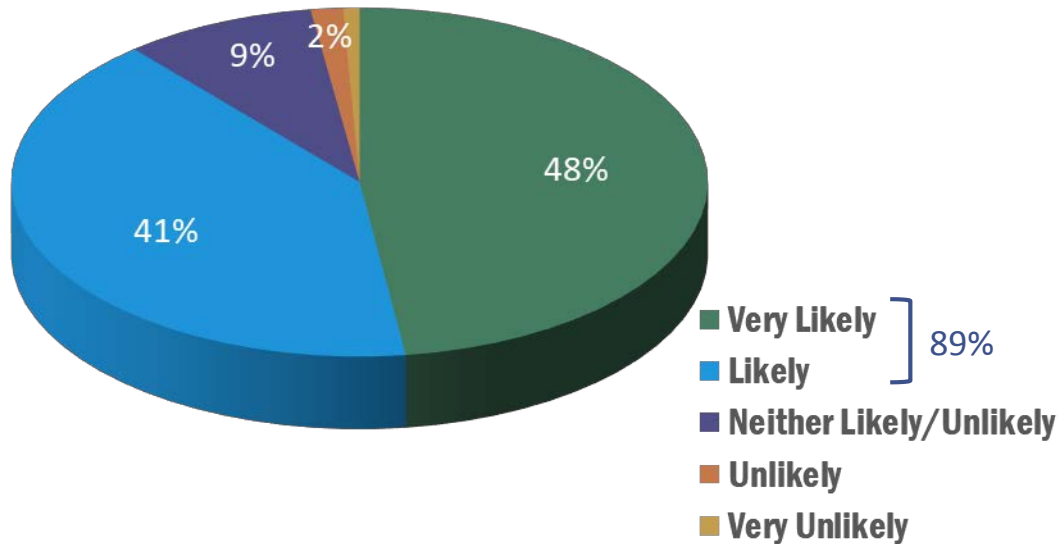
Average Satisfaction Rating: 4.08*



*Average satisfaction rating is converted to 5-point scale: 5 – excellent to 1 - poor



Based on your experience today, how likely would you be to recommend LAX to others?

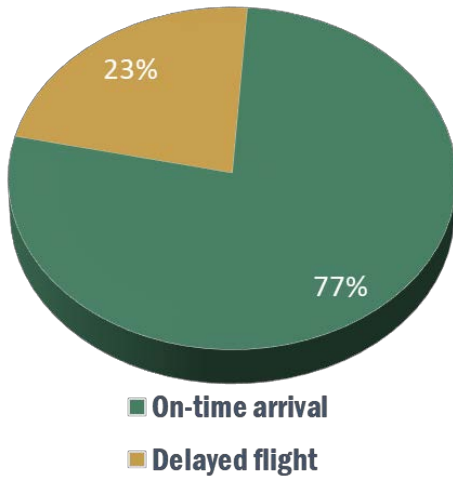


LAX

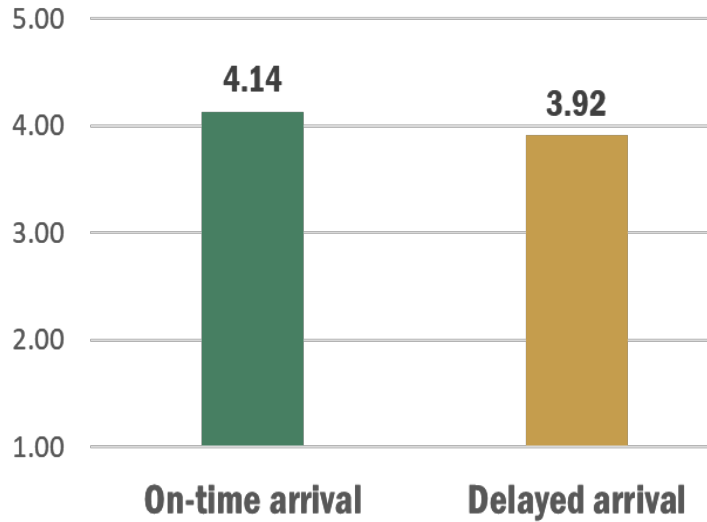


Was your arriving flight delayed?

Delayed arriving flight



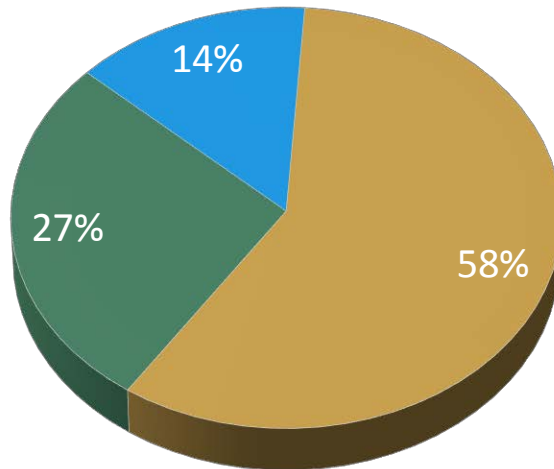
Overall Satisfaction Ratings



LAX



How much time did it take for your aircraft to reach the gate after landing?

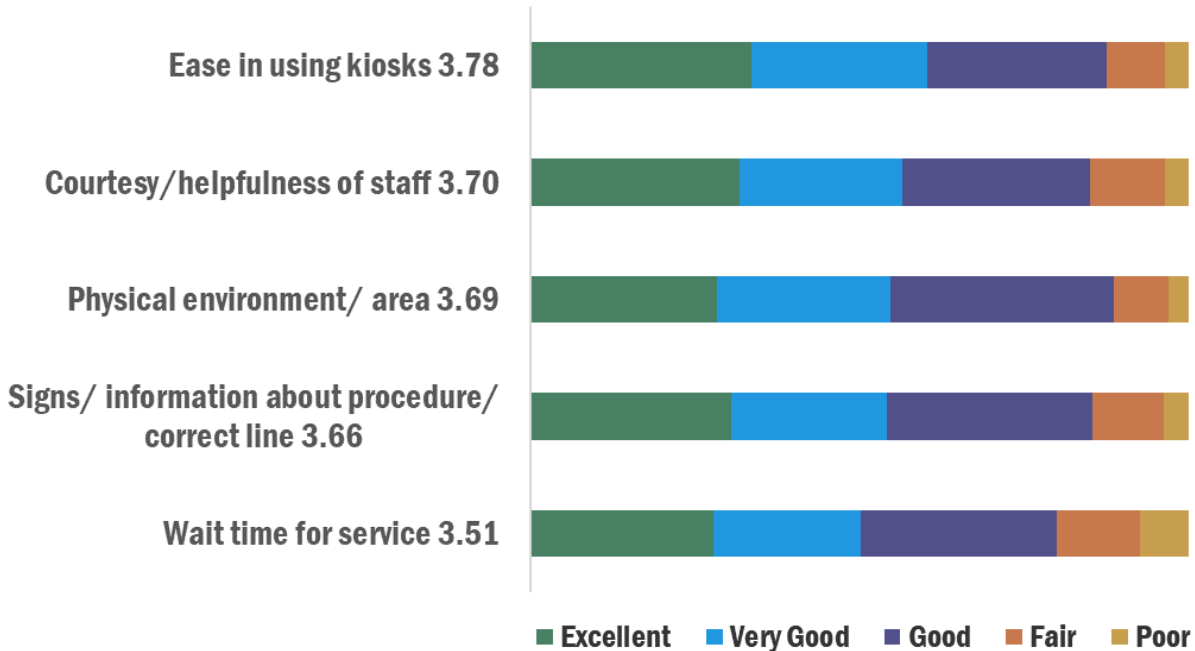


- **5-10 minutes**
- **Less than 5 minutes**
- **More than 20 minutes**



Rate your satisfaction with FIS / US Customs (International arriving passengers)

LAX



Experience with baggage claim

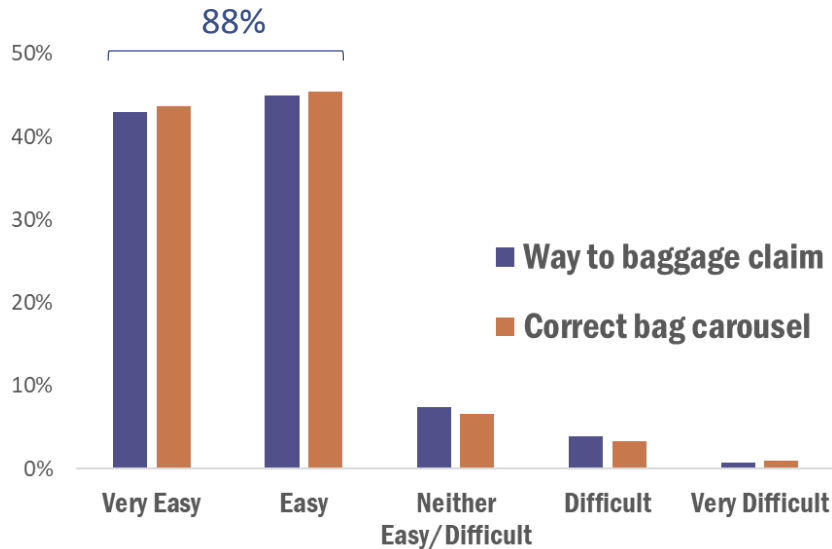
LAX

Did you pick up bags?

No: 37%

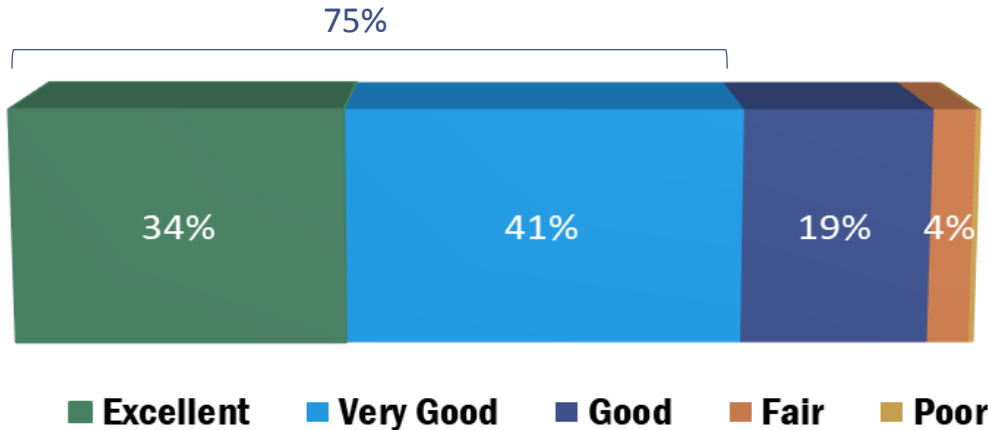
Yes: 63%

Rate your experience finding...



Rate your experience finding your way around LAX

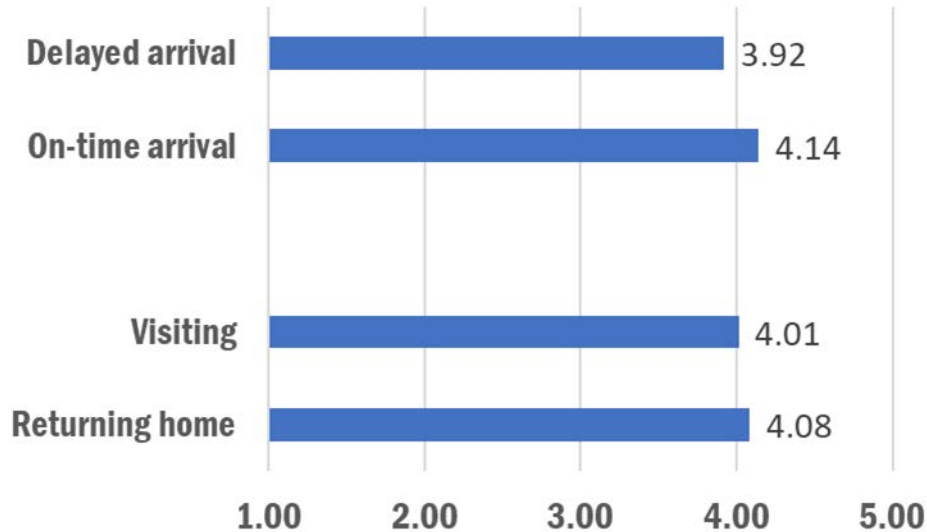
Average Satisfaction Rating: 4.05



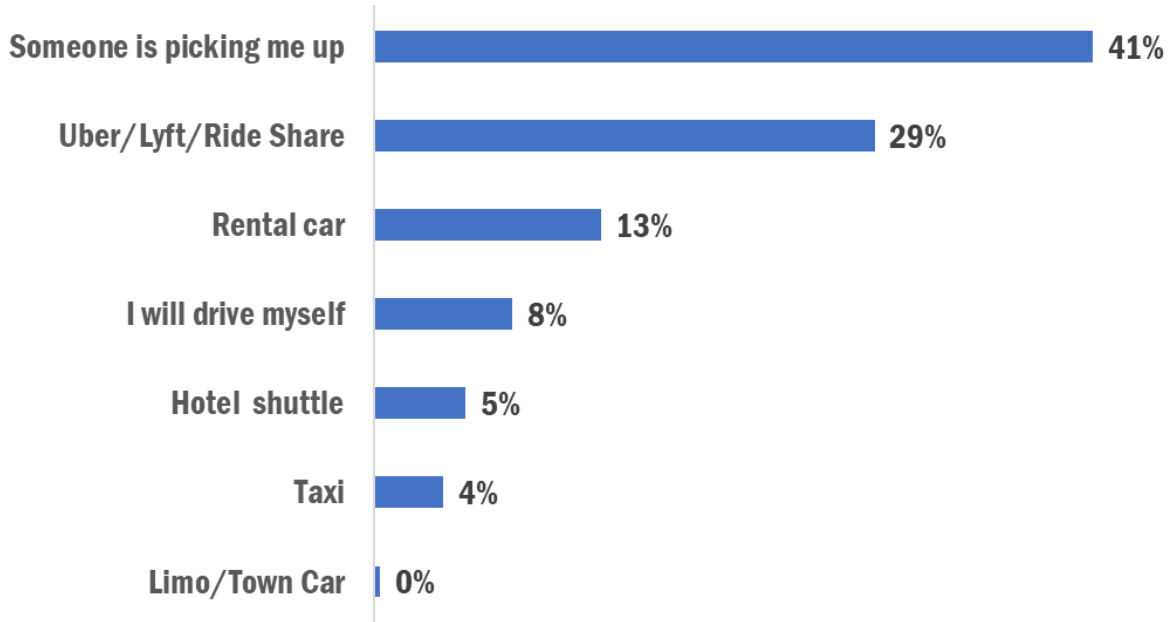
Rate your experience finding your way around LAX

LAX

Average Satisfaction Rating by Type of Passenger



How will you get to your destination today?*



*Passengers surveyed in baggage claim



Satisfaction with LAX Parking Garages*



*Passengers surveyed in baggage claim who parked were asked to rate most recent experience



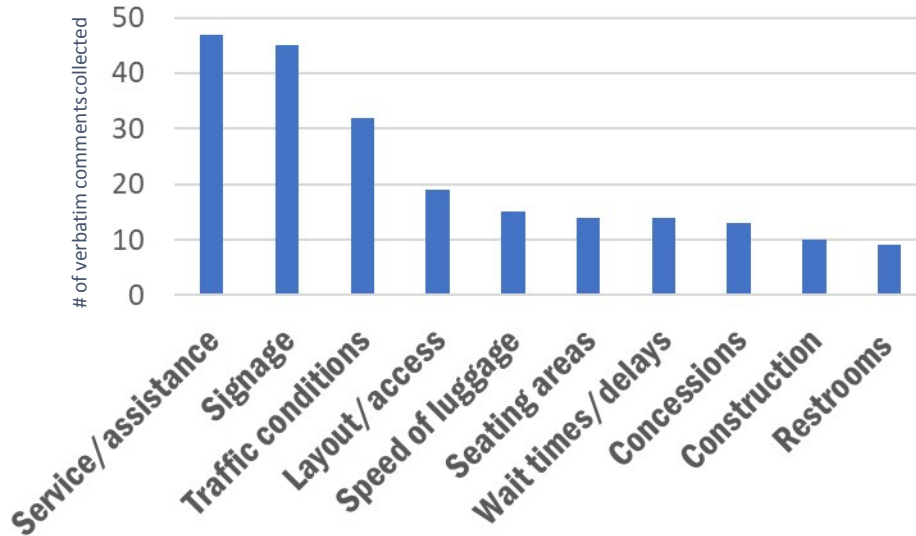
What is important to you or what information do you seek? Select all that apply*

Response	% of Responses
Finding restroom	49%
Place to sit and wait	37%
Where to go for rental car, shuttle, hotel, Uber/Lyft	32%
Traffic conditions	28%
Outlet for phone/laptop	25%
Public transportation info	22%
Place to eat/drink at airport	21%
Weather	19%
LA events	11%

*Passengers surveyed in baggage claim



Top 10 areas to help improve LAX experience...



*Arriving passengers were asked: "How can we make your experience better?"
Verbatim comments were sorted into categories



Enhancement Opportunities Recommended by Unison



- Provide airport ambassadors at arrivals areas to answer passenger questions or direct them to appropriate area. This is critical for international arriving passengers.



- Inform guests about airport apps or provide information about traffic conditions, impacts of construction and wayfinding.



- Enhance seating areas for guests waiting for bags or meeting party for pick-up.



- Better inform guests regarding availability of parking.
- Develop process to direct guests to other lots
- Review price structure



Summary of Results

- Arriving passengers as a whole are satisfied with their overall experience at LAX: 76% said their experience was excellent or very good
- 89% of arriving passengers state they are likely to recommend LAX to others
- Flight delays had a significant impact on overall satisfaction: passengers who arrived on-time gave higher satisfaction ratings in all areas compared to passengers who were on delayed flights
- Passengers arriving from an international flight had the lowest satisfaction ratings
- Enhancement opportunities include service/assistance, communicating information, seating, and parking

