Arriving Passenger Survey
Preliminary Results

October 1, 2018

UNISON Consulting
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

<table>
<thead>
<tr>
<th>Terminal(s)</th>
<th>Surveys Collected</th>
<th>Sample Target</th>
<th>Margin of Error*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>406</td>
<td>400</td>
<td>±5%</td>
</tr>
<tr>
<td>2,3</td>
<td>400</td>
<td>400</td>
<td>±5%</td>
</tr>
<tr>
<td>4,5</td>
<td>408</td>
<td>400</td>
<td>±5%</td>
</tr>
<tr>
<td>6,7,8</td>
<td>407</td>
<td>400</td>
<td>±5%</td>
</tr>
<tr>
<td>TBIT</td>
<td>406</td>
<td>400</td>
<td>±5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,026</strong></td>
<td><strong>2,000</strong></td>
<td>±2%</td>
</tr>
</tbody>
</table>

*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: 28%
- 2 to 3 times: 39%
- 4 to 5 times: 18%
- 6 to 8 times: 7%
- 9 to 12 times: 4%
- More than 12 times: 3%
Rate your overall experience at LAX

Average Satisfaction Rating: 4.08*

76%

38% Excellent 38% Very Good 19% Good 4% Fair

*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?

- Very Likely: 89%
- Likely: 48%
- Neither Likely/Unlikely: 9%
- Unlikely: 2%
- Very Unlikely: 41%
Was your arriving flight delayed?

- **Delayed arriving flight**: 23%
- **On-time arrival**: 77%

### Overall Satisfaction Ratings

- **On-time arrival**: 4.14
- **Delayed arrival**: 3.92
How much time did it take for your aircraft to reach the gate after landing?

- 58% 5-10 minutes
- 27% Less than 5 minutes
- 14% More than 20 minutes
Rate your satisfaction with FIS / US Customs (International arriving passengers)

- Ease in using kiosks 3.78
- Courtesy/helpfulness of staff 3.70
- Physical environment/ area 3.69
- Signs/ information about procedure/ correct line 3.66
- Wait time for service 3.51

Legend:
- Excellent
- Very Good
- Good
- Fair
- Poor
Experience with baggage claim

Did you pick up bags?

No: 37%
Yes: 63%

Rate your experience finding...

88%

Way to baggage claim
Correct bag carousel

Very Easy
Easy
Neither Easy/Difficult
Difficult
Very Difficult

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Rate your experience finding your way around LAX

Average Satisfaction Rating: 4.05

75%

34% Excellent 41% Very Good 19% Good 4% Fair 4% Poor
Rate your experience finding your way around LAX

Average Satisfaction Rating by Type of Passenger

- Delayed arrival: 3.92
- On-time arrival: 4.14
- Visiting: 4.01
- Returning home: 4.08
### How will you get to your destination today?*

<table>
<thead>
<tr>
<th>Transportation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Someone is picking me up</td>
<td>41%</td>
</tr>
<tr>
<td>Uber/Lyft/Ride Share</td>
<td>29%</td>
</tr>
<tr>
<td>Rental car</td>
<td>13%</td>
</tr>
<tr>
<td>I will drive myself</td>
<td>8%</td>
</tr>
<tr>
<td>Hotel shuttle</td>
<td>5%</td>
</tr>
<tr>
<td>Taxi</td>
<td>4%</td>
</tr>
<tr>
<td>Limo/Town Car</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Passengers surveyed in baggage claim
Satisfaction with LAX Parking Garages*

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

- Parking cost - 2.53
- Availability of parking 3.63

*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*

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

*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