LAWA – Guest Partner Council
Value for Money – Action Plan
October 10, 2018
Overall – Value for Money a challenge for Airports

Easy to complain about certain things:
- The DMV
- Traffic
- Congress
- Airport prices…

The impact of Value for Money perception on ASQ scores is intuitive

On-going topic at the Guest Experience Partners Council
- Efforts have yielded real results!
- Actions for the next level
Improvement Trend

- Q2 2018 data – improvement for Value for Money scores - LAX has made progress
  - Retail (3.28 VRM – 11% increase)
  - F&B (3.17 VFM – 9% increase)
Improvement Trend

- LAX scores moving in the right direction
  - Moved from the bottom three to middle tier
  - LAX needs approx 25% increase to get to 4.0 VFM ASQ
Value Perspective Impacts

- Guest Perspective
  - Price – part of the puzzle
  - Spectrum of offerings
    - Variety of brand offerings
    - Within brand variety of product offerings
  - Quality of product
  - Quality of service
**Action Next Steps**

**Near Term**
- Value Menu
- Focus on quality
- Focus on service
- Inform Guests
  - $, $$, $$$
  - Living Wage promotion

**Mid Term**
- Rebrand opportunities – value balance
- Refresh – upgrades to finishes

**Longer Term**
- New opportunities – variety: value – national brand – local - luxury
- Address high operating costs
  - Construction
  - Rent to LAWA
  - Operator cost
Next Steps

Confirm next steps / actions
• Implement
• Monitor, report

Working Group for Next Steps:
• LAWA CDG
• LAWA Guest Experience
• LAX Concessions
  – Local operators
  – TCM
Thank you!