At LAX, we strive to make our guest visits efficient, hospitable and memorable by providing modern, world-class facilities, services and innovation that showcase the ambiance and excitement of Los Angeles and the lifestyle and warmth of sunny Southern California.

A transformation is underway at Los Angeles International Airport (LAX) as we ALL work together to serve the world – connecting people, places and cultures – and to deliver a gold-standard airport! To help fulfill this vision, LAX is investing more than $14 billion in facilities improvements in addition to investing in its team members with an ambitious culture change to create LAXceptional Xperiences on a consistent basis.

To improve guest satisfaction and to propel our airport in rankings, LAX team members uphold the brand statement above and demonstrate a hospitable and caring attitude with these iCARE LAX behaviors:

**informative** – showcasing all things LAX, its people, facilities, services and amenities
- Be knowledgeable and informed
- Be present and alert
- Be proactive
- Seek out answers and be accountable

**Courteous** – exuding excitement and the warmth of LA
- Smile and be friendly, energetic and sincere
- Be respectful and culturally sensitive
- Make good eye contact and be attentive
- Be patient with words, intent and feelings

**Approachable** – creating exceptional memorable moments
- Be accessible and visible
- Demonstrate positive body language
- Be professional in appearance and actions
- Demonstrate a “can do” attitude

**Responsive** – demonstrating integrity and empathy
- Empathize with a sense of urgency
- Actively listen
- Anticipate guests’ needs
- Be thoughtful and provide accurate and meaningful responses
- Be aware of safety and security risks and call (424) 646-7911 if warranted
- Help ensure clean facilities

**Efficient & Effective** – respecting our guests’ time and experiences
- Clearly communicate
- Be resourceful
- Help ensure consistent processes and communications
- Take ownership of situations and handle with confidence
informative
• Are you providing accurate answers or attempting to find an answer?
• Are you offering additional information that might be helpful?
• Are you taking the initiative?

Courteous
• Are you demonstrating a positive, hospitable greeting and parting remark?
• Are you being courteous and professional?
• Are you respectful of others?

Approachable
• Are you wearing your badge or visible ID?
• Are you dressed in neat, professional attire?
• Are you demonstrating positive body language?

Responsive
• Are you responding in a quick and thoughtful manner?
• Are you giving your full attention?
• Are you demonstrating patience and empathy?

Efficient & Effective
• Are you assisting others in a timely manner?
• Are you thorough and detailed?
• Are you proactive in solving situations?