



LOS ANGELES INTERNATIONAL AIRPORT

Restaurant and Shopping Experience ASQ Ratings

Guest Experience Partners Council
August 22, 2017

LAX *ceptional*
perience

GENERAL OBSERVATIONS

- VfM ratings on average are 80-85% of the general eating and shopping ratings
- 2Q2017 73% of respondents rated restaurants, 49% rated shopping – down a few points from 2Q2016
- LAX scores lead other West Coast gateways for international departing passengers, but trail for domestic departing passengers
- Spring 2017 Unison Survey
 - Percent purchasing food & beverage approximately 50%
 - #1 reason for not purchasing food & beverage is “Do not need anything”
 - # 1 opportunity for retail is “Offer more variety and locations”
 - Meeters & Greeters asking for more options

WEST COAST GATEWAY EATING SCORES



WEST COAST GATEWAY SHOPPING SCORES

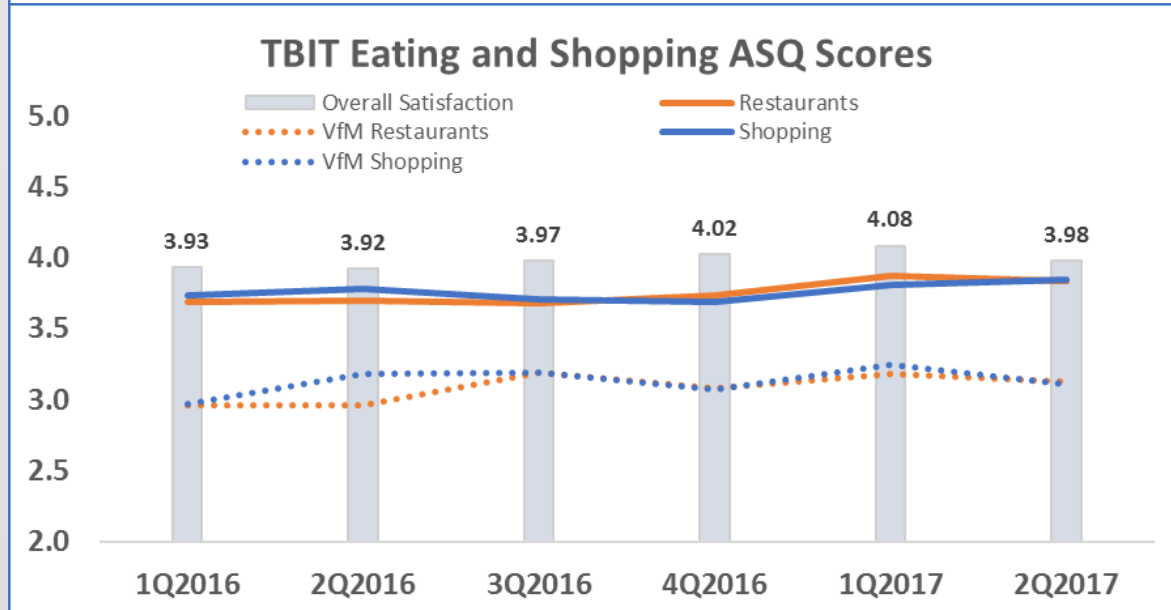


LAX AIRPORT & TBIT EATING, SHOPPING, AND VFM RATINGS



LAX Airport

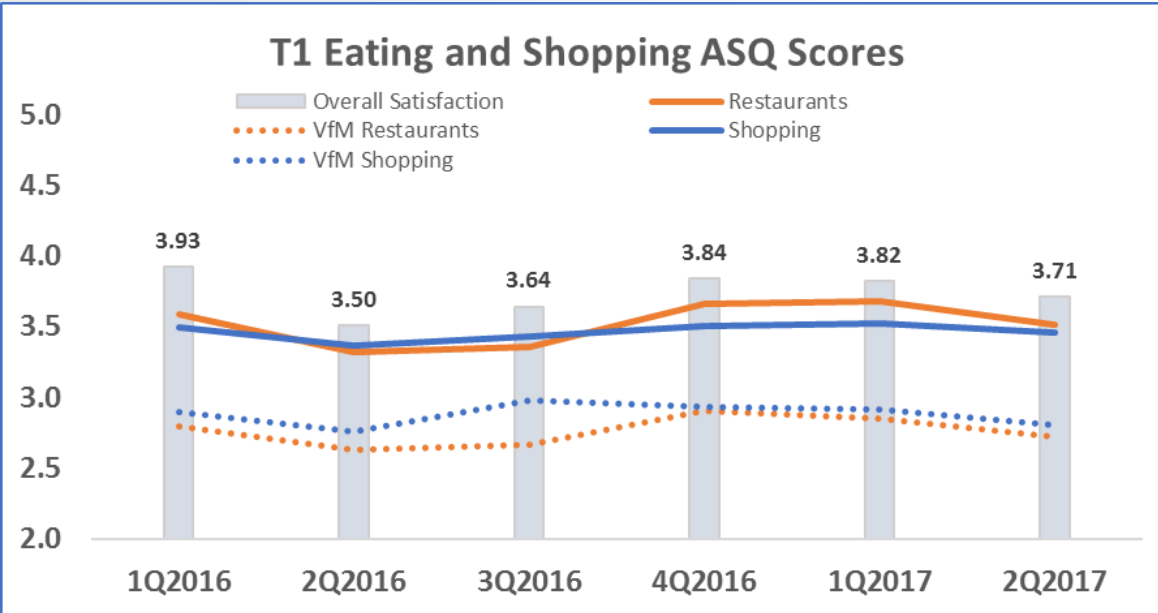
- YOY Overall Satisfaction up 3.3%
- YOY Eating Satisfaction up 3.4%
- YOY Shopping Satisfaction up 4.3%
- Eating VfM averages 81% of Eating Ratings
- Shopping VfM averages 85% of Shopping Ratings



TBIT

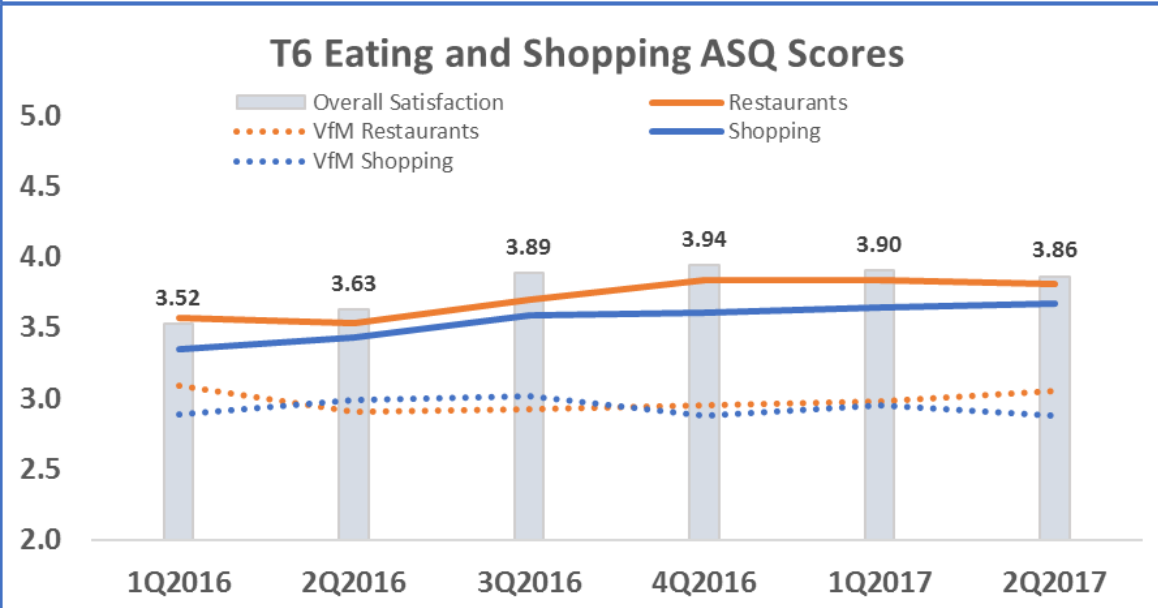
- YOY Overall Satisfaction up 1.4%
- YOY Eating Satisfaction up 3.5%
- YOY Shopping Satisfaction up 1.6%
- Eating VfM averages 82% of Eating Ratings
- Shopping VfM averages 83% of Shopping Ratings

TERMINALS 1&6 EATING, SHOPPING, AND VFM RATINGS



Terminal One

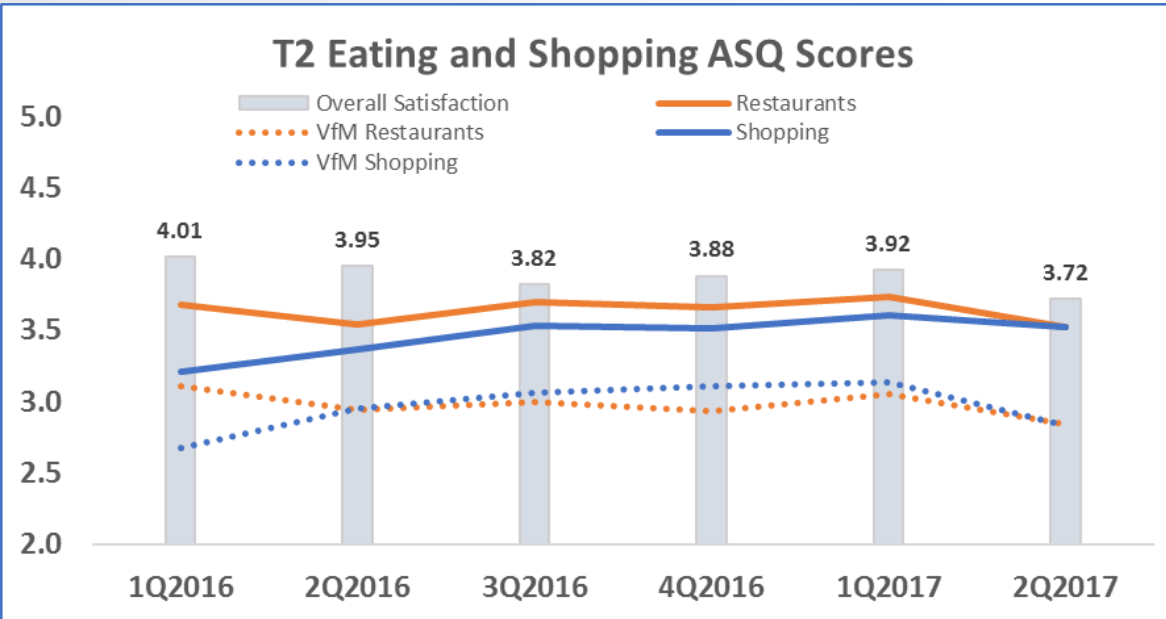
- YOY Overall Satisfaction up 5.8%
- YOY Eating Satisfaction up 5.8%
- YOY Shopping Satisfaction up 2.7%
- Eating VfM averages 78% of Eating Ratings
- Shopping VfM averages 83% of Shopping Ratings



Terminal Six

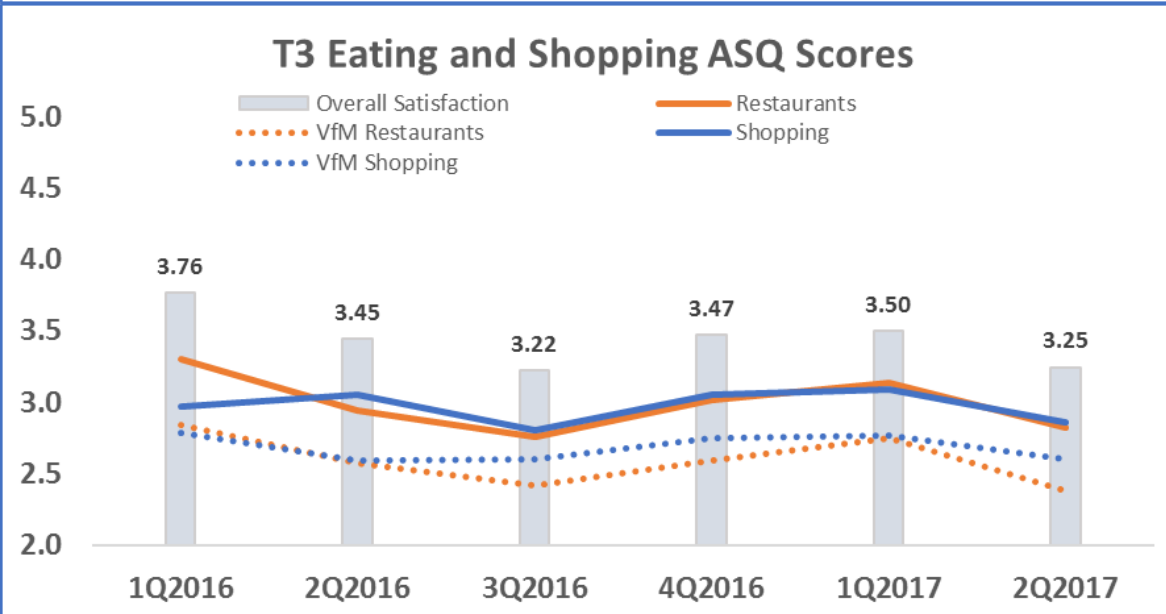
- YOY Overall Satisfaction up 6.4%
- YOY Eating Satisfaction up 7.7%
- YOY Shopping Satisfaction up 7.2%
- Eating VfM averages 80% of Eating Ratings
- Shopping VfM averages 83% of Shopping Ratings

TERMINALS 2&3 EATING, SHOPPING, AND VFM RATINGS



Terminal Two

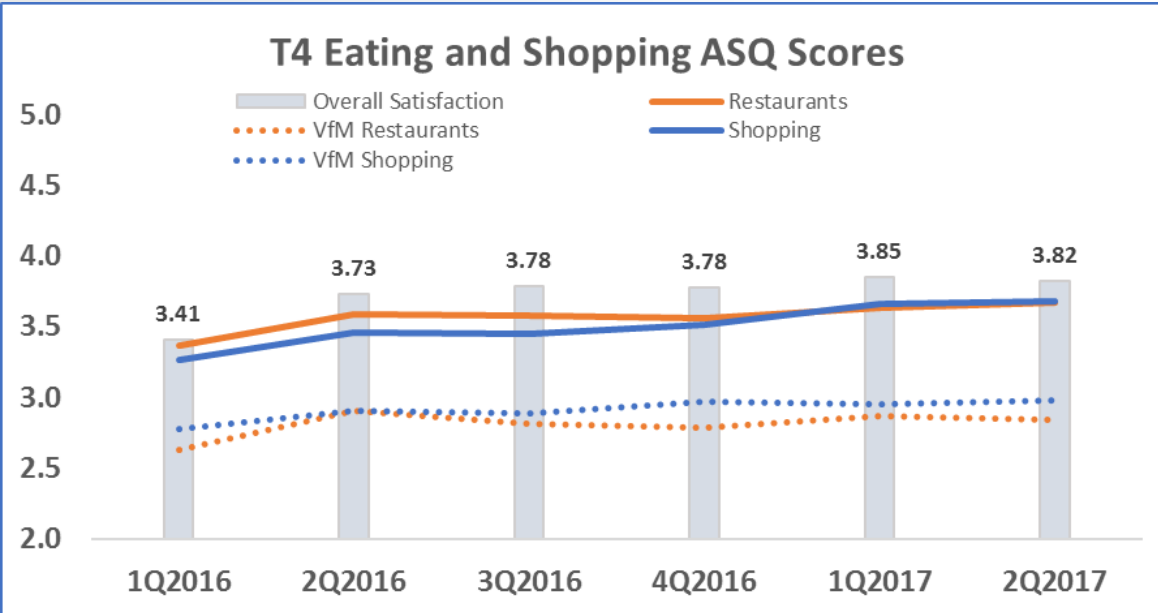
- YOY Overall Satisfaction down 5.8%
- YOY Eating Satisfaction down 0.6%
- YOY Shopping Satisfaction up 4.6%
- Eating VfM averages 82% of Eating Ratings
- Shopping VfM averages 86% of Shopping Ratings



Terminal Three

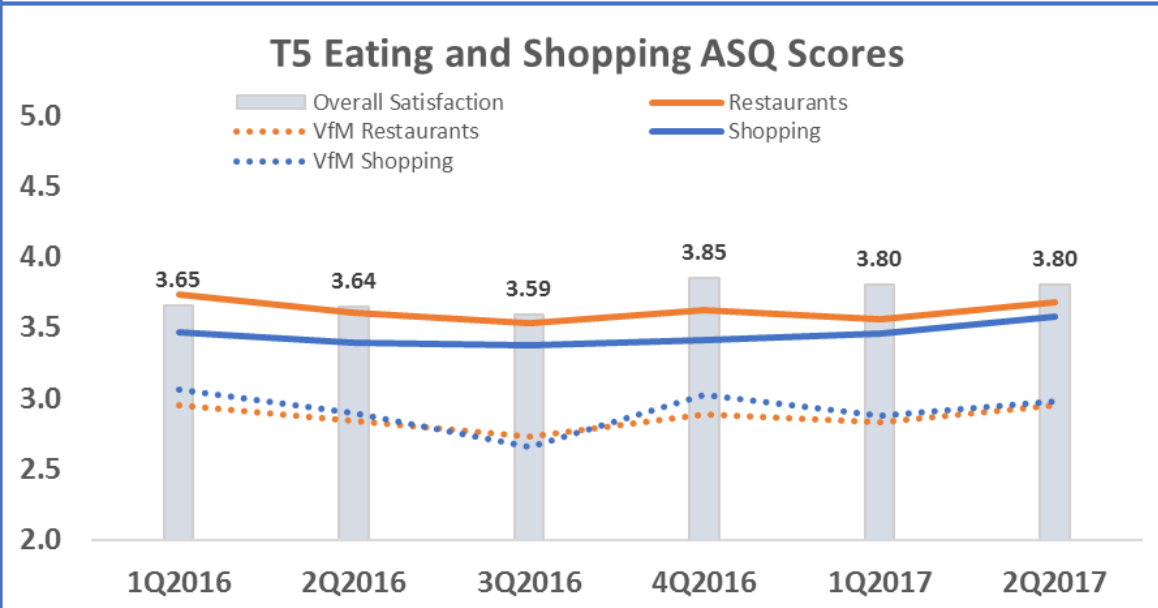
- YOY Overall Satisfaction down 5.8%
- YOY Eating Satisfaction down 4.3%
- YOY Shopping Satisfaction down 6.2%
- Eating VfM averages 86% of Eating Ratings
- Shopping VfM averages 90% of Shopping Ratings

TERMINALS 4&5 EATING, SHOPPING, AND VFM RATINGS



Terminal Four

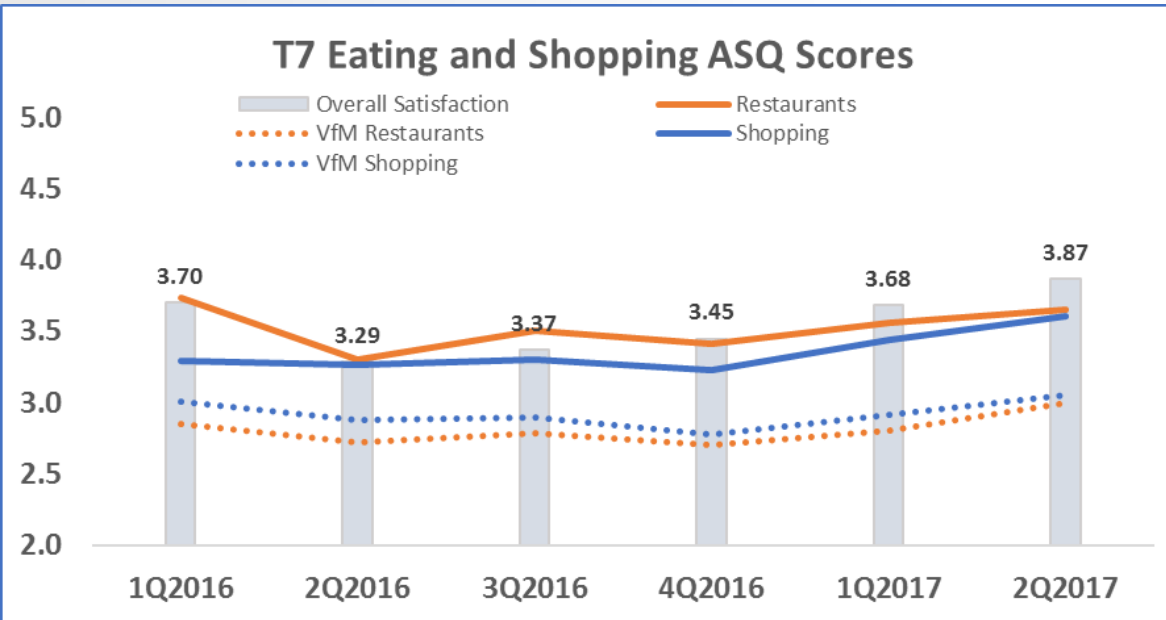
- YOY Overall Satisfaction up 2.5%
- YOY Eating Satisfaction up 2.5%
- YOY Shopping Satisfaction up 6.4%
- Eating VfM averages 79% of Eating Ratings
- Shopping VfM averages 83% of Shopping Ratings



Terminal Five

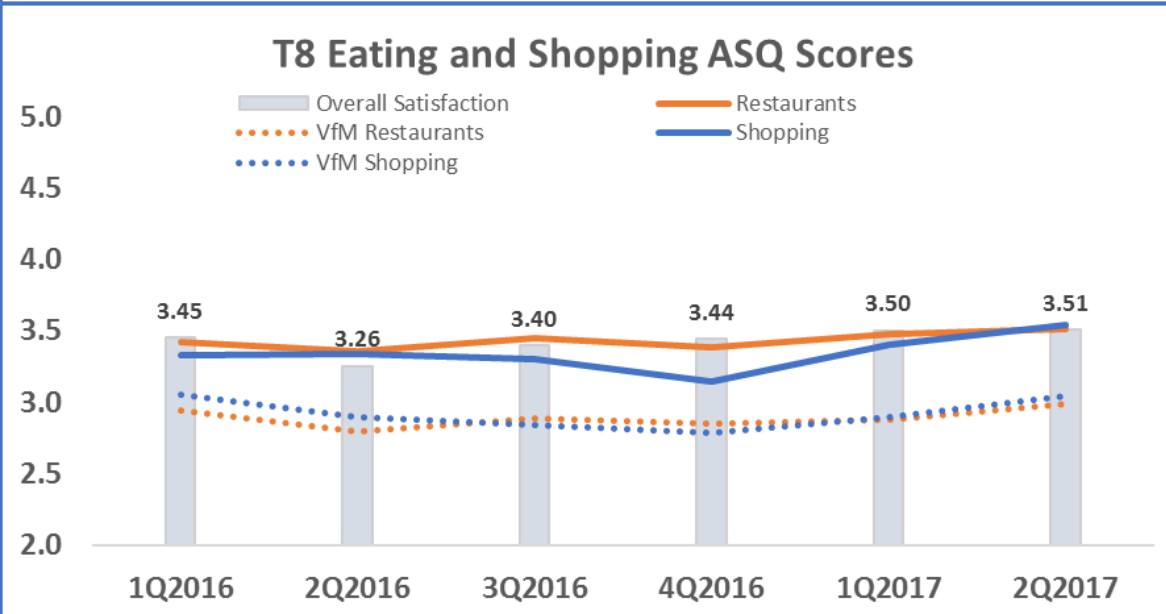
- YOY Overall Satisfaction up 4.3%
- YOY Eating Satisfaction up 2.1%
- YOY Shopping Satisfaction up 5.4%
- Eating VfM averages 79% of Eating Ratings
- Shopping VfM averages 85% of Shopping Ratings

TERMINALS 7&8 EATING, SHOPPING, AND VFM RATINGS



Terminal Seven

- YOY Overall Satisfaction up 17.7%
- YOY Eating Satisfaction up 10.4%
- YOY Shopping Satisfaction up 10.5%
- Eating VfM averages 80% of Eating Ratings
- Shopping VfM averages 87% of Shopping Ratings



Terminal Eight*

- YOY Overall Satisfaction up 7.8%
- YOY Eating Satisfaction up 4.8%
- YOY Shopping Satisfaction up 6.1%
- Eating VfM averages 84% of Eating Ratings
- Shopping VfM averages 87% of Shopping Ratings

* Sample size is small