

Guest Experience Partners Council

May 12, 2021 – Agenda

Construction Updates

o Don Chinery, CALM Team – LAWA

ACI ASQ Updates

o Catalina Saldivar-Chavez, Guest Experience and Innovation – LAWA

Guest Experience Partners Council Survey Results

o Tomi Brent, Guest Experience and Innovation – LAWA

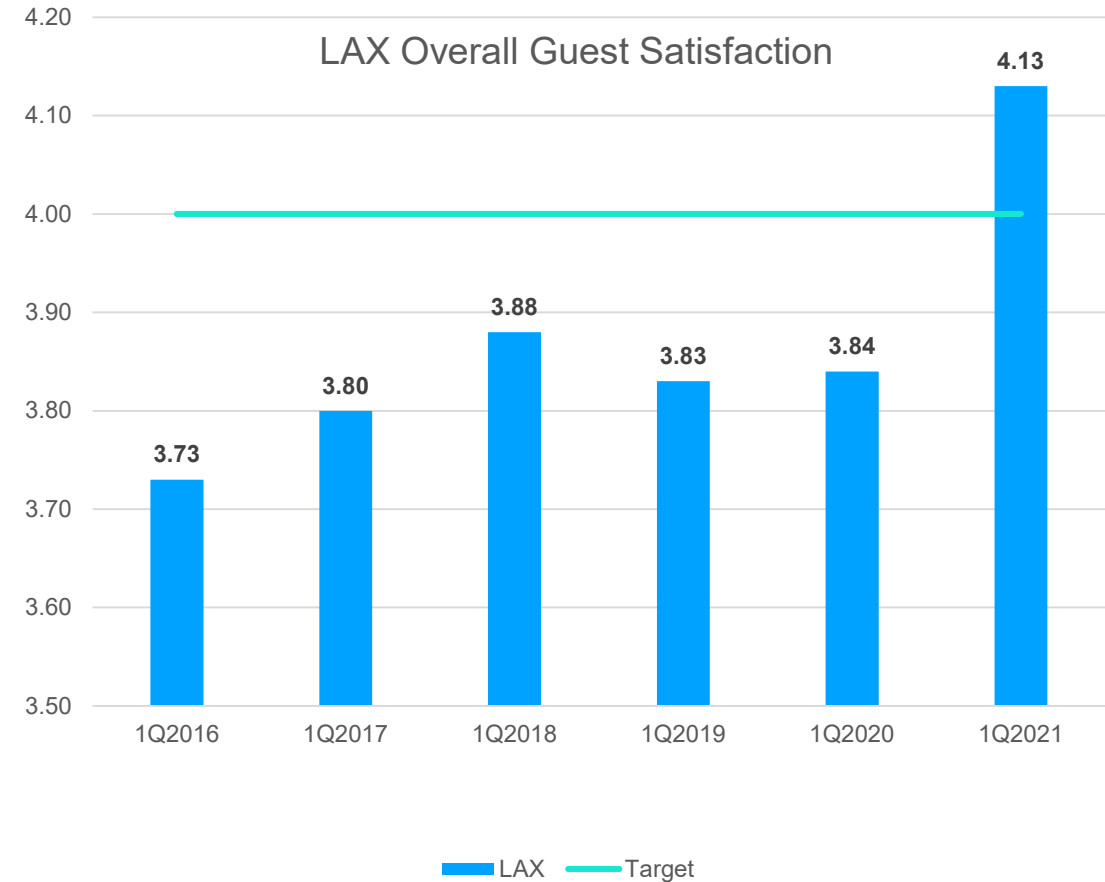
Open Forum – Issues and Opportunities from Partners Council

ASQ Survey Results Q1 2021 Guest Satisfaction

- Overall, guest satisfaction for Q1 2021 was 4.13.
- 4.47 is the global overall satisfaction score for all participating airports.
- LAX ranked 165 out of 216 participating airport
- 724 Surveys were collected in 1Q 2021

The top five things that matter most:

1. Wait times check-in
2. Ground transportation
3. Wayfinding
4. Wait times FIS
5. Courtesy of security staff



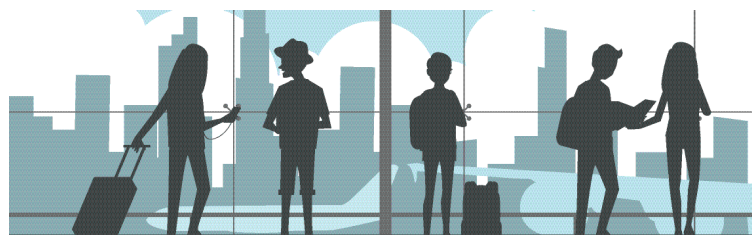
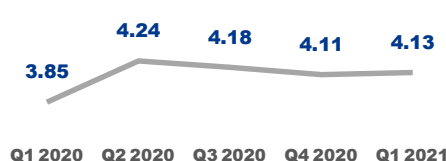
Overall satisfaction

Airport performance

Benchmark

4.13

Trend Over Time



Category	Score
Domestic	4.15
International	4.05
Leisure/Other	4.12
Business	4.16

World



Scores **4.45** LAX rank **165th /216**

North America



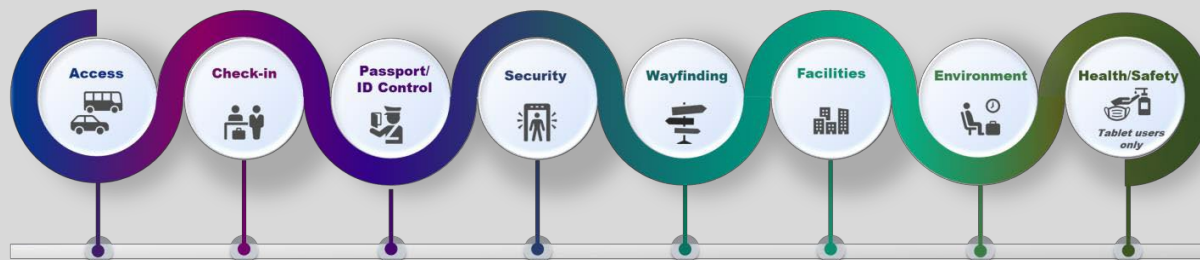
Scores **4.37** LAX rank **28th /30**

>40M Pax



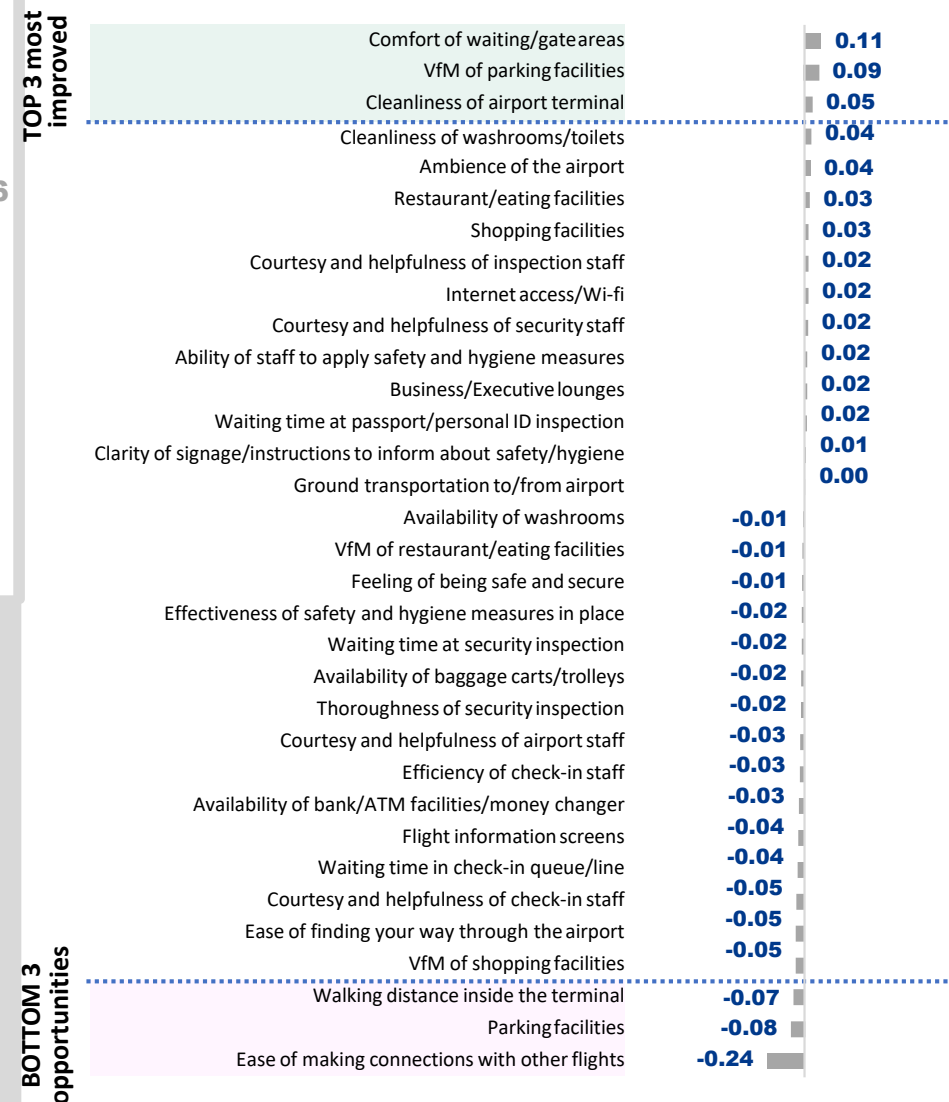
Scores **4.52** LAX rank **29th /32**

Passenger journey



Quarter	Access	Check-in	Passport/ID Control	Security	Wayfinding	Facilities	Environment	Health/Safety
Q1 2021	3.89	4.29	4.33	4.32	4.11	3.86	4.10	4.15
Q4 2020	3.89	4.33	4.31	4.32	4.18	3.84	4.06	4.14

Change in score since last quarter

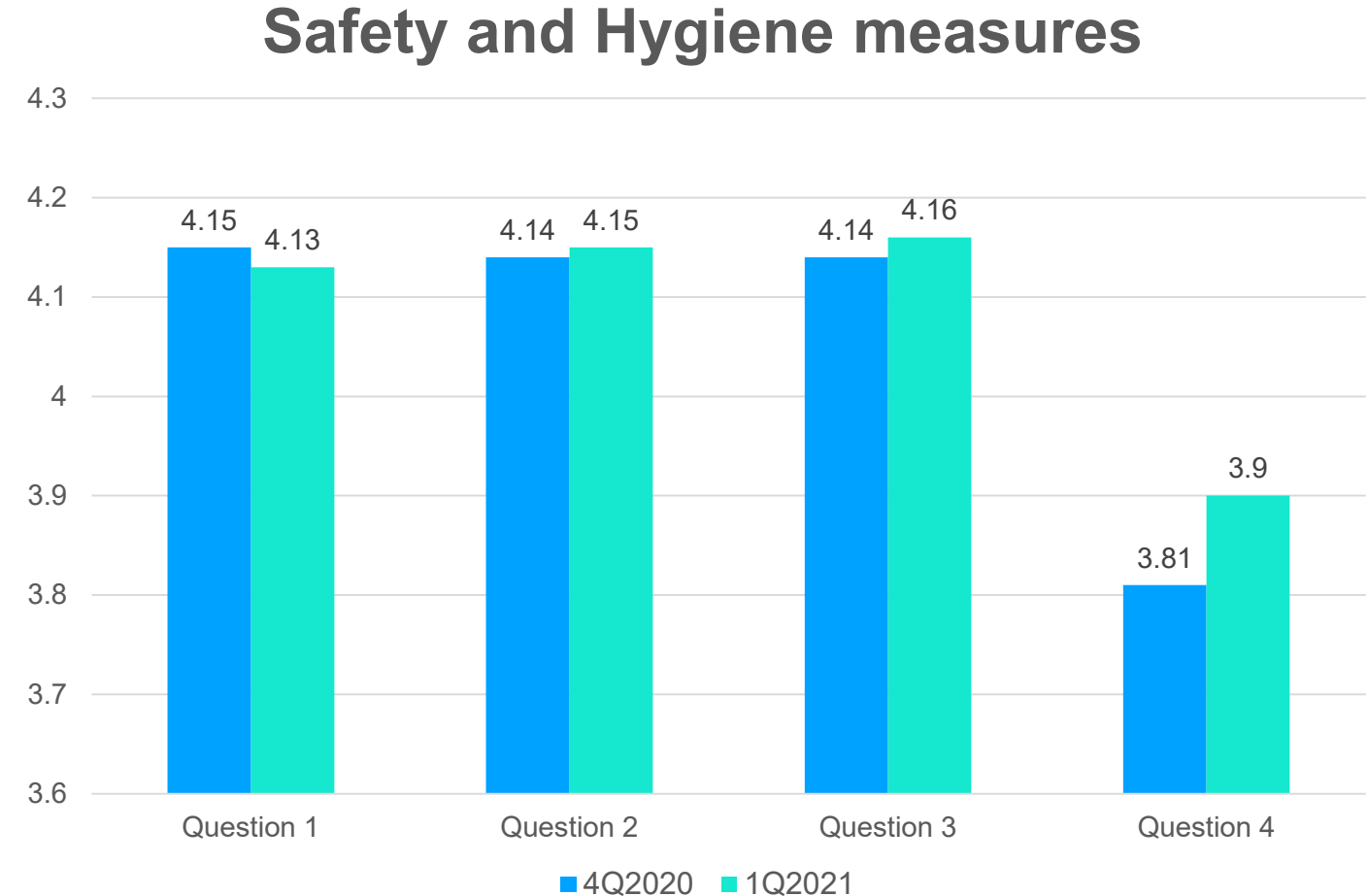


LAX – Airport Performance

Q1 2021–Satisfaction with Safety and Hygiene Measures

1. Effectiveness of safety and hygiene measures in place
2. Clarity of signage and instructions to inform about safety and hygiene measures
3. Ability of staff to apply safety and hygiene measures
4. Level of confidence to travel based on safety and hygiene measures
5. Level of stress based on experience 2.07*

(1 no stress, 5 very stressed)*



Questions?

Los Angeles World Airports

March 2021 Partners Council Survey Results

Survey Results

- Partners Council Survey consisted of 11 questions
- Survey was sent to all 63 Partners Council members - 11 members responded

Survey Results

73% of respondents strongly agreed with the role of the Guest Experience Partners Council

- Represent the interest of the airport community
- Provide ongoing benefits
- Promote advancement of airport culture
- Facilitate/implement guest experience initiatives
- Advance airport's vision and brand
- Exchange of best practices

Survey Results

55% of the Partners Council members participate on other committees

83% strongly agreed that the Partners Council is a valuable forum to facilitate collaboration and communications to enhance the LAX Guest Experience

73% agree with monthly Partners Council meetings

Majority of members (77%) believe the size and composition of the council is appropriate

General Feedback

Most Valuable Agenda Topics

- Guest Satisfaction
- Health & Safety
- Enhancements, Facilities, and Construction
- Concessions-Value for Money
- Recovery

Least Valuable Agenda Topics

- Irregular Operations
- Regulatory Speakers
- Wayfinding

55% suggested to keep the meeting format as is while 45% said to include breakout sessions

82% strongly agreed that they had experienced added value by attending council meetings

Comments

- Change the time of the Partners Council meeting to a different time because it competes in the same time slot with another equally important meeting
- Provide meeting minutes for those who are unable to attend
- Solicit more of our airline partners to attend Partners Council meetings
- Make the meetings more about the partners and guests with a focus on action
- Moving the meetings to quarterly, having more guest speakers (i.e., airlines and trends they are seeing in bookings), and encouraging breakouts where we can meet and discuss a topic would be fantastic

Questions?

Hot Topic

What do you feel the guest want moving forward and how do we work collectively to deliver that experience?