



AIRPORT SERVICE QUALITY

BENCHMARKING THE GLOBAL AIRPORT INDUSTRY

Best Practice Report

Baggage Carts



Introduction

Airport Service Quality (ASQ) is a comprehensive ACI initiative to help airports in their continuing efforts to improve the quality of service experienced by passengers.

The Best Practice Report is a new service offered by the ASQ Survey and is part of the programme's commitment to identifying and disseminating best practices from top-performing airports around the world.

The report focuses on a specific topic, aiming to provide a comprehensive picture of practices at participating airports as well as to serve as the basis for further discussions between ASQ participants.

The report is based on information collected from airports participating in the ASQ Survey using an on-line questionnaire. The present document is a short presentation of the main results of the research and has been rendered anonymous. ASQ participants received the full report along with individual profiles for all airports which participated in the online survey.

The topic of the first Best Practice Report is Baggage Carts. The following aspects were covered:

- ➔ Number of carts available
- ➔ Cost of using baggage carts
- ➔ Type / Features of baggage carts
- ➔ Baggage cart management
- ➔ Number of airside carts available

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Survey Participants

Africa / Middle East - Asia

Bangkok, Christchurch, Doha, Hong Kong, Kuala Lumpur, Muscat, Nagoya, Nairobi, New Delhi, Seoul ICN, Sydney, Tel Aviv

Americas

Atlanta, Austin, Calgary, Cancun, Cleveland, Detroit, Edmonton, Halifax, Houston HOU, Houston IAH, Lima, Mexico, Minneapolis, Montreal, Ottawa, Toronto, Washington IAD

Europe

Birmingham, Bordeaux, Bournemouth, Brussels, Dublin, East Midlands, Faro, Geneva, Helsinki, Krakow, Lyon, Madeira, Madrid, Manchester, Milan LIN, Milan MXP, Moscow DME, Munich, Oslo, Ponta Delgada, Porto, Rome FCO, Vienna, Zurich



Landside Baggage Carts

The first aspect covered by the research relates to the baggage carts located landside at the airport. This service is generally offered by airports and this section aims to highlight the main characteristics and features of the various types of carts used by the participating airports.

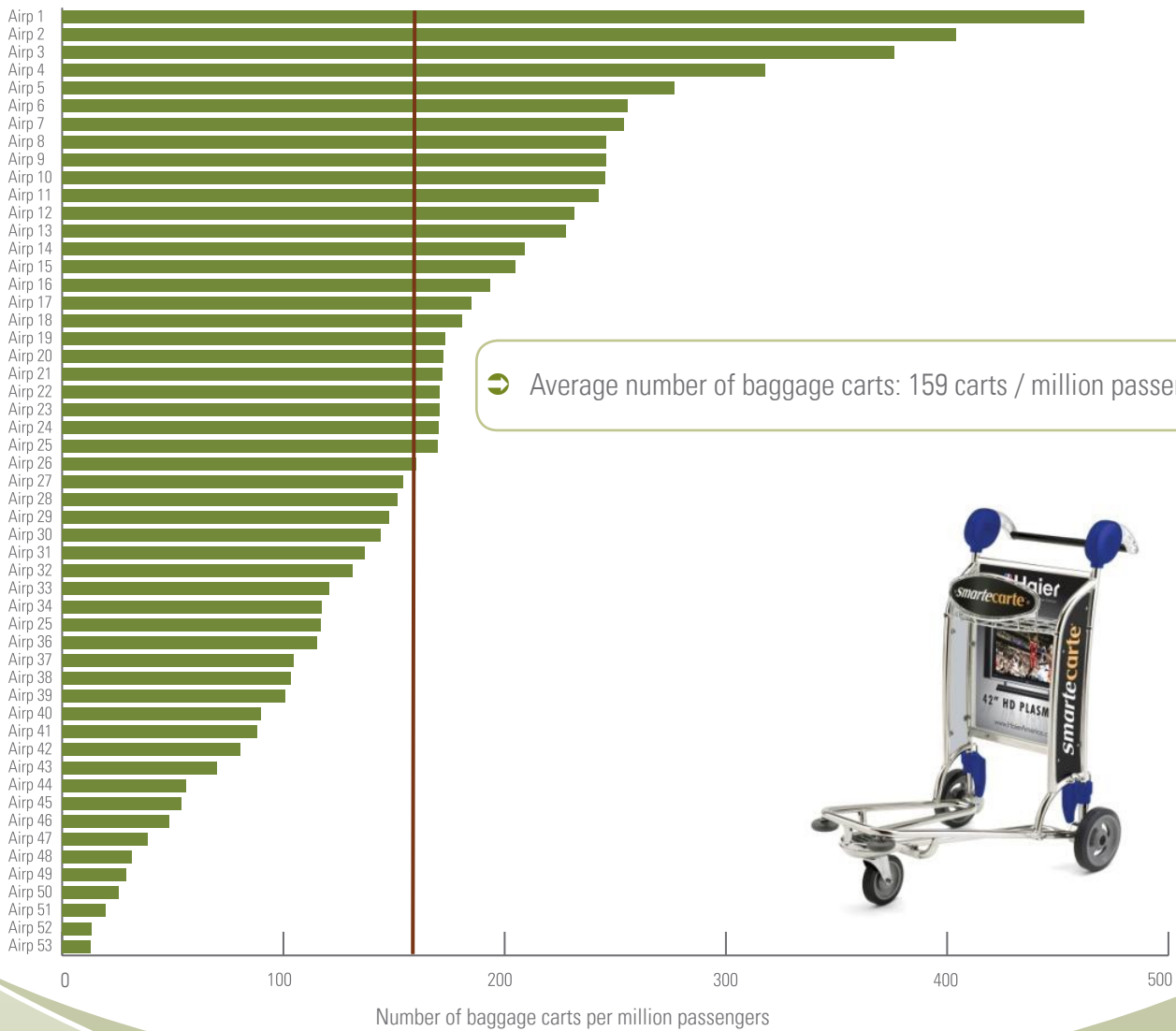
In order to compare the total number of baggage carts in various airports, we have chosen to use as a unit the following ratio: "number of baggage carts for 1 million passengers per year". This allows an immediate comparison of all participating airports which is independent from the airport size.

The number of landside baggage carts varies widely among the participating airports, ranging from less than 20 to over 450 baggage carts per million passengers.

Airports with newer facilities and spare capacity tend to have a high number of carts available. On the other hand, airports which have a high proportion of connecting passengers need less landside baggage trolleys.

The average number of landside baggage carts at participating airports is 159 carts per million passengers.

Landside Baggage Carts

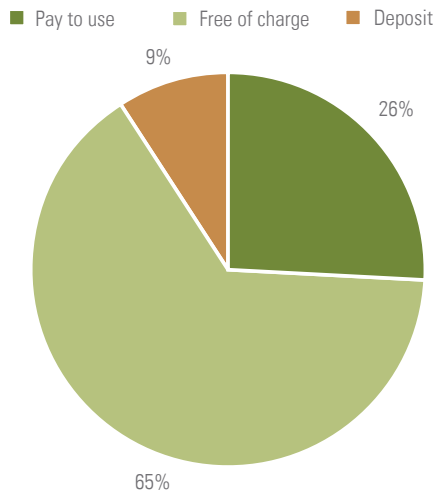


Pricing

Three different pricing practices for the use of baggage carts were identified:

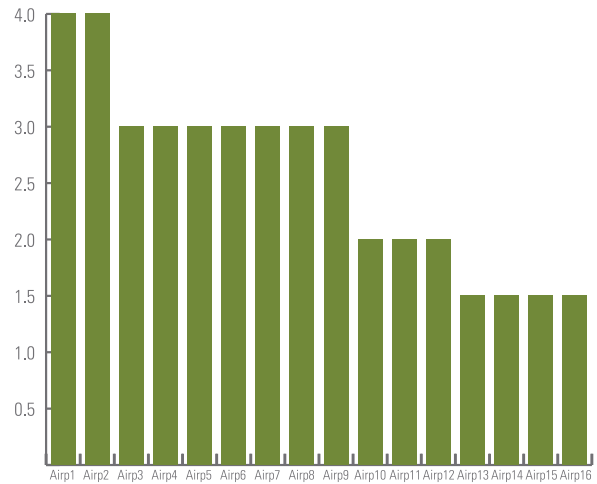
- ➔ **Free of charge**
Passengers can freely use the baggage carts. It requires staff to collect the empty trolleys and bring them back to the storage points.
- ➔ **Deposit**
Carts are locked in specific locations and passengers need to use a coin or a token to unlock a cart. Passengers retrieve the coin/token when the cart is returned to the storage point.
- ➔ **Pay per use**
Carts are locked in specific locations and passengers need to pay to unlock the cart. Passengers may get a partial refund when they bring the cart back to a storage location.

Use of baggage carts



Most airports still offer a baggage cart service to passengers free of charge (65%), around one quarter of the participants (26%) charge passengers for the use of baggage carts and 10% of the sample stated that they had a deposit system in place.

Price benchmark



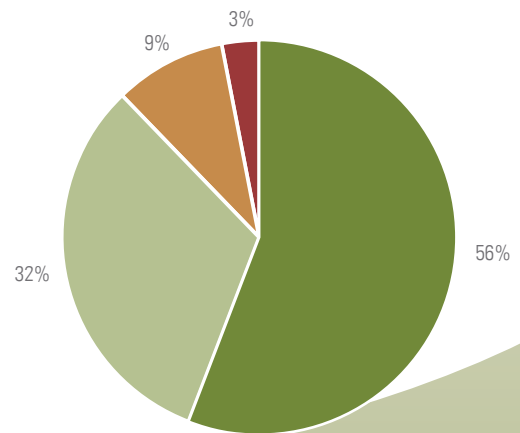
Price to operate 1 baggage cart in USD

In order to compare the cost to use a baggage cart in different airports, all prices were converted into US Dollars. Many airports have outsourced their baggage cart management to the same provider and therefore charge a similar amount for the use of baggage carts (3 USD). At other airports the price ranges from 1.5 to 4 USD.

Finally, ASQ Survey results show that airports which use a pay to use or a deposit system achieve lower satisfaction ratings for "Availability of baggage carts" than airports where the use of baggage carts is free of charge.

Modes of payment available

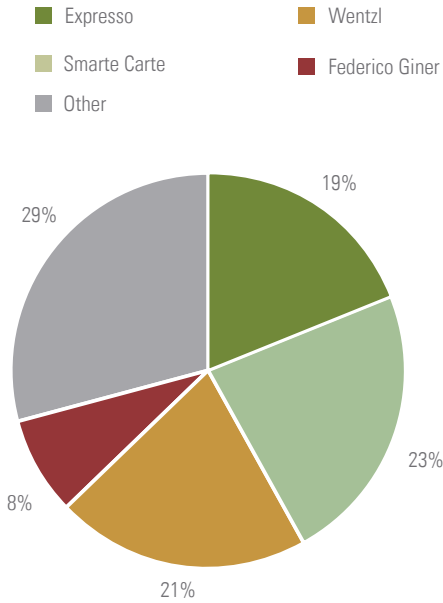
- Coins / Forex
- Coins / Notes / Credit Card
- Coins / Forex
- Bank Notes



Baggage cart features

Four major suppliers work with the majority of the airports and represent a market share of 71%.

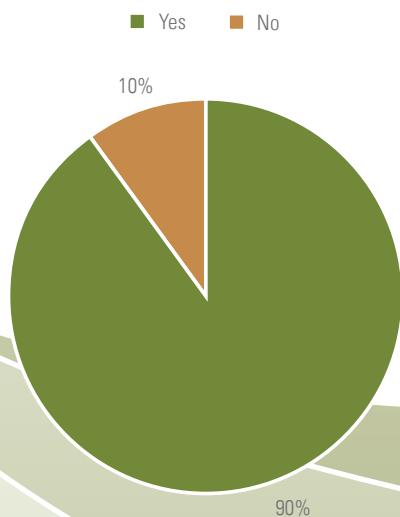
Cart manufacturer by brand



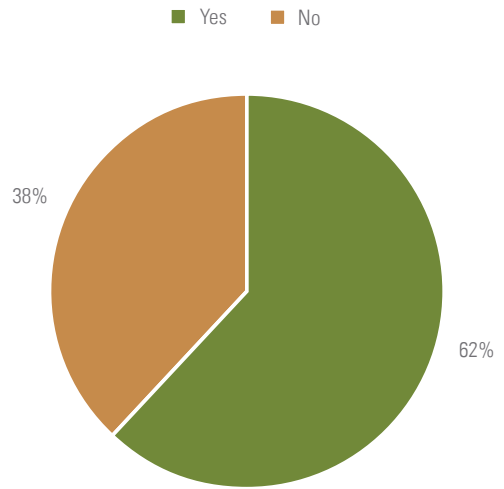
There are many models available on the market. In order to compare them we have identified the most important features of landside baggage carts:

- ➔ Can the cart be used in the lift/elevators?
- ➔ Can the cart be used on the moving walkways?
- ➔ Can the cart be used on the escalators?
- ➔ Is the cart equipped with a breaking system?

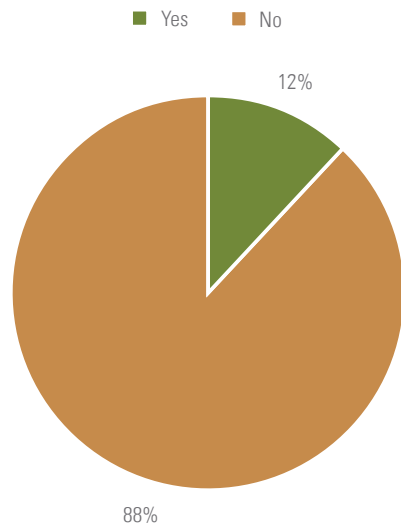
Can the cart be used in the lifts?



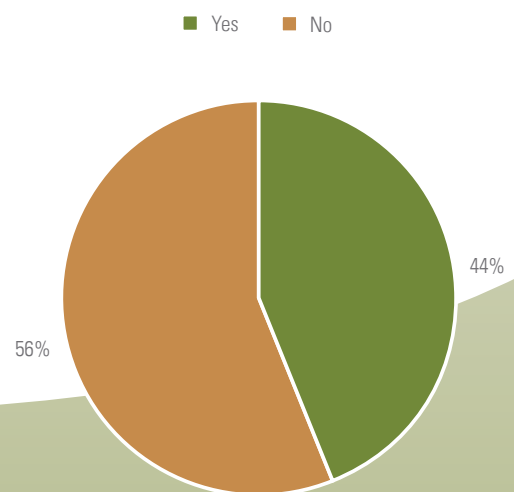
Can the cart be used on the walkways?



Can the cart be used on the escalators?



Does the cart have a breaking system?

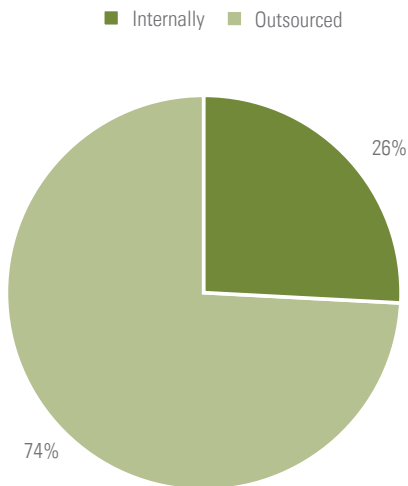


Baggage Cart Management

The majority of airports outsource the management of their baggage cart system to a supplier. The main benefits of outsourcing are:

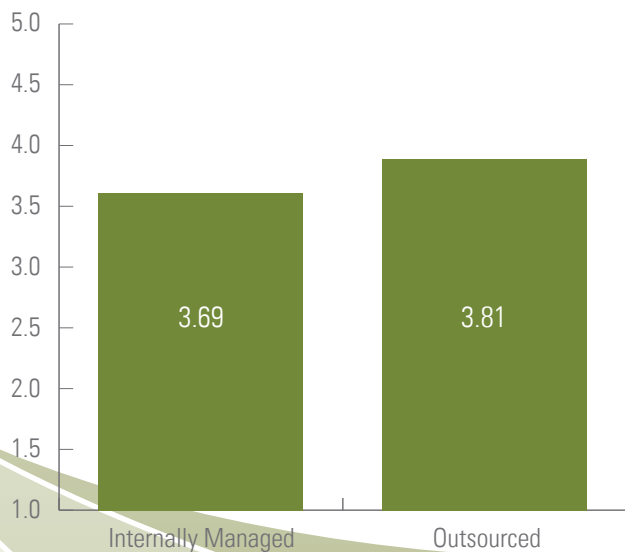
- Minimises the costs for the airport
- Rely on experts in the area
- Service levels included in the contract

How is the baggage cart system handled?

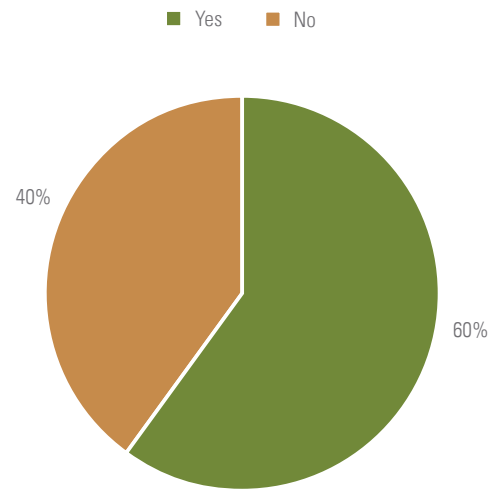


ASQ Survey Results indicate that airports which have outsourced the management of their baggage carts achieve higher ratings for “Availability of baggage carts” than those who manage the carts internally.

Rating for “Availability of baggage carts”



Advertisement on baggage carts?



Using the baggage carts as an advertisement means has the following benefits:

- Marketing tool to promote your airport
- Promote retail / commercial activities at the airport
- Source of income if the advertising space is sold

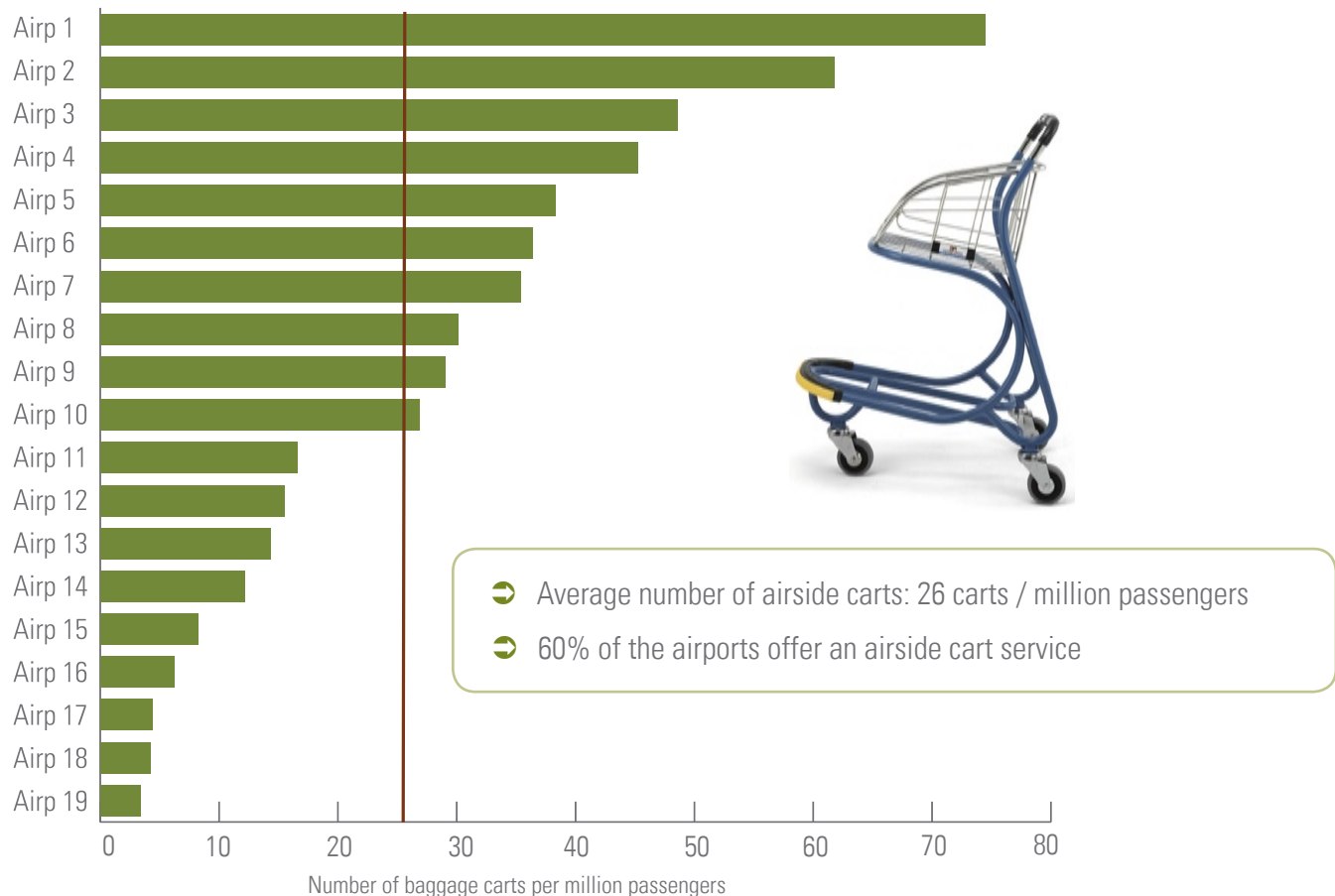
Among the participating airports, 60% of the respondents mentioned that they were putting advertisement on their baggage carts.



Airside Carts

Airside baggage carts were the second aspect covered by the research. These carts are located after security and are designed to help passengers carry their hand luggage and shopping bags.

Airside Baggage Carts



In order to be able to compare the number of carts at airports of different sizes, we have chosen to use as a unit the ratio “number of baggage carts for 1 million passengers per year”.

For this type of cart there is also an important variation in the number of carts available at each airport.

The main hubs in Asia and airports who really focus on their retail activities offer over 30 airside carts per 1 million passengers, whilst other airports in Europe and North America have a lower number of carts available.



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