

Best Practice Report

Airport Wayfinding



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 Reports are an additional service offered as part of the ASQ Survey and are 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 reports are 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 on-line survey.

The topic of this Best Practice Report is wayfinding. The following aspects are covered in the report:

- ➔ Information available on airport websites
- ➔ Information sources at the airport
- ➔ Signage features and colour schemes



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Survey Participants - 102 in total

Africa / Middle East - Asia (25)

Abu Dhabi, Auckland, Bangalore, Bangkok, Cairo, Christchurch, Dammam, Delhi, Doha, Gold Coast, Haikou, Hyderabad, Kuala Lumpur, Melbourne, Mumbai, Muscat, Nagoya, Sanya, Seoul ICN, Singapore, Sydney, Taipei, Tel Aviv, Tokyo NRT, Wellington

Americas (43)

Anchorage, Atlanta, Austin, Barbados, Bermuda, Boise, Boston, Calgary, Cancun, Cincinnati, Cleveland, Detroit, Edmonton, Fort Lauderdale, Fredericton, Grand Rapids, Guayaquil, Halifax, Houston HOU, Houston IAH, Indianapolis, Jackson Evers, Las Vegas LAS, Mexico City, Minneapolis, Montreal, Orlando SFB, Ottawa, Phoenix AZA, Port Columbus, Port of Spain, Quebec, Raleigh / Durham, Salt Lake City, San Antonio, San José SJC, San José SJO, Saskatoon, Toronto, Tucson, Victoria, Winnipeg

Europe (34)

Amsterdam, Athens, Bergen, Budapest, Dublin, Dusseldorf, East Midlands, Faro, Geneva, Hamburg, Helsinki, Krakow, Lisbon, Liverpool, London LGW, London LHR, Lyon, Madeira, Madrid, Malta, Manchester, Milan LIN, Milan MXP, Moscow DME, Munich, Oslo, Ponta Delgada, Porto, Rome FCO, Stavanger, Stockholm NYO, Trondheim, Vienna, Zurich

Airport website

With over 1.6 billion internet users worldwide, more and more passengers visit airport websites to prepare for their trip and find useful information such as the restaurants or shops available at the airport. The main online tools offered by participating airports are:

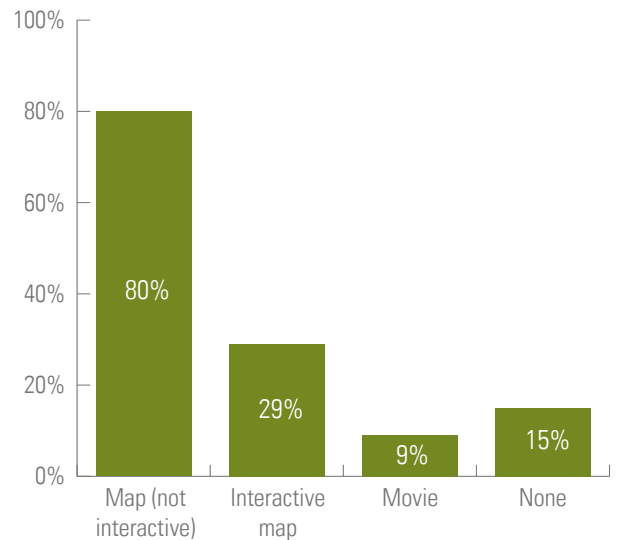
- ➔ **Map of the terminal (not interactive)**
Map is usually in a pdf or jpeg format and can be downloaded and saved.
- ➔ **Interactive map**
Passengers select a specific terminal, shop or restaurant and the interactive map shows the location.
- ➔ **Movies**
A movie shows passengers the way to go.

Nearly all airports (80%) provide a non-interactive map on their website. The use of interactive maps is much less common however, with less than one third of airports providing them. Interactive maps generally focus on retail, food and beverages rather than airport processes. Some airports provide both interactive and non-interactive maps.

Only 9% of the airports provide movies. Most of them are in North America.

15% of the airports do not provide any map or movie. These are usually smaller airports where wayfinding may be less of an issue. Middle Eastern airports also generally do not provide airport maps on their websites. However, in these cases the airport websites provide passengers with a list of shops, restaurants or services which are available at the airport along with their location.

What does your airport's website provide?

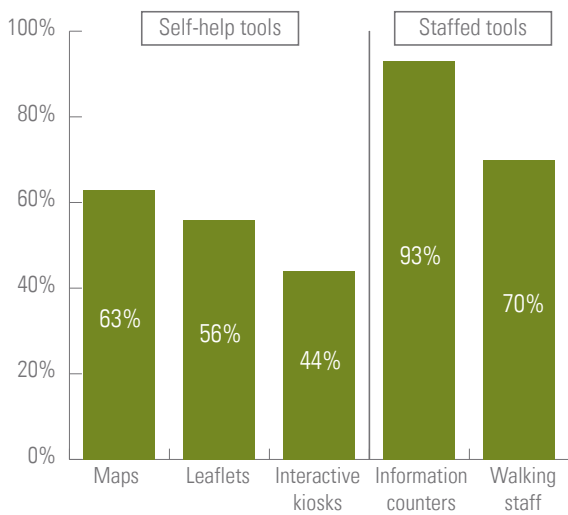


Information at the airport

This section provides a detailed picture of the main sources of information available to passengers at the airport: maps, leaflets with a map of the terminal, interactive information kiosks, information counters and walking staff. They can be classified in two groups:

- **Self-help tools**
Passengers find the information by themselves. Maps, leaflets and interactive kiosks belong in this category.
- **Staffed tools**
Staff are present to provide passengers with the requested information. Staff are either at information counters or walking throughout the terminal.

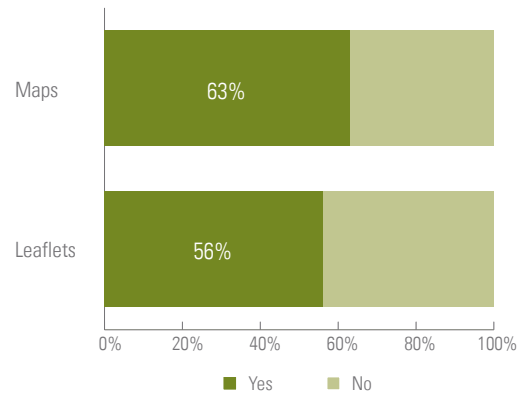
Overview



Results show that the majority of airports still prioritise human contact to assist passengers during their stay at the airport.

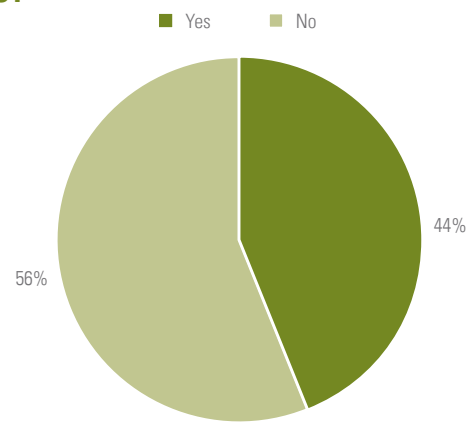
We will now review each tool in more detail.

Does your airport provide maps or leaflets?



63% of the airports display large maps in their terminals and 56% provide leaflets. If we only take into account airports with more than 10 million passengers per year these proportions increase to 85% and 78% respectively. For large airports maps or leaflets are essential: a large airport where no map is displayed usually provides leaflets and vice versa.

Does your airport provide interactive kiosks?

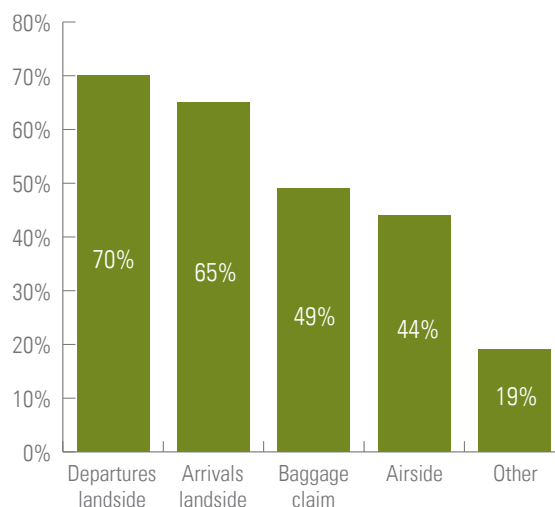


Only 44% of the airports provide interactive kiosks. Their presence varies by region as 74% of airports in Asia Pacific provide interactive kiosks, compared to only 36% in the other regions.

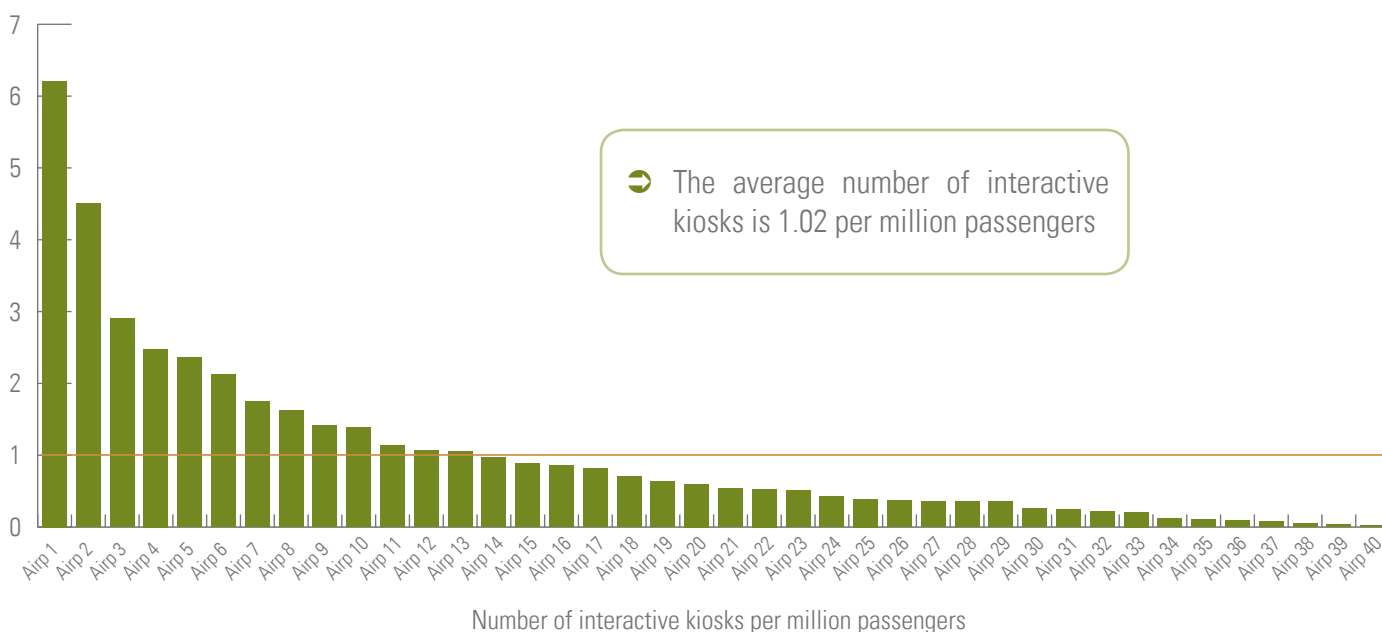
The most frequent location for interactive kiosks is in the departures area landside to provide passengers with the necessary information as soon as they arrive. Only 44% provide interactive kiosks airside and these are mainly larger airports or those with high transfer numbers. Many airports also provide kiosks in the arrivals area landside and baggage claim, though these generally focus on providing city tourism and public transportation information.

In order to be able to compare the number of interactive kiosks offered by airports of different sizes, we have chosen to compare the following ratio: number of interactive kiosks per 1 million passengers per year. On average the number of interactive kiosks is 1.02 per million passengers. The ratio is higher in many smaller airports simply due to the low number of annual passengers.

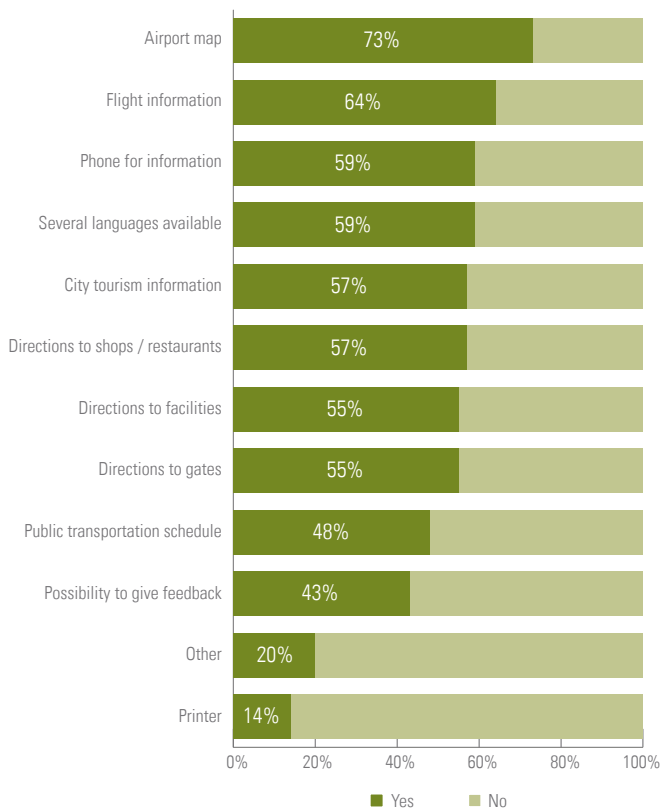
Interactive kiosk locations



Benchmarking the number of interactive kiosks



What information do your interactive kiosks provide?

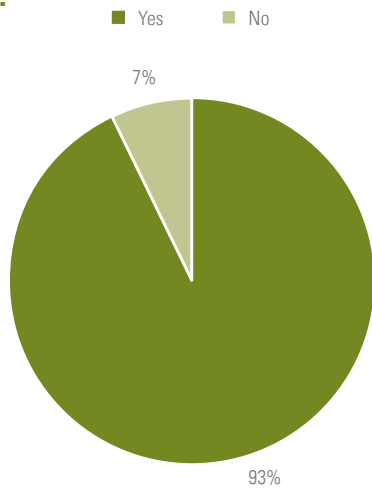


Common interactive kiosk features include:

- ➔ **Airport map and flight information**
The majority of the airports provide an airport map and flight information (73% and 64% respectively). Those that don't are generally airports that only have interactive kiosks in the arrivals area, mainly to provide city tourism information.
- ➔ **Phone for information**
At 59% of the airports providing interactive kiosks, passengers can call customer service team from the interactive kiosk.

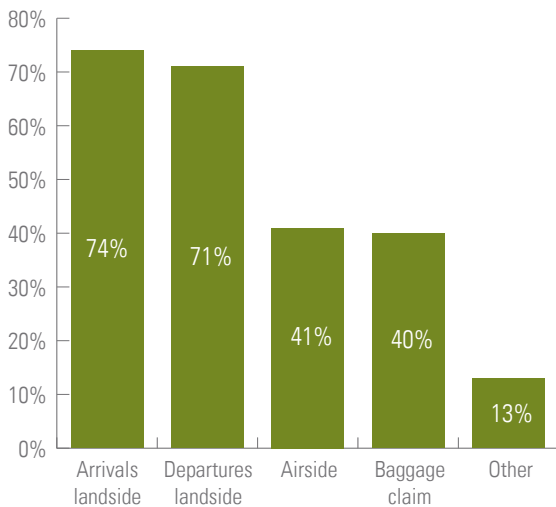
- ➔ **Several languages available**
One advantage of using interactive kiosks vs. staff is that information can be translated in several languages (59%).
- ➔ **City tourism**
This information is mainly available at the interactive kiosks located in the baggage claim or arrivals area.
- ➔ **Directions to shops / restaurants, facilities and gates**
In a little over half of the airports, passengers can select a specific shop, restaurant, facility or gate and the kiosk provides a map showing how to get to this location.
- ➔ **Public transportation schedule**
Similarly to city tourism information, public transportation schedules are generally available at the interactive kiosks located in arrivals area.
- ➔ **Possibility to give feedback**
In 43% of the cases, passengers can fill in complaint cards or satisfaction surveys using the kiosks.
- ➔ **Other features**
These include internet access, news, horoscopes or games.
- ➔ **Printer**
At a few airports (14%), passengers can print the information.

Does your airport provide information counters?



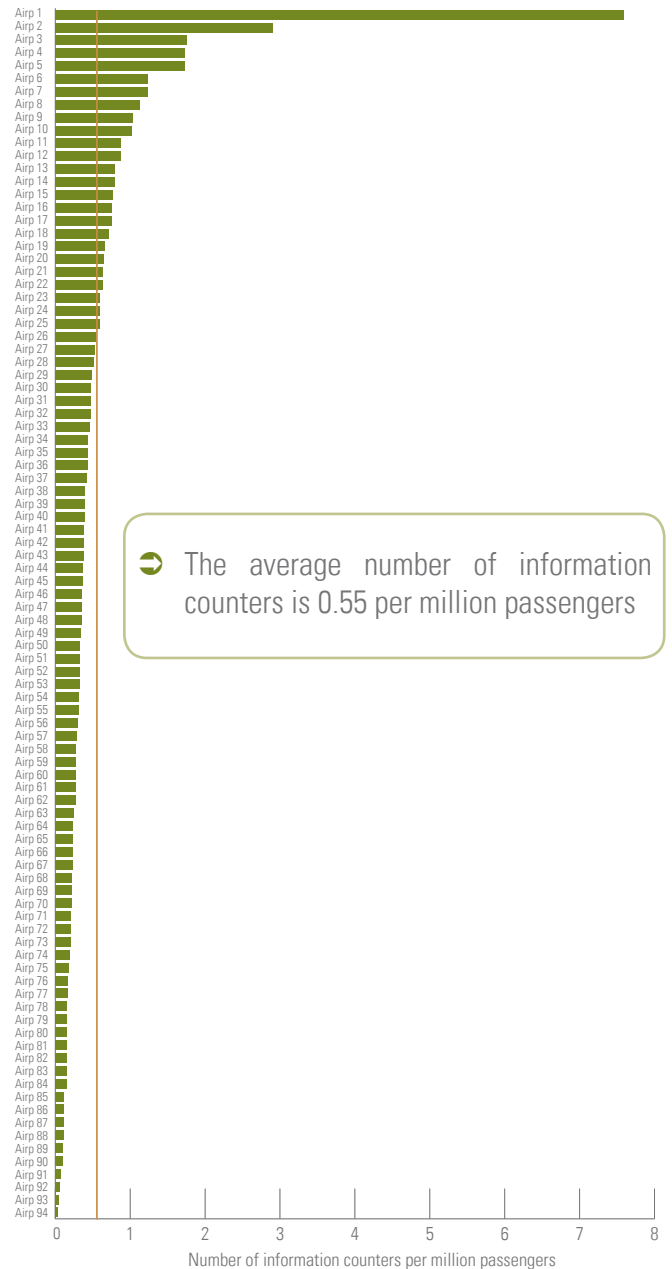
Nearly all airports (93%) provide information counters. The 7% missing are airports with fewer than 5 million passengers per year.

Information counter locations



Similarly to the interactive kiosks, most information counters are located landside (74% for arrivals and 71% for departures), followed by airside (41%) and 40% in the baggage claim. Other locations include airport hotels, lounges, shopping or ground transportation centres near the airport.

Number of information counters benchmark



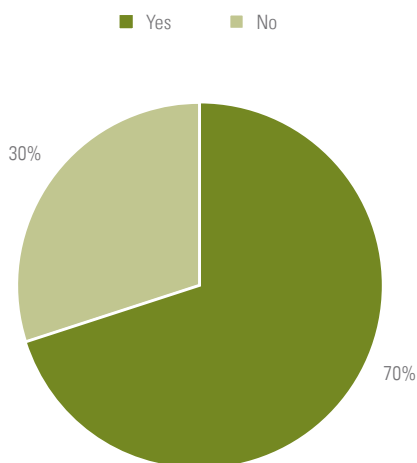
➡ The average number of information counters is 0.55 per million passengers

As for the interactive kiosks, in order to be able to compare airports of different sizes, we have calculated the number of information counters per 1 million passengers per year. On average airports provide half as many information counters (0.55 per million passengers) as they do interactive kiosks (1.02 per million passengers). Again, the ratio is higher in many smaller airports due to the low number of annual passengers.

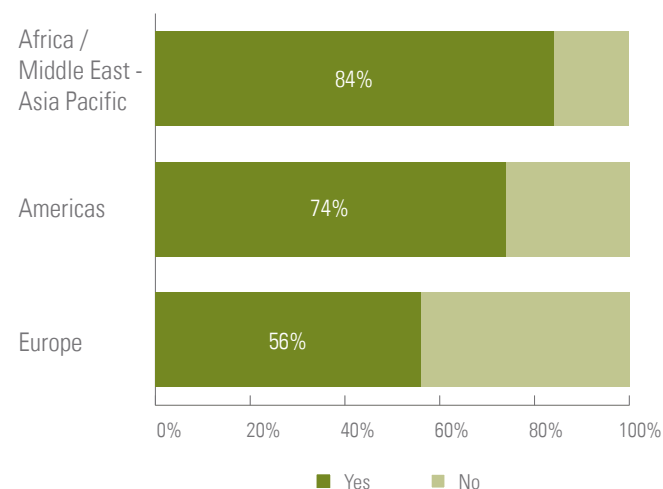
The last source of information at the airport is staff walking through the terminal to assist passengers (this excludes staff at information counters). We can distinguish three types of staff:

- ➔ **Dedicated staff**
Customer service representatives available throughout the airport.
- ➔ **Airport staff**
Operational staff from all airport sectors who volunteer and receive a few hours of training to assist passengers. Airports usually launch promotional campaigns to raise awareness of the importance of customer service within the organisation.
- ➔ **External volunteers**
Usually called Airport Ambassadors, external volunteers commit to be present at the airport a few hours per week and their main duties are to greet passengers / visitors, answer passenger enquiries, give directions, provide city information and assist with special events.

Are staff present at the airport to help passengers with wayfinding?



Walking staff are present at the airport (by region)

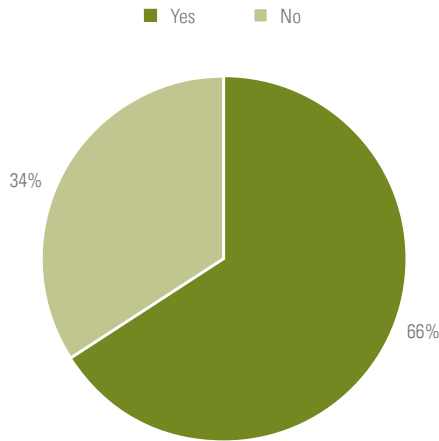


At most airports (70%), staff are present to help passengers find their way, although there are regional differences. In Africa / Middle East and Asia Pacific, 84% of the airports have walking staff. This high proportion reflects the fact that in these regions hospitality and customer service are culturally very important. In the Americas, mobile staff are present at 74% of the airports and usually consist of external volunteers / ambassadors. Only slightly over half of the European airports have mobile staff which may be due to the fact that labour is more expensive in this region.

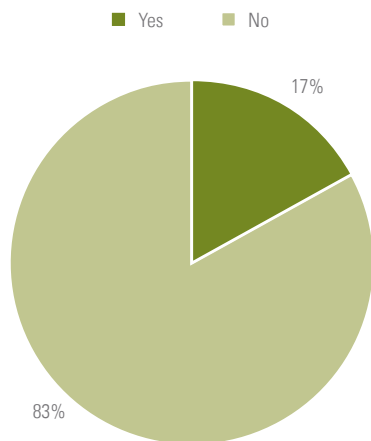
Signage

The last topic of this Best Practice Report is signage and the following aspects were covered: signage features (such as lighting and indicated information) and as well as colour schemes.

Is the signage at your airport backlit?

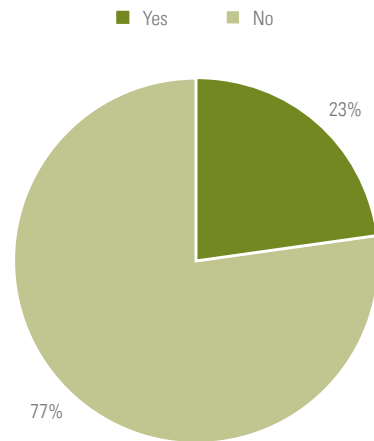


Is walking time indicated on your signage?

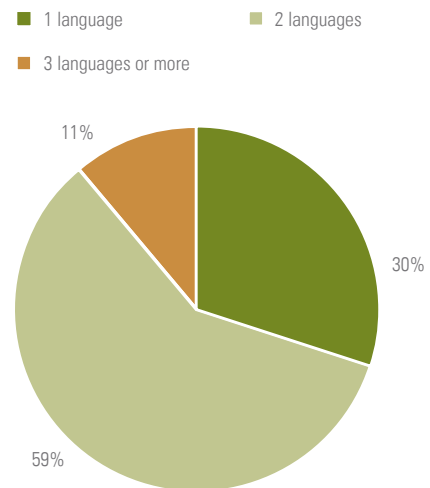


In terms of features, a majority of airports use backlit signage. Most airports prefer to have simple signs and avoid overloading signage with indications on walking times or distances.

Is walking distance indicated on your signage?



Number of languages used



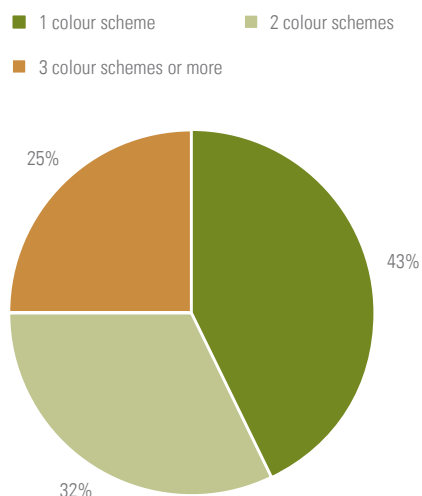
English has become the “universal” language: when the airport is located in an English-speaking country such as the UK or United States only one language, English, is used. A majority of airports (59%) employ two languages, English and their local language. This is the case of airports in Europe, Latin America / Caribbean and the Middle East. A few airports (11%) use three languages or more, they are generally Asian airports where texts are written in the local language as well as in Chinese and English.

In terms of colour schemes, there is no clear trend among survey participants: 43% of the airports use one colour scheme for all signage, but most airports prefer to use several colour schemes. This allows them to either differentiate:

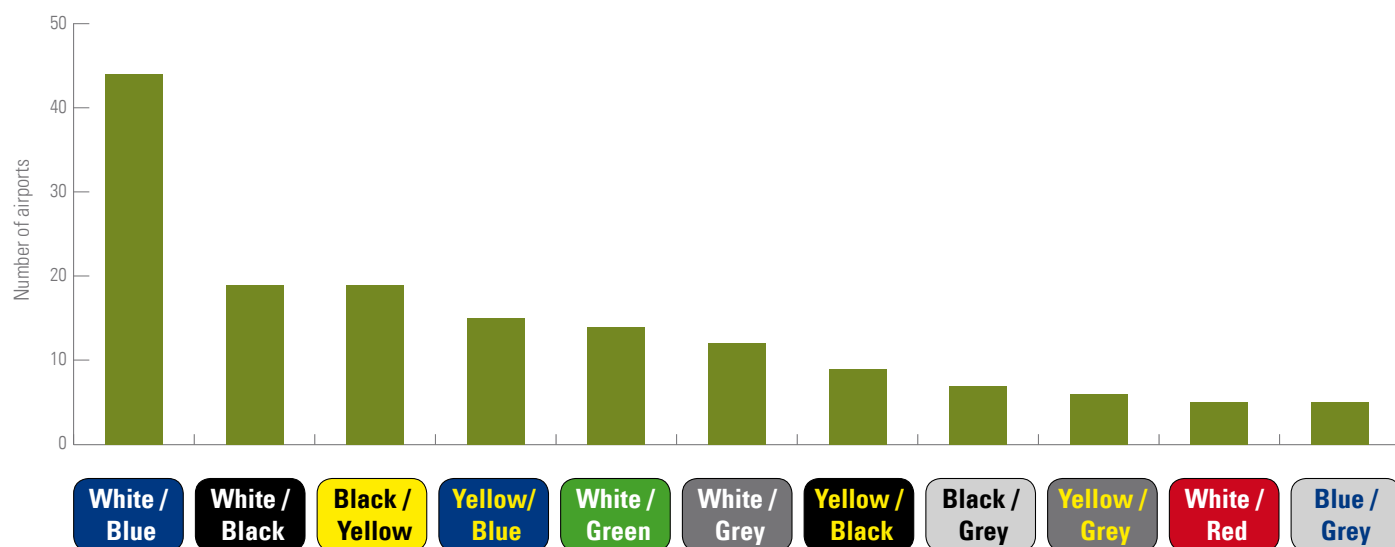
- ➔ Purposes: for instance flight-related items vs. retail
- ➔ Flows: for instance departures vs. arrivals
- ➔ Languages
- ➔ Terminals

Airports belonging to an airport group tend to use the same colour scheme(s) across all airports.

Number of colour schemes



Colour schemes





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