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### **Airport Council International Passenger Survey Report Shows Measureable Improvement at CLE**

*New ACI ASQ scores show impressive increase in passenger satisfaction score*

Cleveland, January 27th, 2017 – Cleveland Hopkins International Airport (CLE) recorded an impressive jump in passenger satisfaction scores from 2015 Q4 to 2016 Q4 in the newly received Airports Council International (ACI) Airport Service Quality (ASQ) report.

ACI is a non-profit organization whose mission is to advance the interests of airports and to promote professional excellence in airport management and operations. ACI's ASQ is a world-renowned and globally established benchmarking program measuring passengers' impressions during their airport visits. Many of the world's leading airports in customer service utilize the ASQ survey program to provide key passenger research and insight, as well as essential management information. ASQ is designed for an airport seeking a more effective and efficient means to serve passengers.

Of the 34 categories measured in the ASQ survey on a quarterly basis, CLE passengers rated the airport higher in every single category but one.

"As the new director at Cleveland Hopkins International Airport it pleases me to hear this news," said Airport Director Robert Kennedy. "These scores demonstrate the hard work the CLE team members have been putting in to enhance passenger's experience. I look forward to continuing to move our customer satisfaction in a positive direction with all our employees and business partners at our airport."

CLE's overall satisfaction score was 4.10, a 6.8% improvement over Q4 from 2015. Notable increases in important customer service dimensions included, "Ease of finding your way through the airport" and "Flight Information Screens."

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The ASQ Survey's main objective is to provide participating airports with management information to better understand passengers' views with respect to an airport's products and services:

- ✓ Contained within the survey's 34 categories, passengers are asked to rate specific service related topics and their overall satisfaction with the airport on a scale of 1 (poor) to 5 (excellent) on topics including security, access, environment and finding your way;
- ✓ Questions related to the passenger profile help the airport understand customer's needs and wants. These questions include how often the passenger flies, if their trip is business or leisure, etc.

The questionnaire is completed by randomly selected passengers at boarding gates of pre-selected flights. Flights are selected based on destination and carrier in order to obtain a representative sample of all departures from a participating airport. The ASQ survey covers all operating hours of the participating airport, and each day of a week is evenly distributed between each month of a quarter.