

Last year, we launched an exciting initiative to redefine the LAX guest experience in a way that puts all of our guests first, each and every day. As part of enhancing the guest experience, LAX is participating in the internationally recognized Airports Council International – Airport Service Quality (ACI-ASQ) survey to measure airport customer satisfaction while our guests are in our airport terminals. This survey is a tool used by airports around the world to assess important aspects of the airport experience. It allows us to measure our own performance and compare our results with airports around the world. This guest-centric research tool is a major step in providing valuable information needed to improve the LAX experience and our global ranking

We have just received ASQ results for the second quarter, 2016, and we'd like to share a brief overview of the results with you

Guest satisfaction with the overall LAX airport experience was rated as 3.64 on a scale of 1 to 5 where 5 is "Excellent" and 1 is "Poor". Of the 33 service attributes measured, our scores ranged from a low of 2.82 to a high of 4.05. We are so pleased that the scores for courtesy of airport staff are among our highest scores. As Commissioner Bea Hsu recently declared, these courtesy results are a testament to all the people and business partners who work at LAX – our LAX family!

Our international departing passengers are among our most satisfied guests with an overall satisfaction score of 3.89. Our most satisfied passengers (those who rated their LAX experience a 4 or 5) tell us that the following attributes are the "Five Most Important Items" that matter most:

1. Waiting time at security inspection
2. Ease of finding your way through airport
3. Waiting time in check-in queue/time
4. Internet access/Wi-Fi
5. Cleanliness of washrooms/toilets

This is just the tip of the wealth of information that ASQ provides us on a quarterly basis about the perceptions and satisfaction levels of our departing guests. We are able to analyze our performance not only LAX-wide but we can determine what drives guest satisfaction in each of our terminals

So what will we do with this invaluable information? We have already conducted internal workshops to identify initiatives that LAWA can spearhead to focus on service excellence. Now, we would like to ask you, our partners, to take a look at the data and think about how we can collectively work together to identify operational efficiencies and innovative services and amenities to create and sustain exceptional experiences our guests will value

Within the next couple of months, we will also launch targeted surveys of our passengers (departing, arriving and connecting) to supplement the findings of ASQ, as well as special purpose surveys to gauge airport performance that is not measured by ASQ such as meeters/greeters and well-wishers. These

Issue Date: July 26TH 2016

Subject: Q2 ASQ RESULTS

* The LAX Operations Advisory will be posted on LAWA's Airport Operations web site and can be retrieved at <http://www.lawa.org/aiops.aspx>





LAX Airport Operations

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surveys, which will be administered for us by Unison, will allow us to better determine not only **what** drives guest satisfaction with the LAX experience but **how** to best respond to their needs. ASQ and Unison surveys will also allow us to track that our performance is moving in the right direction

We look forward to working with you during these exciting times as we create a customer-centric culture across LAX! We thank you in advance for your support as together we strive to make our guests' visits efficient, hospitable and memorable by providing world-class facilities and services that showcase the ambiance and excitement of Los Angeles and the lifestyle of sunny Southern California. It's all about an LAXceptional Xperience



You can see all the survey results on our tenant portal at:

<http://www.lawa.org/tenants411/>

Click the "survey results" link in the red box

Username: tenant411noreply@lawa.org

Password: 29da6d21

In addition, our Guest Experience Liaisons will share the information on a quarterly basis at regularly scheduled terminal meetings.

If you have any questions regarding the ASQ survey or guest experience, please contact Barbara Yamamoto, Chief Experience Officer, at (424) 646-5105 (byamamoto@lawa.org), or Amy Willard, Guest Experience Manager, at (424) 646-7578 (awillard@lawa.org).

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