International Airport Review Awards 2017
Nomination: Passenger Experience
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Perth Airport Nomination – Passenger Experience

Following significant investment in infrastructure and a renewed focus on imbedding a customer-centric culture, Perth Airport continues to go from strength to strength when it comes to enhancing the passenger experience.

It has been a long journey to this point and our efforts are reflected in our customer satisfaction results, which are at an all-time high. Perth Airport’s performance has improved so much that we have gone from consistently ranking at the bottom of the country’s airports, to the top inside of twelve months*.

The following large-scale projects, which form part of our $1 billion redevelopment program, have contributed to making us a world class gateway to Western Australia:

- Delivery of a new $300 million domestic terminal, which is home to Virgin Australia.
- The introduction of a new cloud-based check-in system which allows us to offer off-site check-in and provides contingency for business continuity in the case of any operational outages.
- Enhancing terminal safety and security with leading anti-passback technology in all terminals.
- Doubling the size of our highly regarded volunteer program, the Gold Coat Ambassadors.
- Launching a new best practice website and mobile app and resourcing social media to engage with our passengers and the community. The website was recently Highly Commended in the Moodie Davitt Digital Awards’ ‘Best Airport Website’ category.
- Offering world class internet and free Wi-Fi services across all terminals.
- Partnering with Tourism WA to enhance our international aerobridges so they depict iconic Western Australian scenery and provide a suitable welcome to Perth.
- Working with Australian Border Force to deliver inbound and outbound SmartGates at T1 International.
- Establishing an Access & Inclusion Advisory Group comprising representatives from the disability sector who partner with us to improve the airport experience for all.
- Commencement of CAT-III technology implementation on our airfield to ensure business continuity and a reduction in delays associated with inclement weather and fog events.
- Working with our airline partners to welcome the Antonov An-225, additional A380 services and increasing the range of destinations and flights for our customers.

In the most recent results available, Perth Airport ranked first out of the major Australian gateway airports for on-time departures performance. We also experienced the lowest percentage of flight cancellations.
We were rated as the equal most competitive Australian airport by the government’s independent watchdog, the Australian Consumer and Competition Commission as part of their 2016 review.

Perth Airport was recognised as the 2016 Australian Capital City Airport of the Year and our friendly staff took out the 2016 Skytrax Award for Best Staff Service Australia/Pacific.

While these accolades support how far we have come as an airport, we are driven and focused to remain on this path of revolutionary improvement. Perth Airport has focused on improving just about everything for our passengers from our terminals, ground access, operational efficiency, customer service, digital channels and technology. We continue to invest and focus on the passenger experience, ensuring that our customers are at the heart of everything we do.

*According to international benchmarking survey, Airport Service Quality (ASQ).*

(Words: 491)
In its annual report card out today, the Australian Competition and Consumer Commission has praised Perth Airport on par with Brisbane's after a second straight year of improvement.

Despite a dip in total passenger numbers, the airport's revenue per passenger recorded the biggest increase, up 13 per cent to $14.48.

While Perth Airport posted the highest amount of revenue per passenger after Sydney Airport, its private owners saw profits fall to $70.3 million after a rise in expenses associated with the opening of the new terminal, security costs and wages. The profit margin of 33c in the dollar is the lowest in 10 years.

Passenger and airline satisfaction surveys show customers are increasingly happy about the quality and range of services at the airport, with waiting times generally improving.

ACCC boss Rod Sims said it seemed Perth Airport’s capital investment in recent years had improved the experience for passengers.

"Customers are a lot happier with Perth Airport than they have been for some time," Mr Sims told The West Australian.

But one of travellers’ perennial gripes, hefty car parking charges, remains an area of concern. Although Perth’s profit margin on car parking is the lowest compared with Sydney, Melbourne and Brisbane airports, it is still a healthy 55.6 per cent, each space generating $2800 in revenue.

Mr Sims said the windfalls came because airports could control what they charged for parking or taxis to pick up or drop off passengers.

"That's a very powerful position to be in," he said.

He urged passengers to book online to save money on parking fees, and predicted the growing use of ride-sharing services might put pressure on airports to reduce their charges.

Perth Airport chief executive Kevin Brown said he was "delighted" the $1 billion redevelopment had paid off.
Perth Airport has taken out the capital city airport of the year award at the Australian Airports Association (AAA) national conference.

The AAA recognised Perth Airport for its “initiatives to significantly enhance the experience for all users and visitors; and its commitment to the local community”. In November 2015, the airport opened the doors to its new T1 Domestic Pier, which is Virgin Australia’s new home at Perth.

“Ranging from a new website and mobile app to the launch of a cloud-based check-in system, considerable effort has been made to improve the electronic connection for customers,” the award citation reads.

“Increased numbers of volunteers to assist passengers and the installation of public art provides more amenity for airport users.”
PERTH AIRPORT – MOODIE DAVITT DIGITAL AWARDS

We are extremely proud to reveal that Perth Airport has been ‘highly commended’ for **Best Airport Website** in the 2017 Moodie Davitt Digital Awards. The “Moodies” are the global, annual airport and travel retail awards, which recognise best practice in digital and social media.

133 entries across multiple categories were submitted covering digital, mobile and social media activities for airports overall, airport retail and food & beverage.

Stuart Watson, Digital Communications Manager at Perth Airport commented, “Given the calibre of the airports who were short-listed and did not win: Aeroports de Paris, Schiphol, Cork, Dallas Forth Worth, London Gatwick, London Heathrow, Changi we should be very proud of the result. Arguably the blue ribbon category in the awards which sees us effectively placed second behind Copenhagen, who won the award”.

The criteria by which finalists were judged fell under six broad headings, making up the Moodie 100 scoring system:

- Quantifiable impact
- Customer engagement
- Visual appeal
- Quality of content
- Incentive to spend
- Impact on the traveller experience