

FOR IMMEDIATE RELEASE

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## DFW AIRPORT SURVEY REVEALS TRAVELERS FEELING SAFE, EXPERIENCING SHORT SECURITY CHECKPOINT LINES

### HOLIDAY TRAVEL NUMBERS CONTINUE TO CLIMB, "ASK DFW" DEBUTS @ dfwairport.com

Travelers navigating increased security procedures at DFW International Airport are feeling extremely safe, experiencing shorter-than-expected wait time in security and ticketing lines, and overwhelmingly believe the Airport is doing a better job than most other facilities in the country, a new survey reveals.

The survey, polling 300 travelers inside secure areas at the world's third-busiest airport, was conducted to determine passenger perceptions and experience at DFW Airport since September 11 and preceding the 2001 holiday travel season.

- 91% of the participants had a security check-in process of 10 minutes or less at DFW Airport
- 83% rated their security check-in experience at DFW Airport better than other domestic airports
- 90% of the participants felt "very safe" to "extremely safe" within DFW Airport terminals
- 85% had a baggage/ticket check-in process of 15 minutes or less at DFW Airport

"We believe it's important to listen to our guests and we are extremely pleased with what they are telling us as we continuously strive to improve the security processes to make travelers feel safe and secure," says Jeff Fegan, CEO of DFW Airport. "Airports and airlines are working very hard to help passengers be safe and feel safe. In light of these heightened security measures, everyone has also worked hard to make air travel as friendly and convenient as possible. Our survey also gives us good direction and it's good to see our collective efforts are paying off for travelers."

The survey was conducted on November 8, with a possible margin of error of three to six percent. The methodology is based on a random sampling of 300 travelers who actually checked in at DFW Airport and experienced its heightened security measures. The Airport has been polling travelers since September 11 to gauge wait times and customer experiences regarding security, and the latest numbers confirm previous findings that guests feel secure and wait times are minimal at DFW.

The entire survey and results are available on [dfwairport.com](http://dfwairport.com)'s MediaSite.

When asked "How many minutes did your security check-in process take at DFW Airport?", following is a breakout of the results:

- 0 - 5 minutes: 69%
- 6 - 10 minutes: 22%
- 11 - 15 minutes: 6% greater than 15 minutes: 3%

Airport officials believe the shorter-than-average wait times can be attributed to DFW Airport's 17 security checkpoints in four terminals, utilizing more than 30 magnetometers. During the holiday travel season, more than 200 volunteer "Holiday Helpers" and Airport Ambassadors will be monitoring security checkpoint lines to prepare travelers to enter the checkpoints and direct them to other nearby secure entrances to speed access to the gate area.

Passenger experiences with the overall check-in process at DFW Airport was ranked high when compared against their experiences at other airports:

- On a scale of 1 to 5, "1" meaning "poor" and "5" meaning "excellent", 83% of the participants gave DFW Airport a "4" or "5" rating when comparing security check in against other airports
- On the same scale, 86% of the participants gave DFW Airport a "4" or "5" rating when comparing baggage/ticket check in against other airports

DFW Airport is undertaking a number of proactive measures to make the flying experience more convenient and comfortable as part of the largest holiday travel initiative in its 27-year history. Discounted parking and concession prices, live entertainment, free cell phone service and old

fashioned rockers are greeting guests traveling through the Airport over the Thanksgiving holiday period. A full list of new terminal amenities, along with flight information and updated security rules are available on the front page of [dfwairport.com](http://dfwairport.com).

"It will still be important for travelers to pack a lot of patience and common sense when they come to our Airport or any airport in the country this holiday season," says Fegan. "Knowing the new rules, leaving questionable items at home and having all flight information and personal identification ready to go will certainly make this first holiday travel season since September 11 more enjoyable and less stressful for everyone. And we still urge our guests to leave plenty of time between their arrival at the Airport and the departure time. If they have a little extra time, they can enjoy our holiday treats even more."

Detailed survey results will follow at the end of the release.

### **Holiday Travel Numbers Continue to Climb**

The Airport continues its strong operational comeback since September 11, and passenger figures surged Saturday, November 17. American and Delta passengers at DFW Airport numbered 123,259 on Saturday, a six percent increase from the same day a year ago. Overall, traffic at DFW Airport is down just 14 percent compared to the Friday-Saturday-Sunday prior to Thanksgiving last year.

### **ASK DFW Debuts @ [www.dfwairport.com](http://www.dfwairport.com)**

The Airport debuted its ASK DFW site on the front page of [dfwairport.com](http://dfwairport.com) today to answer holiday travel-related questions. The site will be manned today through Wednesday, 7 a.m.- 6 p.m. Answers to frequently asked questions will be posted daily.

### **Detailed Survey Results**

#### **Safety and Security**

When asked, "How safe do you feel with the DFW Airport terminals, 99 percent reported feeling safe, with 90 percent saying "very" or "extremely" safe.

Notably, DFW Airport leads the nation's airports in the implementation of security measures that go beyond government mandates.

### **Security Check-In Times**

Sixty-nine percent of the passengers surveyed reported that their security check-in process took less than five minutes, and another 22 percent (for a total of 91 percent) reported security check-ins of less than 10 minutes. An independent Airport check of actual wait times in the security lines at all four terminals confirmed these perceptions, showing an average wait-time of five minutes. When asked whether the security check in wait-times were better than they expected, 85 percent responded positively.

### **Baggage/Ticketing Check-In Times**

Overall, 85 percent of passengers reported baggage/ticketing check-in times of 15 minutes or less. The greatest number, 41 percent, reported ticketing/baggage wait times of less than five minutes, 32 percent reported baggage/ticketing check ins of 6 to 10 minutes, and another 12 percent reported times of 11 to 15 minutes.

### **Comparisons with Other Airport Experiences**

Passengers surveyed gave DFW check-in times very high marks compared with their experiences at other airports. When asked to rate their DFW Airport baggage and check-in experience with their experience in other airports, 86 percent gave DFW a favorable rating. Eighty-three percent gave their security check-in times at DFW a favorable rating.

### **Survey Methodology**

Terminal surveys were conducted on November 8, 2001 with a total sample size of 300. All surveys were conducted on the secure side of DFW Airport terminals, ensuring that all respondents were passengers who were in a position to evaluate the security check-in process.

The sample sizes and confidence levels for each section of the study are as follows:

Function	Sample Size	Confidence Level	+/- Interval
DFW Check-in Times	226	95%	4%
DFW vs. Other Domestic Airports	160	95%	6%
DFW Terminal Safety	300	95%	3%

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