



DEN Q4 2016 ASQ Analysis

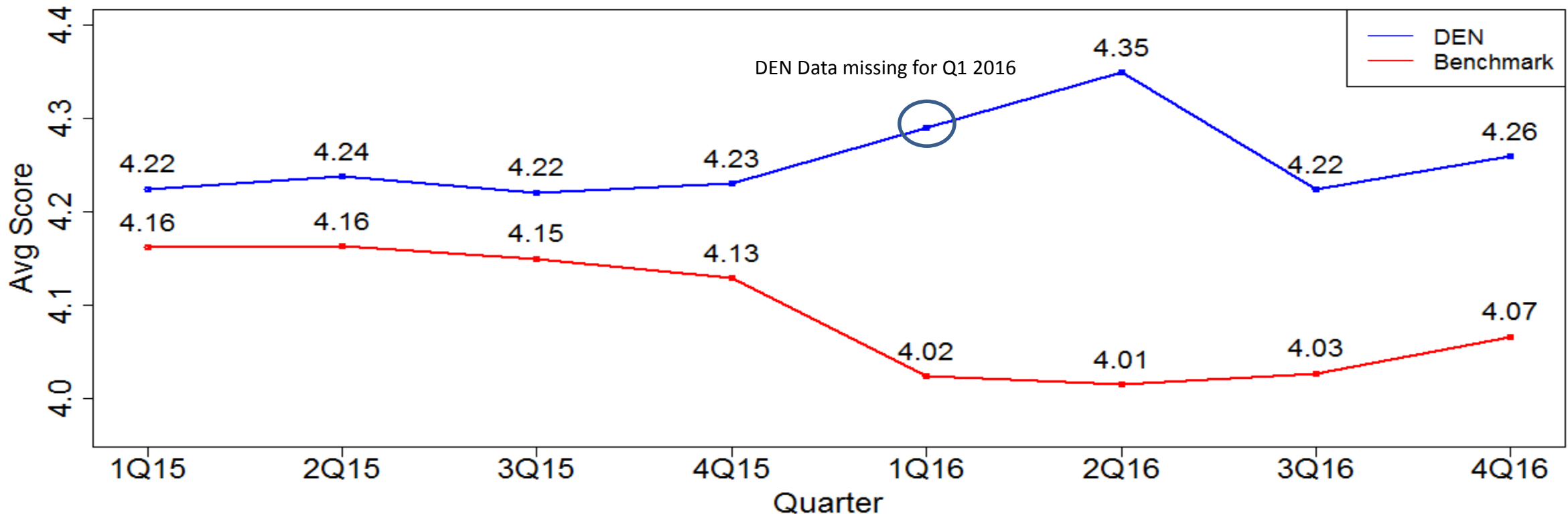
– January 2017



Overall Satisfaction

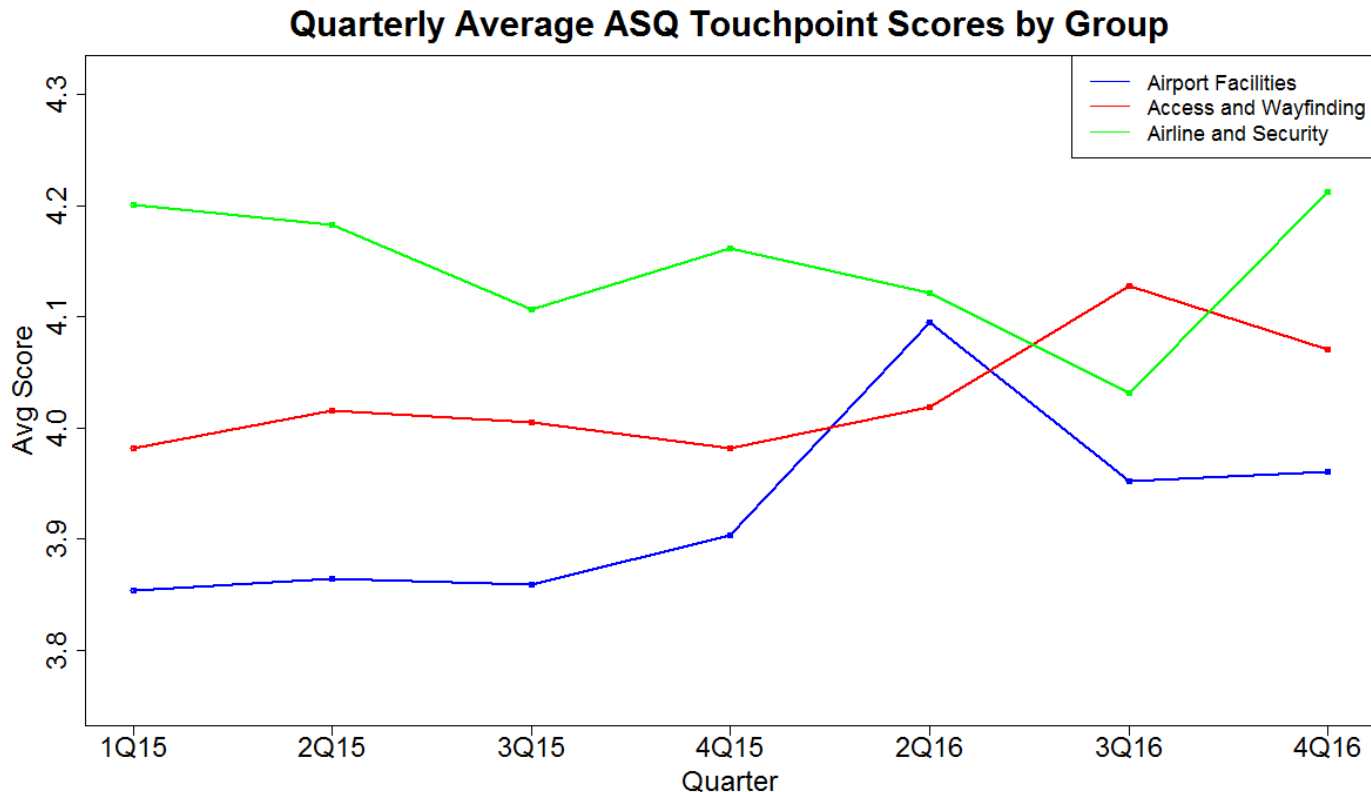
- Scores for Q4 2016 improved slightly over Q3
 - For all of 2016 scores have been volatile, related to slight differences in the distribution of customers surveyed
- DEN scores well when compared to the benchmark average of other large North American airports

ASQ Overall Satisfaction by Quarter



Trends by Group

- 30 Touchpoint questions grouped into three categories



- For further details about individual touchpoints see the next two slides
- Trends for a group of questions do not always match trends for each individual question
- Despite improvement from Q3 to Q4, the long-term trend for some airline and security related touchpoints is still downward
- Note: Q1 data not available



Positive Trending Touchpoints

Significant Upward Trend

- Airport Facilities
 - Bank/ ATM/ Money Changers
 - Business Lounges
 - Internet/ WiFi
 - Restaurants
 - Shopping
 - Value for Money Shopping
 - Waiting Area Comfort
- Access and Wayfinding
 - Ground Transport
 - Value for Money Parking

Moderate Upward Trend

- Airport Facilities
 - Value for Money Restaurants
 - Washroom Availability
- Access and Wayfinding
 - Ambiance
 - Ease of Making Flight Connections
 - Parking

Trends calculated based on monthly averages over the past two years



Negative Trending Touchpoints

Significant Downward Trend

- Airline and Security
 - Airline Courtesy
 - Airline Efficiency
 - Inspection Staff Courtesy
 - Passport Wait Time
 - Security Inspection Wait Time

Moderate Downward Trend

- Airport Facilities
 - Baggage Cart Availability
- Access and Wayfinding
 - Ease of Finding Your Way Through the Airport
 - Flight Info Screens
- Airline and Security
 - Airline Check-in Wait Time
 - Overall Feeling of Security
 - Security Inspection Thoroughness

Trends calculated based on monthly averages over the past two years



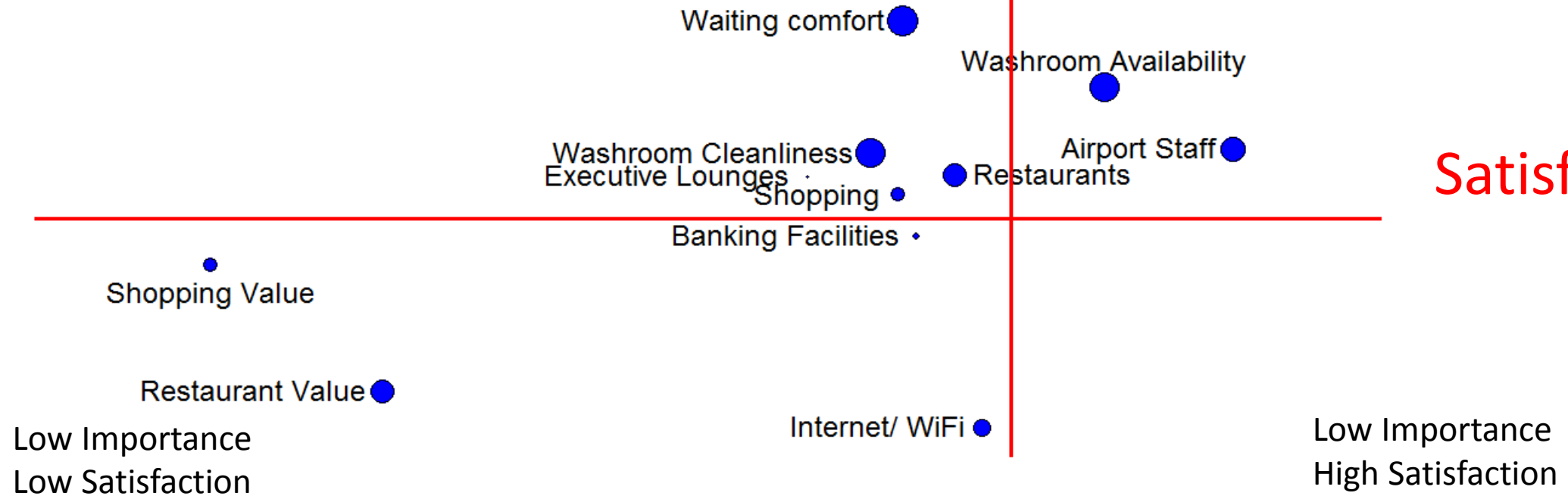
Airport Facilities Satisfaction vs. Customer Importance

High Importance
Low Satisfaction

Customer Importance

High Importance
High Satisfaction

Satisfaction

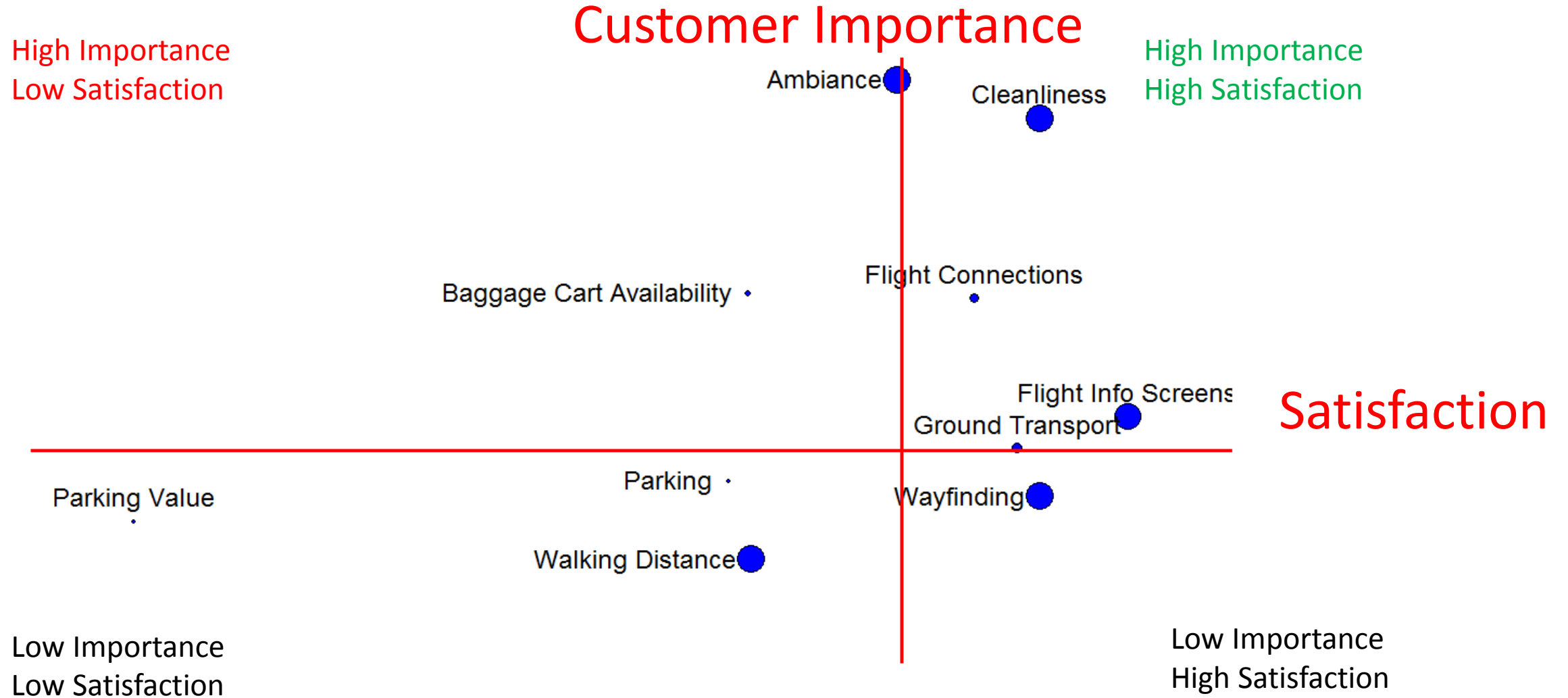


Low Importance
Low Satisfaction

Low Importance
High Satisfaction



Access and Wayfinding Satisfaction vs. Customer Importance





Airline and TSA Satisfaction vs. Customer Importance

Customer Importance

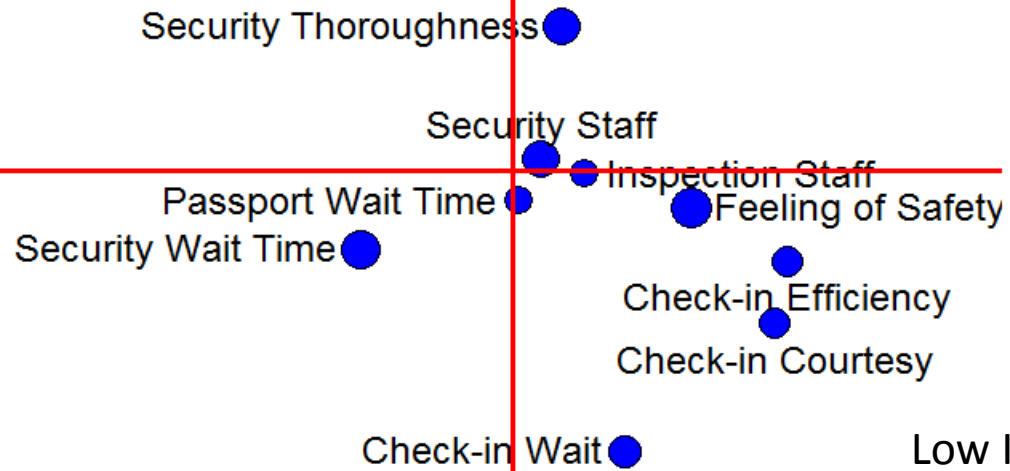
High Importance
Low Satisfaction

High Importance
High Satisfaction

Satisfaction

Low Importance
Low Satisfaction

Low Importance
High Satisfaction





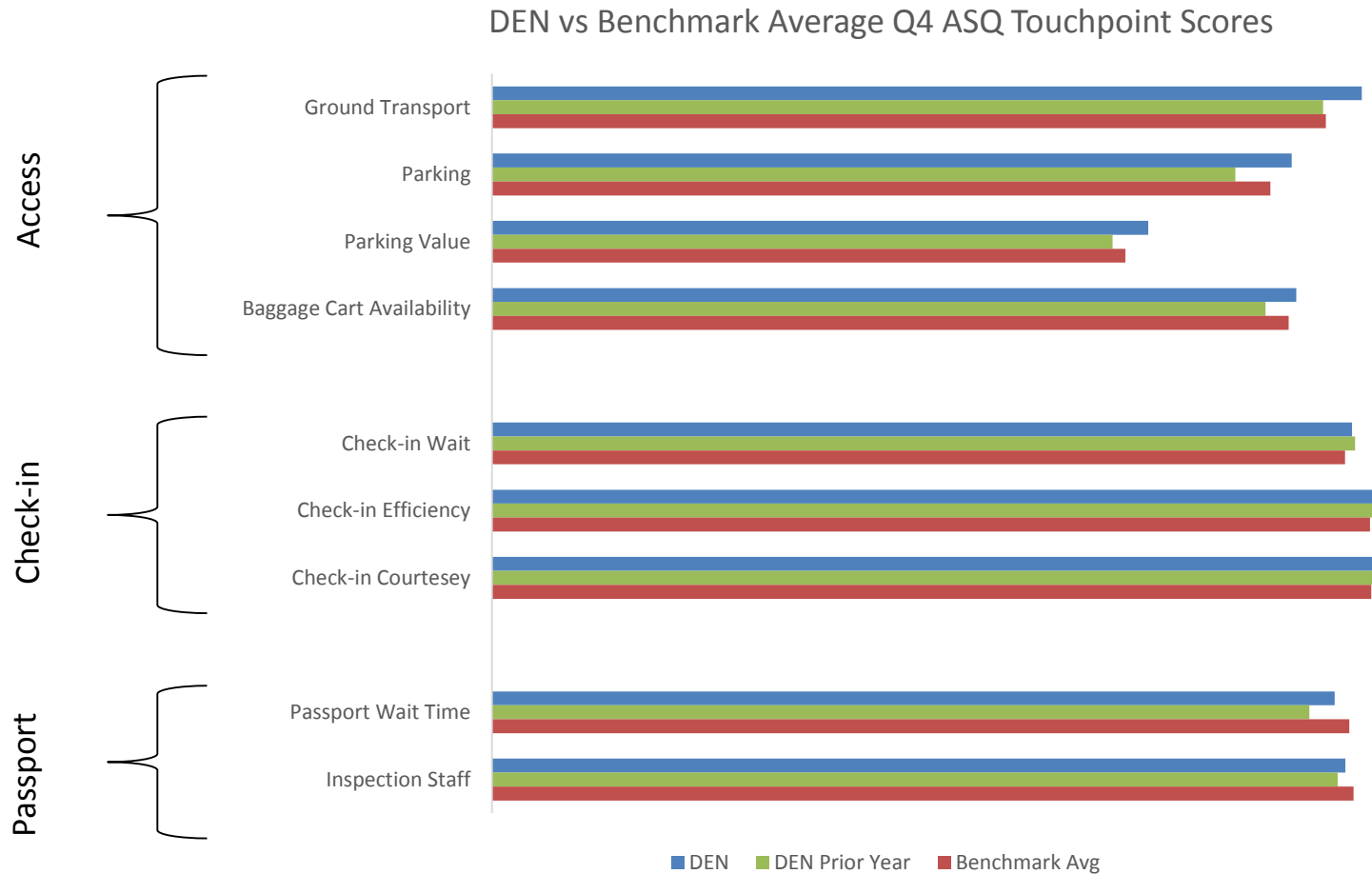
Areas of High Importance and Low Satisfaction

Touchpoint	Percent Answered
Waiting Area Comfort	95.8%
Washroom Cleanliness	90.6%
Restaurants	74.9%
Shopping	45.2%
Baggage Cart Availability	22.2%
Executive Lounges	11.5%

- All touchpoints have a “did not use” option
- Percent answered excludes both customers who indicated they did not use a touchpoint and those who left the question blank
- Touchpoints may impact a small but significant subset of the customer base



DEN vs. Benchmark Average Touchpoint Scores (Slide 1 of 3)



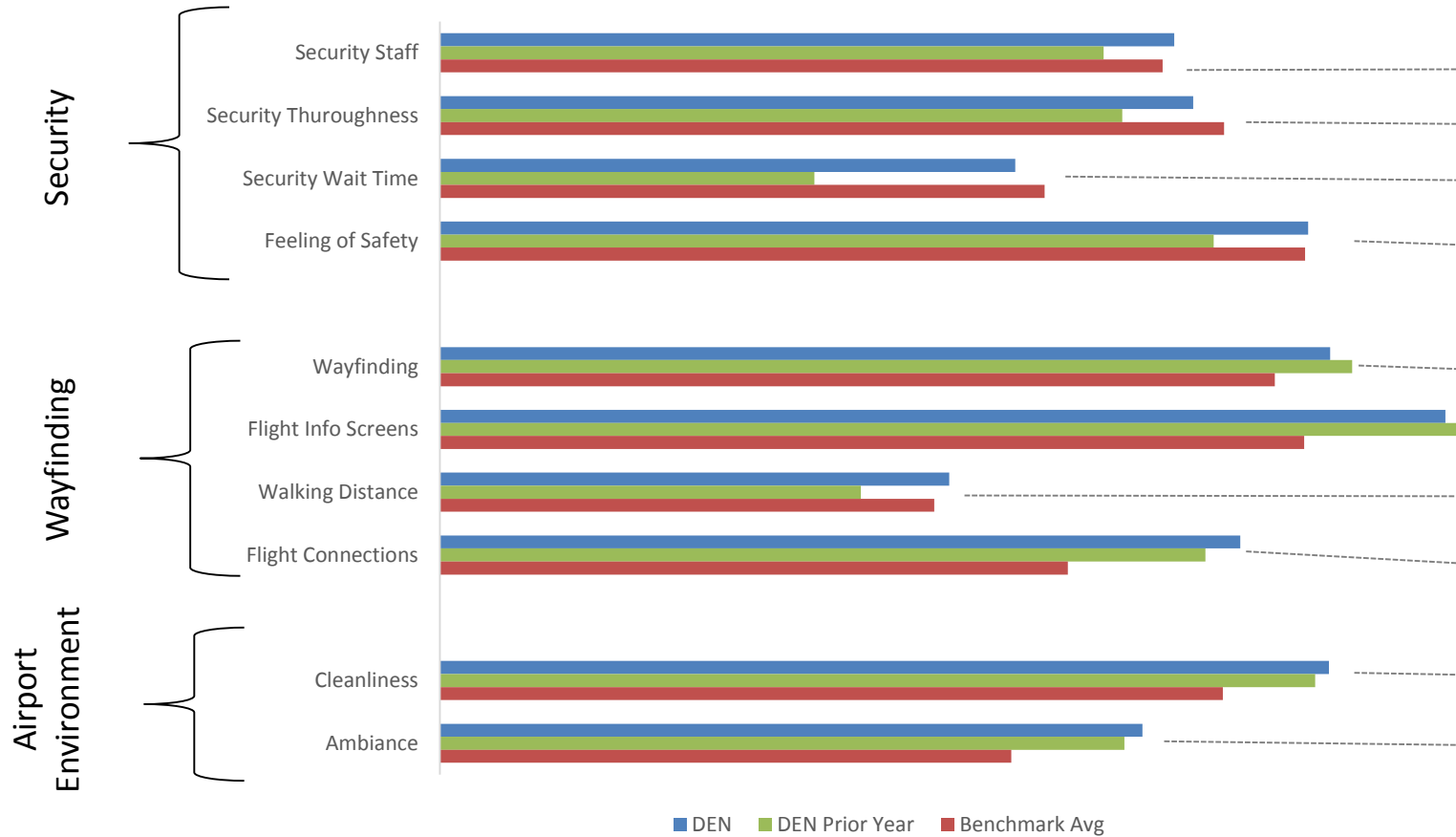
DEN	Benchmark Avg.	DEN Rank*	DEN Prior Year
4.28	4.10	3	4.09
3.93	3.83	4	3.66
3.23	3.11	4	3.05
3.95	3.92	4	3.80
4.23	4.20	6	4.24
4.36	4.32	5	4.38
4.35	4.32	7	4.40
4.14	4.22	7	4.02
4.20	4.24	7	4.16

* Rank out of 11 busiest North American airports



DEN vs. Benchmark Average Touchpoint Scores (Slide 2 of 3)

DEN vs Benchmark Average Q4 ASQ Touchpoint Scores



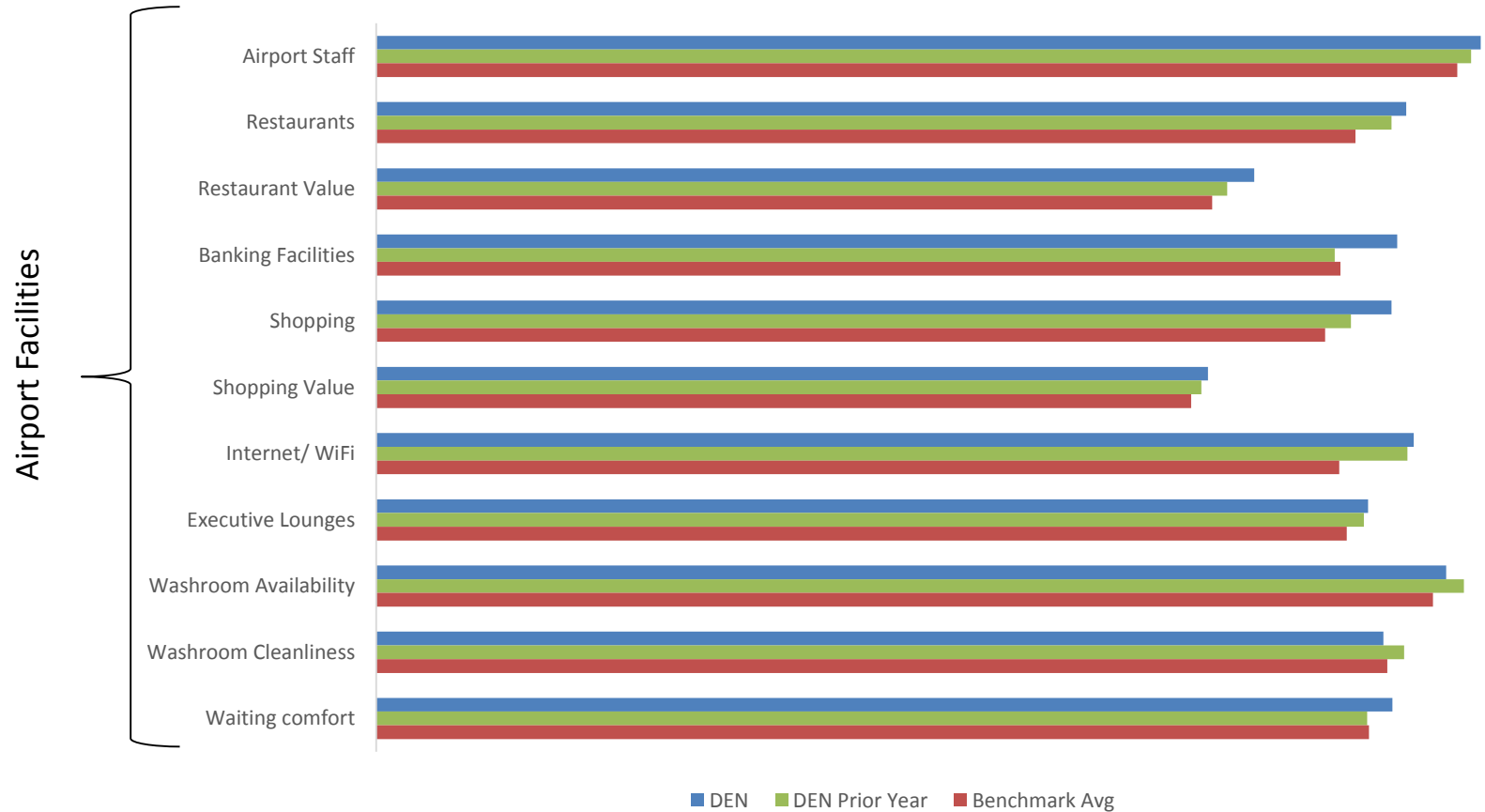
DEN	Benchmark Avg.	DEN Rank*	DEN Prior Year
4.16	4.15	5	4.10
4.18	4.21	6	4.11
4.02	4.04	6	3.84
4.28	4.28	5	4.20
4.30	4.25	4	4.32
4.40	4.28	1	4.43
3.96	3.95	5	3.88
4.22	4.07	2	4.19
4.30	4.20	5	4.29
4.13	4.01	5	4.12

* Rank out of 11 busiest North American airports



DEN vs. Benchmark Average Touchpoint Scores (Slide 3 of 3)

DEN vs Benchmark Average Q4 ASQ Touchpoint Scores

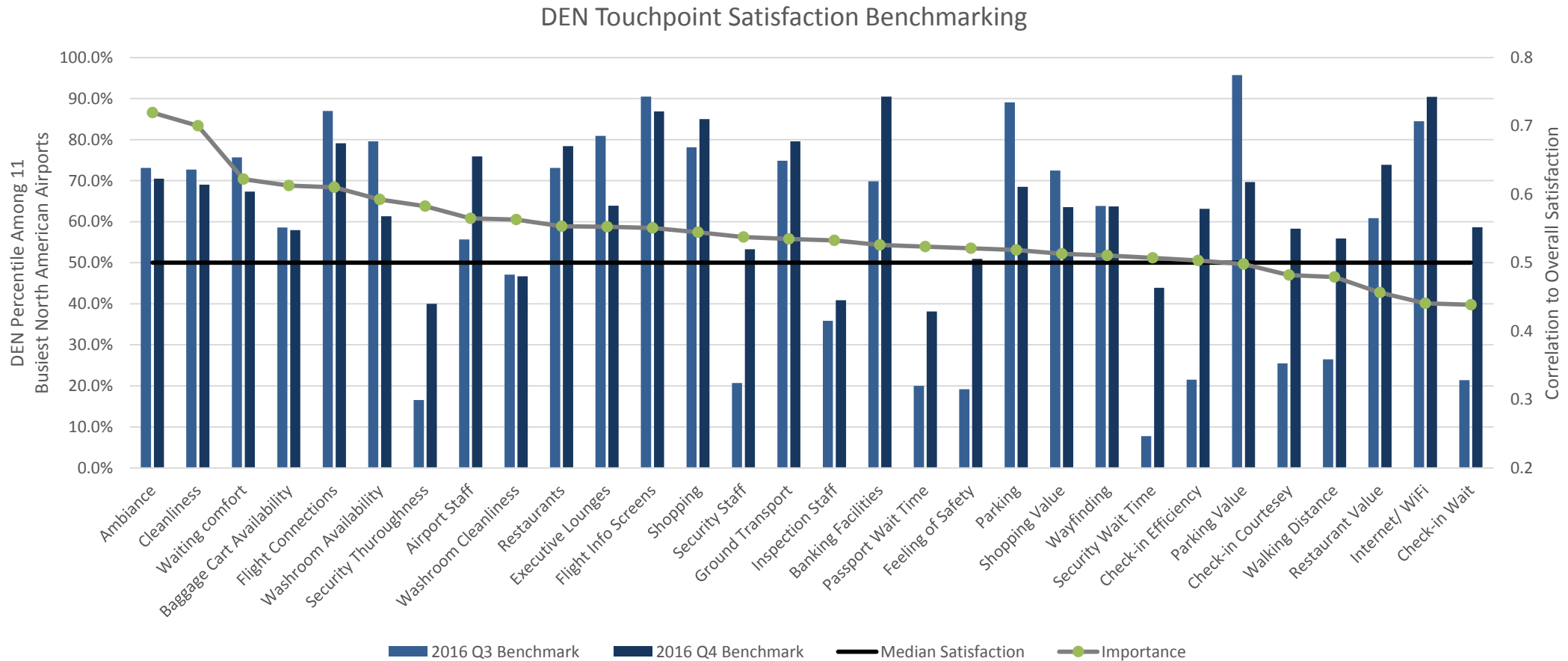


DEN	Benchmark Avg.	DEN Rank*	DEN Prior Year
4.37	4.28	3	4.33
4.08	3.88	3	4.02
3.48	3.31	5	3.37
4.04	3.82	1	3.80
4.02	3.76	2	3.86
3.29	3.23	5	3.27
4.11	3.81	1	4.08
3.93	3.84	4	3.91
4.24	4.18	6	4.31
3.99	4.00	8	4.07
4.02	3.93	6	3.92

* Rank out of 11 busiest North American airports



DEN vs. Benchmark Average Touchpoint Percentiles



- Importance is the level to which each touchpoint drives overall satisfaction (correlation)
- From Q3 to Q4 some of DEN's worst scores showed some improvement



Touchpoint Benchmarking Takeaways

- DEN performs generally well with respect to other large North American airports
 - For most of the touchpoints surveyed about in the ASQ questionnaire
 - Overall satisfaction for all quarterly analyses in 2015 and 2016
- DEN scores better than the benchmark average for most touchpoints considered to be the most significant drivers of overall satisfaction
 - Some of these scores slipped slightly from Q3 to Q4
- Most of DEN's weaker benchmarking scores are related to the security and immigration process
- DEN also scores poorly with respect to the benchmark with regards to washroom cleanliness

Questions?



- Please contact Stephen Jaye
 - Email: Stephen.Jaye@FlyDenver.com
 - Phone number: 847-732-8385