



LAWA – Guest Partner Council Value for Money – Action Plan

October 10, 2018

Easy to complain about certain things:

- The DMV
- Traffic
- Congress
- Airport prices...

The impact of Value for Money perception on ASQ scores is intuitive



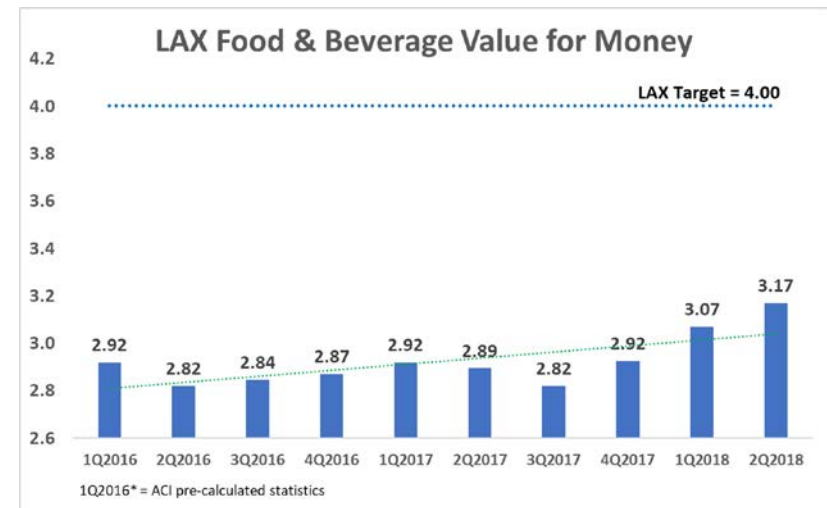
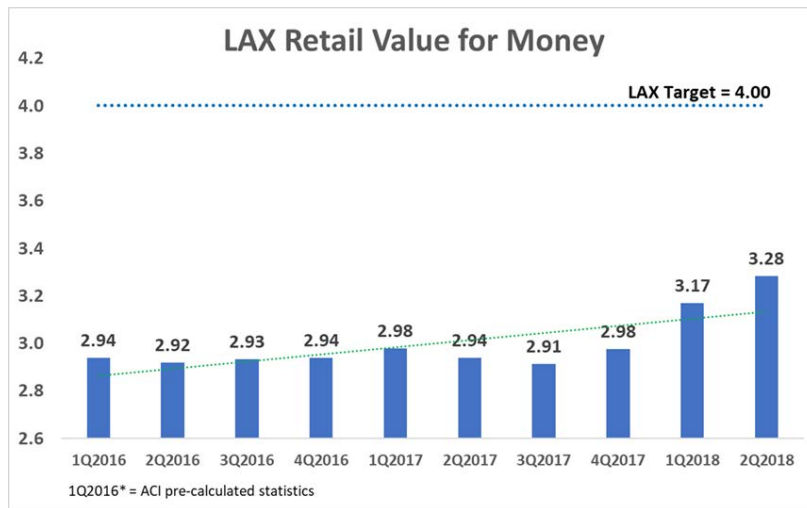
On-going topic at the Guest Experience Partners Council

- Efforts have yielded real results!
- Actions for the next level



Improvement Trend

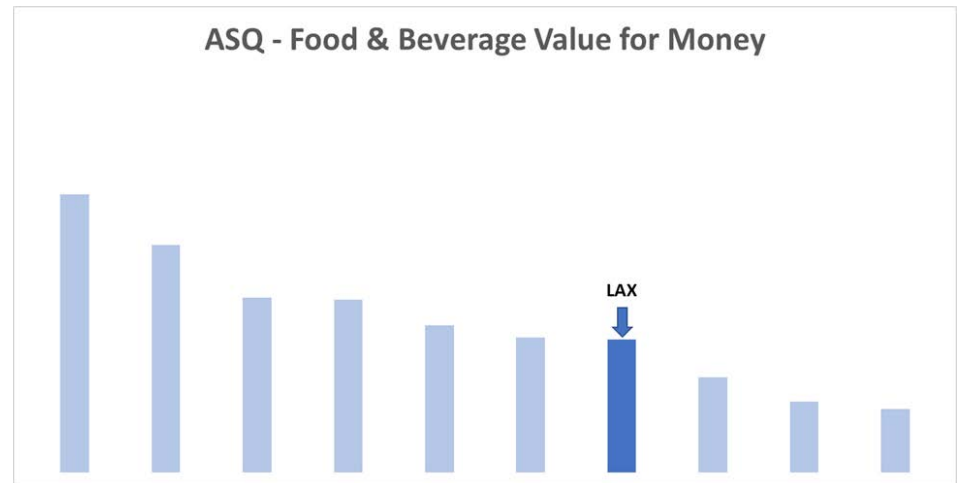
- Q2 2018 data – improvement for Value for Money scores - LAX has made progress
 - Retail (3.28 VRM – 11% increase)
 - F&B (3.17 VFM – 9% increase)



Improvement Trend

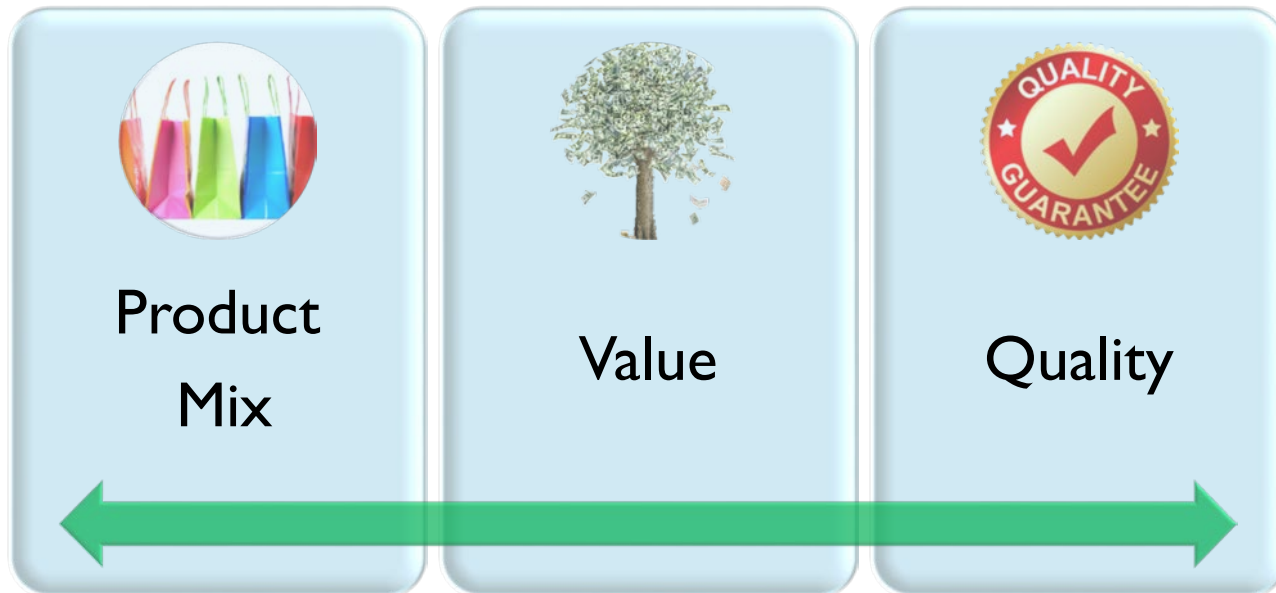
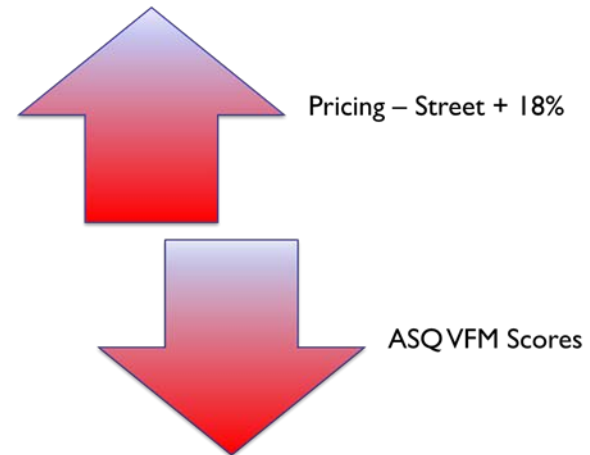


- LAX scores moving in the right direction
 - Moved from the bottom three to middle tier
 - LAX needs approx 25% increase to get to 4.0 VFM ASQ



Value Perspective Impacts

- Guest Perspective
 - Price – part of the puzzle
 - Spectrum of offerings
 - Variety of brand offerings
 - Within brand variety of product offerings
 - Quality of product
 - Quality of service



Action Next Steps



Near Term

- Value Menu
- Focus on quality
- Focus on service
- Inform Guests
 - \$, \$\$, \$\$\$
- Living Wage promotion



Mid Term

- Rebrand opportunities – value balance
- Refresh – upgrades to finishes



Longer Term

- New opportunities – variety: value – national brand – local - luxury
- Address high operating costs
 - Construction
 - Rent to LAWA
 - Operator cost

Next Steps

Confirm next steps / actions

- Implement
- Monitor, report

Working Group for Next Steps:

- LAWA CDG
- LAWA Guest Experience
- LAX Concessions
 - Local operators
 - TCM

Thank you!

