



Commercial & Terminal Update 'Improving the Passenger Experience'

October 2015

DSA Passenger Experience

- **Departures / Security Search Area**
 - Plans are being developed for additional queuing / preparation area pre-Security Search Area. *Central Search will need to be relocated in the mid-term.*
 - Key focus to maintain Passenger Experience and minimise waiting times in this area and encourage passengers through to the departure lounge.
 - Common Check-In now being trialled on Wizzair departures.
 - Introduction of Customer Service Host role - training starts next week.
- **Arrivals**
 - Proposals being developed for external queuing area. Previous solution not adequate for passenger growth and unable to accommodate 'peaks' of current flight schedule.
 - Additional desk now being provided at UKBF to minimise delays in this area.
- **Departure Lounge**
 - Reviewing passenger flows for Summer 2016 and space required.
 - Option to re-open current Viewing Lounge for peak season.
 - Plans are being developed for introduction of DSA Premium Lounge - above World Duty Free.

DSA Retail Developments

- Refurbishment of WHSmith – landside and airside
 - New hot food offer & Nescafe Milano introduced April 2015.
 - Currently highest average spend achieved in regional airports – heavily influenced by Wizzair passengers.
 - Sales currently c.+40% ahead of prior year (landside).
 - Challenges with passenger flows in Airside at peak times.
- World Duty Free
 - Store of the Year Award for 2014. Shortlisted for 2015.
 - Largest source of retail revenue for DSA, although recent legislation changes concerning Tobacco have resulted in some extra challenges.
 - Currently on target to deliver c. £2.5M sales in 2015.
 - A proven retail partner that consistently understands DSA and our passenger profile....
 - Impacted by ‘Boarding Card’ issue throughout Summer and press and media activity.

DSA Retail Developments

- **Food & Beverage**
 - Terms agreed with JD Wetherspoon for extension of agreement on existing airside operation.
 - Surrender of lease of landside unit - The Amy Johnson and Subway due to open imminently.
 - Subway will open during November, with airside options for Summer 2016.
- **‘Experience More’**
 - Focuses on the entire passenger experience, interaction and all retail & service partners working together to deliver outstanding customer service.
 - Programme will continue to be delivered to all key retail partners.
- **Weekly Commercial Pow Wow**
 - Key focus is destination targeting and operational issues that may affect retailer performance and the passenger experience.
 - Forum for planning ad-hoc Retail and in-terminal activity such as Halloween, Bonfire Night, Christmas etc....creating ‘DSA Theatre’.

DSA Car Park Developments

- **New Products**
 - Short Stay Car Park opened successfully in Summer 2014.
 - Introduced Terminal Front Drop-Off & Pick-Up - chargeable option starting at £1.00. *15 minutes FREE remains in Short & Long Stay Car Parks.*
 - Expansion to Premium Car Park recently completed. New 'Premium Families' opens next week.
- **Web Developments**
 - New DSA booking engine successfully launched January 2015.
 - Gatwick, Edinburgh & Stansted Airports currently migrating to this version.
 - Fully responsive for mobiles and tablets.
 - Direct Web Sales growing at c. +33% year-on-year and extremely positive customer reviews.

DSA Car Park Developments

- **Car Park Strategy**
 - Continue to provide outstanding service for passengers and airport users - remaining competitive with our peer group airports.
 - Long-term agreements with third party providers who work with our airline partners (ie Holiday Extras working with TUI).
 - *Price & Availability Parity* across all distribution channels.
 - *Dynamic Pricing* - varies according to demand and available capacity.
 - *Drop-Off & Pick-Up* options continue to be evaluated, together with reviewing the management of the approach roads.
- **Looking Forwards...**
 - Additional capacity will be required for Summer 2016.
 - Evaluation of new products, such as ‘Meet & Greet’ and/or ‘Park & Ride’.
 - Further development of dynamic pricing and automated upgrade options for pre-bookers.
 - Launch of Loyalty Programme for regular travellers.

