2021

CUSTOMER EXPERIENCE
BASELINE REPORT

PENSACOLA
International Airport

SUMMARY

The 2021 PNS customer experience survey was conducted to gather baseline customer perception data from airport passengers, and define and measure metrics associated with the Fly Easy Promise. Data was collected to provide information on passenger satisfaction and experience with PNS facilities, services, staff and amenities, Net Promoter scores and more.

A total of 1,004 complete digital surveys were collected with travelers sharing responses from 41 states and five countries including the United States, Canada, Netherlands, Germany and Brazil.

1,004
completed surveys

5 COUNTRIES
United States, Canada, Netherlands, Germany & Brazil

41 STATES

OVERALL PERFORMANCE

81

KEY FINDINGS

81% — **Average Overall Performance score** of **81** out of 100.

79% — Over two-thirds of passengers (**79%**) rated their airport experience **positively**, with **32%** giving the airport the highest rating of **"Impressive."**

92% — **Net Promoter Score (NPS)** averaged a very high **92%** and far exceeds similar industry standards in the 50 to 60 percentiles such as hospitality and travel, transportation and consumer services industries.

80% — An overwhelming **majority of respondents (80%)** said that PNS definitely reflected **Pensacola's personality** and **hospitality**.

86% — **Airport staff courtesy** remained the highest scoring question throughout the duration of the study with an **average satisfaction rating** of **86%**.

- Top **four areas of improvement** included: **food & beverage** options, **general facility** improvements, **additional charging station** and **additional parking** options.
- **TSA** was a **neutral scoring** area with both positive and negative sentiment ratings.
- **Food and beverage** was the lowest scoring question with an overall rating of 77%. **Passengers requested additional options** and **types of selections** throughout the concourse area.

PURPOSE OF TRAVEL

Visit friends & family	**42%**
Business	**21%**
Visit local beaches	**20%**

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