



FOR IMMEDIATE RELEASE

**Travelers Rank Hong Kong International as “Best Airport Worldwide”
2004 Results of AETRA airport customer satisfaction survey**

23 March 2005 - Geneva – Hong Kong International Airport was named the ‘Best Airport Worldwide’ in the 2004 AETRA survey followed by Seoul Incheon and Singapore Changi.

The AETRA Airport Customer Satisfaction program, jointly conducted by Airports Council International (ACI) and the International Air Transport Association (IATA), gives annual awards to the top performers among airports worldwide. The survey covers the entire airport experience of international and domestic travelers who rate participating airports on 31 service-related parameters. In 2004, 65,000 interviews were carried out at the 40 participating airports.

Robert J. Aaronson, Director General of ACI, said, “The fact is - airports vie for passengers. They realize the importance of building customer loyalty in a competitive environment. AETRA gives airports the essential benchmarking tool to measure and enhance their service quality.”

In other award categories: Halifax came in first in the ‘Best Airport in the Americas,’ Copenhagen heads the ‘Best Airport in Europe,’ and Dubai International Airport was ‘Best Airport in Middle East/Africa’. San Diego achieved the ‘Best improvement in overall Customer Satisfaction’ compared to the 2003 results. The table below shows the top three winners in all of the 11 categories.

The awards to the winning airports will be presented on 1 June 2005, during ACI’s first Quality of Service at Airports Conference to be held in Kuala Lumpur, Malaysia in collaboration with IATA.

IATA Director General Giovanni Bisignani adds, “Airports are important industry partners for airlines. As airlines simplify the business, benchmarking to achieve constant improvements in efficiency and customer service is essential. We must continue to evolve to a low-cost industry that provides high-quality, cost-efficient service across the board. This should be at the top of our common agenda.”



Full table of AETRA 2004 winners

Category	1st	2nd	3rd
Best Airport Worldwide	Hong Kong	Seoul Incheon	Singapore
By Region			
Americas	Halifax	Minneapolis	San Diego
Europe	Copenhagen	Helsinki	Athens
Asia	Hong Kong	Seoul Incheon	Singapore
Africa/ Middle East	Dubai	Cape Town	Durban
By Size			
>25 million pax/ year	Hong Kong	Singapore	Minneapolis
15-25 million pax/ year	Seoul Incheon	Kuala Lumpur	Dubai
5-15 million pax/ year	Helsinki	Athens	Cape Town
< 5 million pax/ year	Halifax	Malta	Keflavik
Special features			
Most improvement	San Diego	Seoul Incheon	Halifax
Best domestic	Halifax	Minneapolis	Helsinki

NOTES FOR EDITORS

AETRA surveys of all aspects of the passengers’ entire on-the-day experience by means of a questionnaire handed out at the gate to departing passengers, providing survey results that are unbiased, representative and reliable. AETRA’s unique approach takes a planned and representative sample of all traffic at the airport across the whole year.

A distinguishing feature of AETRA is its comprehensive quarterly data analysis for each individual airport, solely based on customer perception. AETRA is designed to enhance customer satisfaction at all participating airports for the benefit of both the passengers and the airport.

AETRA is a bipartisan ACI/ IATA Customer Satisfaction Measurement and Benchmarking Program which was established at the beginning of 2004. The program continues to gain membership and has 55 members in Q1/ 2005, a 53% increase since the beginning of 2004. To be eligible for the eleven award categories airports must have participated a full calendar year.



AETRA is taken from the Latin word “aethra” meaning the upper air, clear sky and is not an acronym.

The AETRA website can be visited at www.aetra.aero. For questions, please contact either ACI or IATA.

For information on the Quality of Service at Airports conference (Kuala Lumpur, 1-2 June 2005) and the AETRA awards ceremony, please see www.aci.aero

Airports Council International (ACI)

Airports Council International (ACI) is the international association of the world's airports. Created in 1991, it is a non-profit organization, the prime purpose of which is to foster co-operation among its member airports and with other partners in world aviation, including governments, airlines and aircraft manufacturers. Through this co-operation, ACI makes a significant contribution to providing an air transport system that is safe, secure, efficient and environmentally compatible.

Nancy Gautier

ACI, Manager, Communications

Tel: +41 22 717 85 85 Fax: +41 22 717 88 88

E-mail: ngautier@aci.aero

IATA Business Insight: Market Research Services

IATA is the global airline trade association with over 270 airlines comprising 98% of international scheduled air traffic. IATA Business Insight is dedicated to providing specialist aviation market research, leading-edge analysis and business solutions for the aviation industry. Our expertise helps airlines and airports make strategic and resource-management choices. The department is based at the IATA Headquarters in Geneva, Switzerland ensuring that Business Insight is at the heart of all the main issues affecting today's aviation industry.

Anthony Concil

IATA, Director, Corporate Communications

Tel: +41 22 770 2960 Fax: +41 22 770 26 41

E-mail: concila@iata.org