



# WE ARE LISTENING

Adelaide Airport participates in a global airport benchmarking passenger survey program - Airport Service Quality (ASQ). We also welcome customer feedback and are always happy to hear your thoughts on your experience at Adelaide Airport. An overview of our latest survey and feedback results can be seen below.

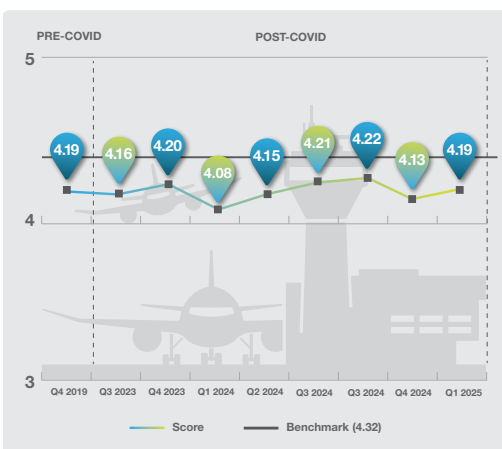
## Airport Service Quality (ASQ)

**4.19**  
**4.00**

Overall Satisfaction  
Score out of 5

Overall Experience  
Score out of 5

### How we have performed over time



\* ASQ uses a 1 to 5 point scoring system. 1 = Poor 5 = Excellent

### What we are currently working on

- Building our first Sensory Room
- Increasing our Ambassador Program
- Passenger Security Screening Improvement Project
- Return of Emirates & China Southern Airlines
- Gate Lounge Upgrades
- Relocation of Valet Services
- Third "Try Before You Fly" day to support customers with a disability.

### Overall Satisfaction – Category Scores



**4.25** ↑  
Check-In



**4.19** ↑  
Arrival at the Airport



**4.53** ↓  
Border/ Passport Control



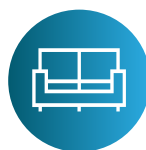
**4.11** ↑  
Airport Atmosphere



**3.99** ↑  
Throughout the Airport



**4.10** ↓  
Security Screening



**3.67** ↓  
Gate Areas



**3.46** ↓  
Shopping/ Dining

## Customer Feedback

From the total number of passengers through the terminal

**2,150,844**

January - March 2025

We received 353 items of customer feedback

**Complaints** 123 ↓

**Compliments** 56 ↑

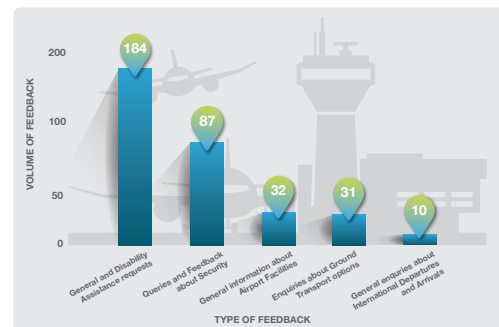
**Enquiries** 155

**Suggestions** 19

Average time to close out feedback

**6.3 days**

Top 5 feedback themes for Q1 2025



## Quality of Service Report Q1 Jan – March 2025

### Hidden Disabilities Sunflower Lanyards

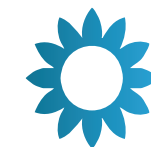
Lanyards distributed in Q1 2025

**185** | January

**204** | February

**123** | March

**512**



### Customer Feedback & Social Media

#### Feedback

"My family and I recently travelled internationally and left Adelaide airport mid December to travel to South Africa through Dubai. We returned on 5 Jan, by leaving Durban to Johannesburg, through Dubai and back to Adelaide. My daughter has a neurological/ genetic condition; she is 3 years old and unfortunately cannot walk or talk so is totally dependent on us as her parents to do everything for her. We were advised to collect a Sunflower Lanyard from ADL airport prior to leaving, which we did a few days before."

I do not have the words to say how impressed we were with the way we were treated by all airport staff. From the moment we arrived at the airport we were shown nothing but kindness, understanding and flexibility. From arrival to check in to baggage drop off to passport control and boarding the plane, all staff were truly amazing and we are forever grateful."

#### Feedback

"Inappropriate screening process. My husband has a colostomy bag and everytime we go through the screening xray thing he gets padded down. There should be an alternative as we both got padded down and checked for explosives. The airport used to have both the xray and the normal one."

"Extreme long delays in passport control. During both instances two international flights arrived at the same time with about 500 passengers disembarking in the airport."