



# 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.

Quality of Service Report  
Q2 April - June 2025

## Airport Service Quality (ASQ)

# 4.17

# 4.06

Overall Satisfaction  
Score out of 5

Overall Experience  
Score out of 5

## Overall Satisfaction – Category Scores



# 4.30

 ↑  
Check-In

# 4.16

 ↓  
Arrival at the Airport

# 4.24

 ↓  
Border/ Passport Control

# 4.09

 ↓  
Airport Atmosphere

# 3.95

 ↓  
Throughout the Airport

# 4.18

 ↑  
Security Screening

# 3.72

 ↑  
Gate Areas

# 3.45

 ↓  
Shopping/ Dining

## Customer Feedback

From the total number of passengers through the terminal

# 2,149,550

April - June 2025

We received 406 items of customer feedback

# Complaints

 117 ↓

# Compliments

 80 ↑

# Enquiries

 175 ↑

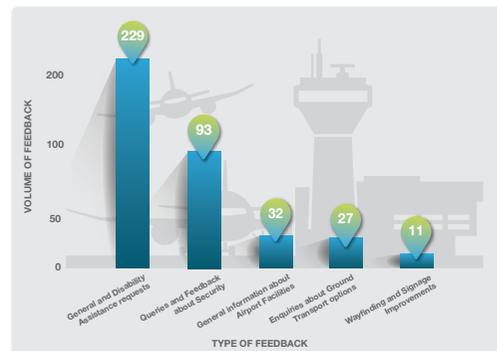
# Suggestions

 34 ↑

Average time to close out feedback

# 4.5 days

Top 5 feedback themes for Q1 2025



## Net Promoter Score (NPS)

Based on a single survey question asking respondents to rate (out of 10) the likelihood that they would recommend Adelaide Airport to others.

# 61.02%

 | NPS April 2025

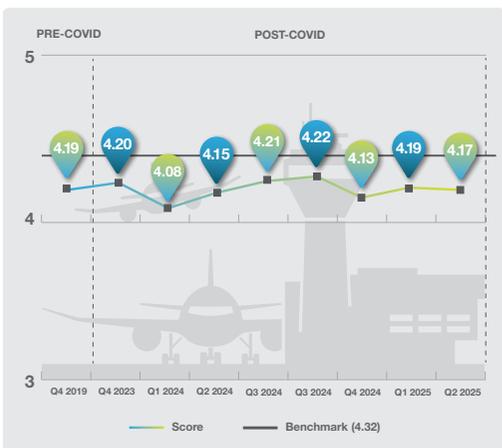
# 43.48%

 | NPS May 2025

# 59.14%

 | NPS June 2025

## 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



Welcoming new retail experiences.



New airline partnerships



Celebrating local indigenous culture through art.



P2 car park canopy installation.

## Customer Feedback & Social Media

Feedback

"Travelled Adelaide to Canberra and passed through security approximately 3pm. I had not been to Adelaide in many years and must say I was very impressed with the security screening point. Staff friendly, organised and clean. Very well organised and staff were alert and customer focussed."

"Staff at Adelaide Airport could not have been more helpful. Great service with sunflower lanyard."

"I would like to give a big shoutout to Malaysia Airlines ground staff, for their exceptional assistance with my disabled father on the 20th of May. Their caring and friendly demeanor truly stood out, and I deeply appreciate their efforts in ensuring my father's comfort and well-being as he traveled alone."

Feedback

"Big delay with very few persons passing through screening. Customers and staff frustrated at what would have previously been a 5 minute process blown out to 15 minutes and the screening lane had to be closed due to problem."

"Men's toilet facilities are disgusting"

"The premium screening lane was slower than the regular one."