



HOUSTON
AIRPORTS



2020-21 SKYTRAX ACHIEVEMENTS

**Economic
Development
Committee**

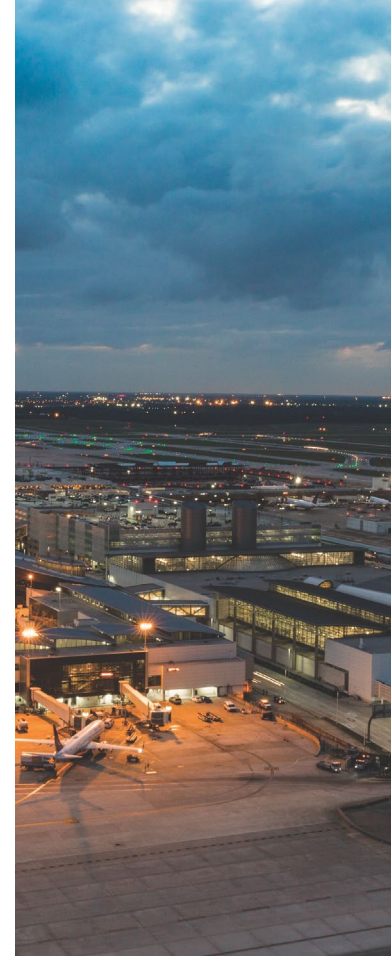
Our Mission

MISSION

We exist to connect the people, businesses, cultures and economies of the world to Houston.

VISION

Establish Houston Airports as a 5-star global air service gateway where the magic of flight is celebrated.



Skytrax

Our commitment

“Make Passengers Feel Like Guests” – New Guest Experience Initiative emphasizes a “service culture” focusing on driving “five-star” and “guest-first experience” approach that inspires all who work and do business at our airports.

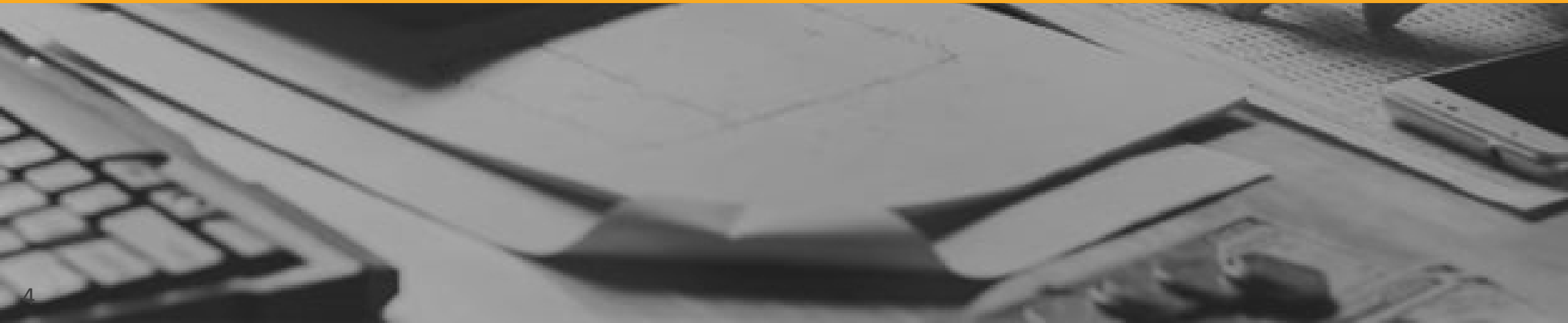
Our promise:

“From your house to ours, we promise to deliver a five-star airport experience for our guests that showcases world-class service, modern facilities and uniquely “Houston friendly” hospitality– first time, every time.”

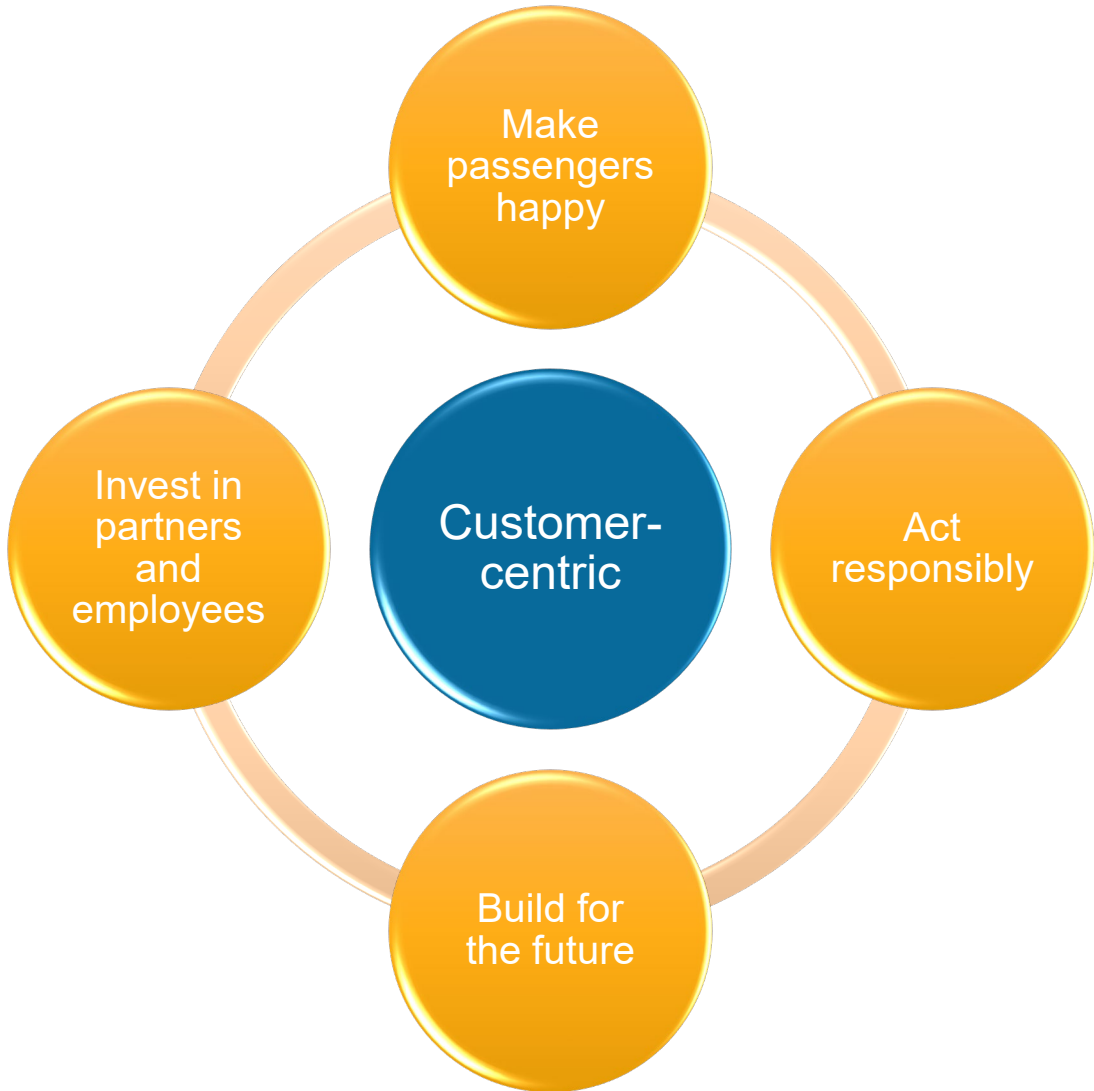




HAS STRATEGY



HAS STRATEGIC PRIORITIES



Happiness

Our passengers are our **customers**. Houston Airports must focus on continually providing an excellent customer experience.

Responsibility

The intersection of People, Planet, and Profit are at the heart of Houston Airports operations.

Future-ready

We're working to ensure the physical, financial and human systems are in place to meet future demand.

Partnerships

We continue to invest in our employees and work with community partners to provide a world-class experience to our passengers.

ENGAGEMENT & RECOGNITION

- Rise to Win is the vehicle we use to **incentivize all employees toward industry excellence in the delivery of customer service:**
 - Peer to Peer Recognition
 - Manager to Individual Contributor
 - Quarterly Awards
 - Spot Awards for Team Members
 - Periodic Employee Engagement Surveys



HAS TERMINAL MANAGEMENT



HAS

SKYTRAX PROGRAM

Three focus areas:

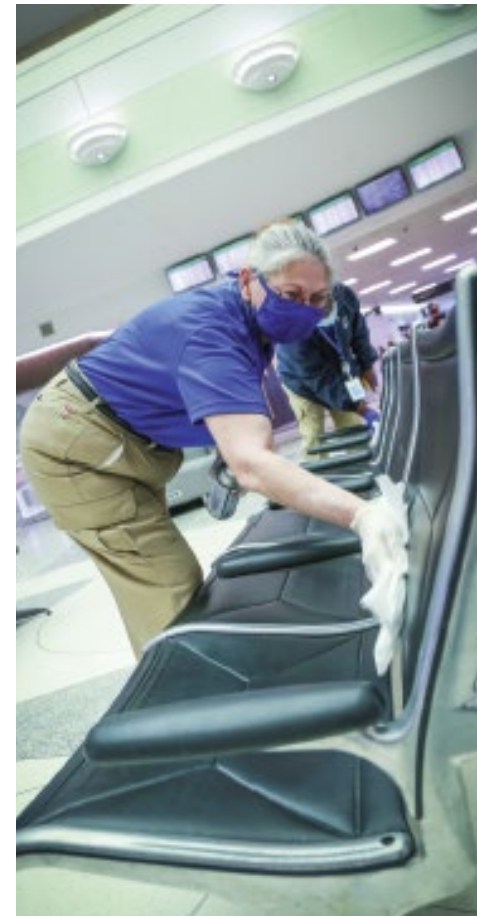
- Signage and wayfinding
- Terminal cleanliness/hygiene
- Seating and terminal ambiance
- Since the last assessment, **HAS completed twenty-four (24) Skytrax-related projects** with a value of \$12,358,368
- **Twenty-six additional projects are currently underway** or proposed with a value of \$31,701,769



HAS

HYGIENE & CLEANLINESS

- **Airports Council International (ACI) Airport Health Accreditation Certification (2021 and 2022).**
- **Autonomous robot foggers** – travel throughout airport fogging with chemicals designed to kill the COVID 19 virus as well as disinfect the airport
- **Masks available** to passengers upon request
- **Hand Sanitizers** - distributed across the airport.
- **Social distancing signs and stickers** – placed anywhere the public would gather.
- Installed **plexiglass shielding** for the airlines.
- Research products to aid and be force multipliers to clean and disinfect the airport. Started implementing new cleaning techniques.
- **ATP testing at the airports** - Random swabs are taken of high touchpoint areas to detect levels of bacteria, helping align and improve our cleaning processes.
- **Vending machines** deployed across both airports to dispense PPE



HAS

NEW ERA OF TECHNOLOGY AND SAFETY

Passengers and staff safety is #1.

SC50 Autonomous Scrubber:

- Unmanned UV Technology to clean and sanitize
- Many safety features

Breeze 1 fogger:

- Unmanned fogger targeting terminal areas during low traffic times
- Efficient technology



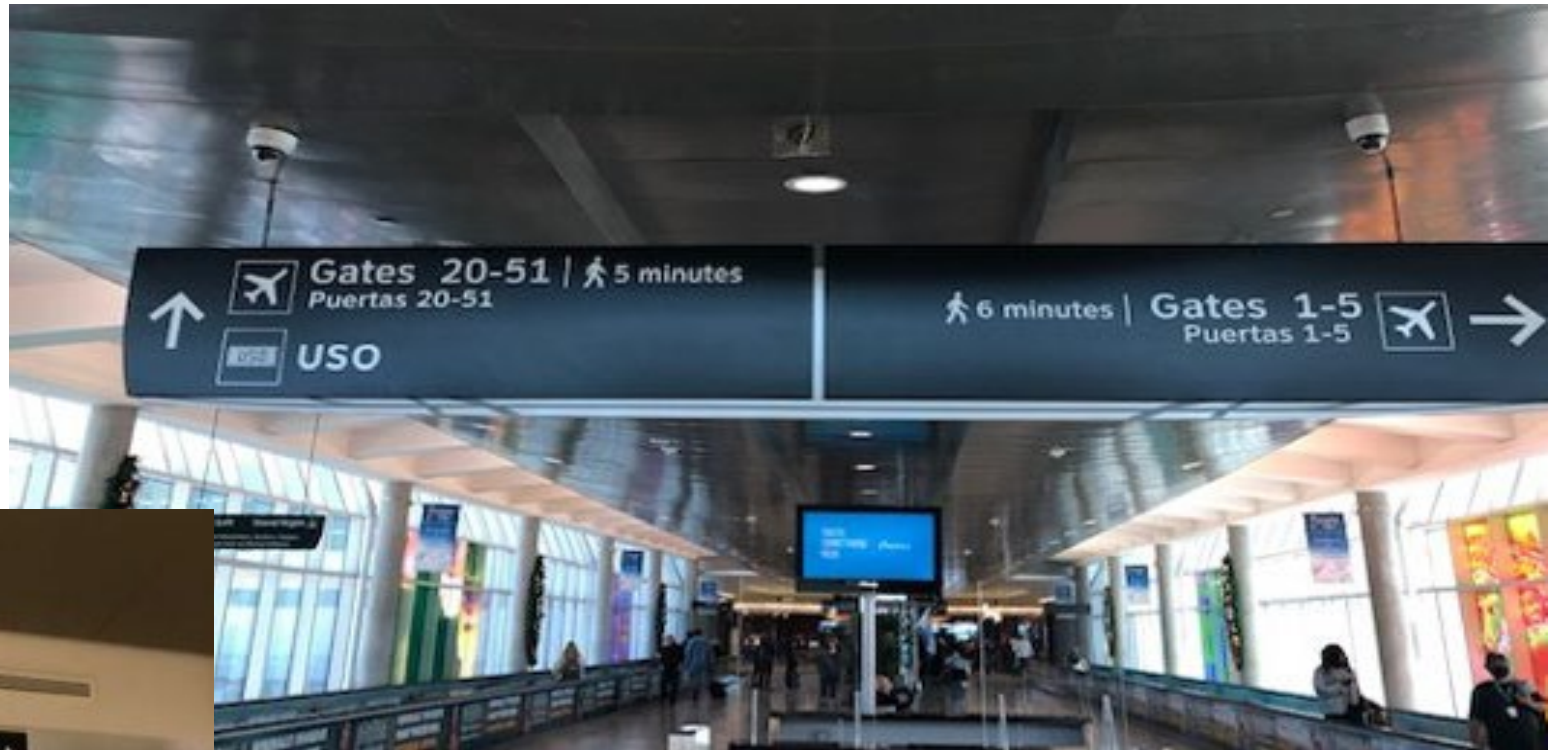


HOU 2020-2021 ACCOMPLISHMENTS



HOU

SIGNAGE & WAYFINDING



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PLAY AREA AT CENTRAL CONCOURSE



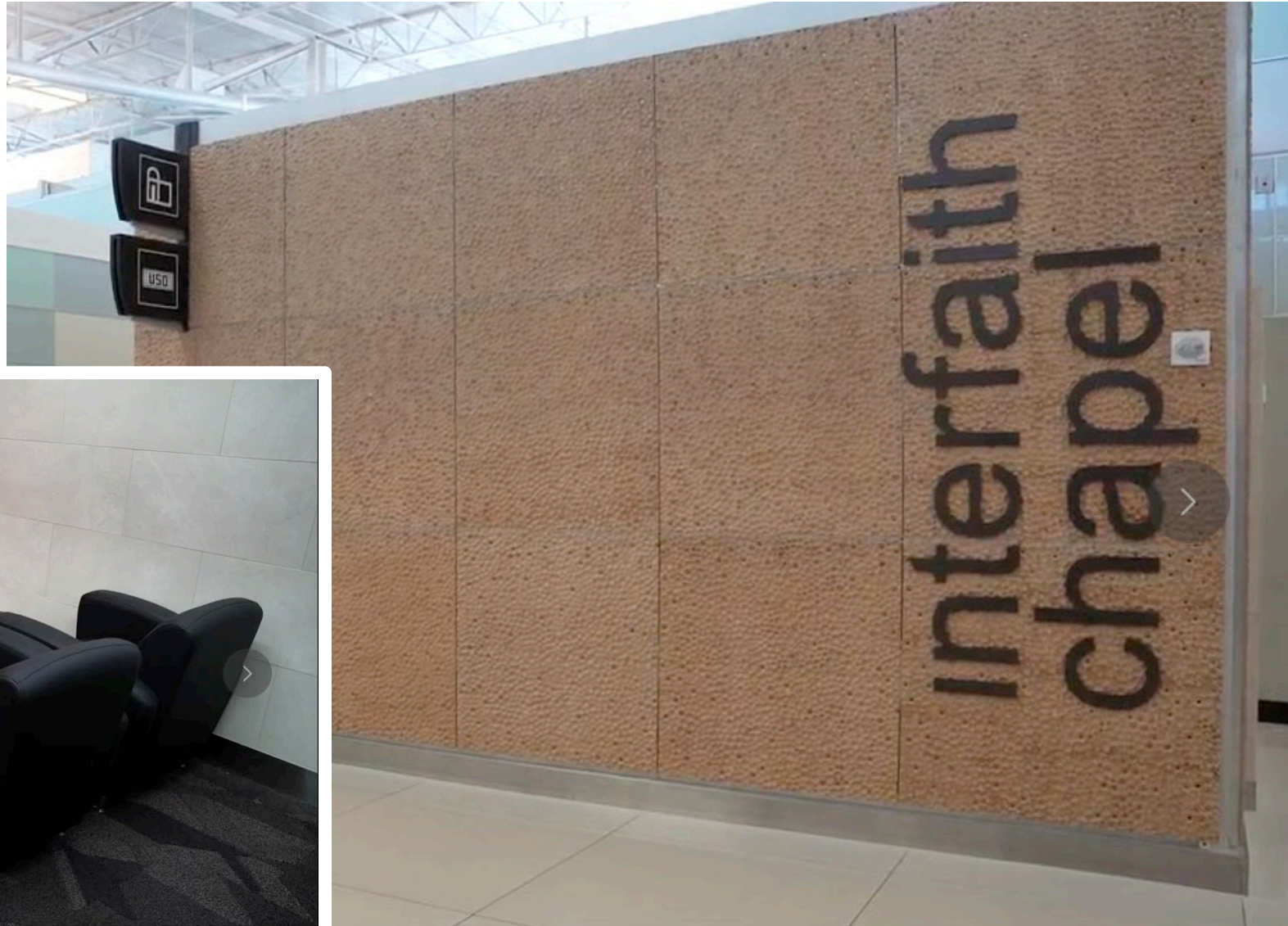
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PLAY AREA



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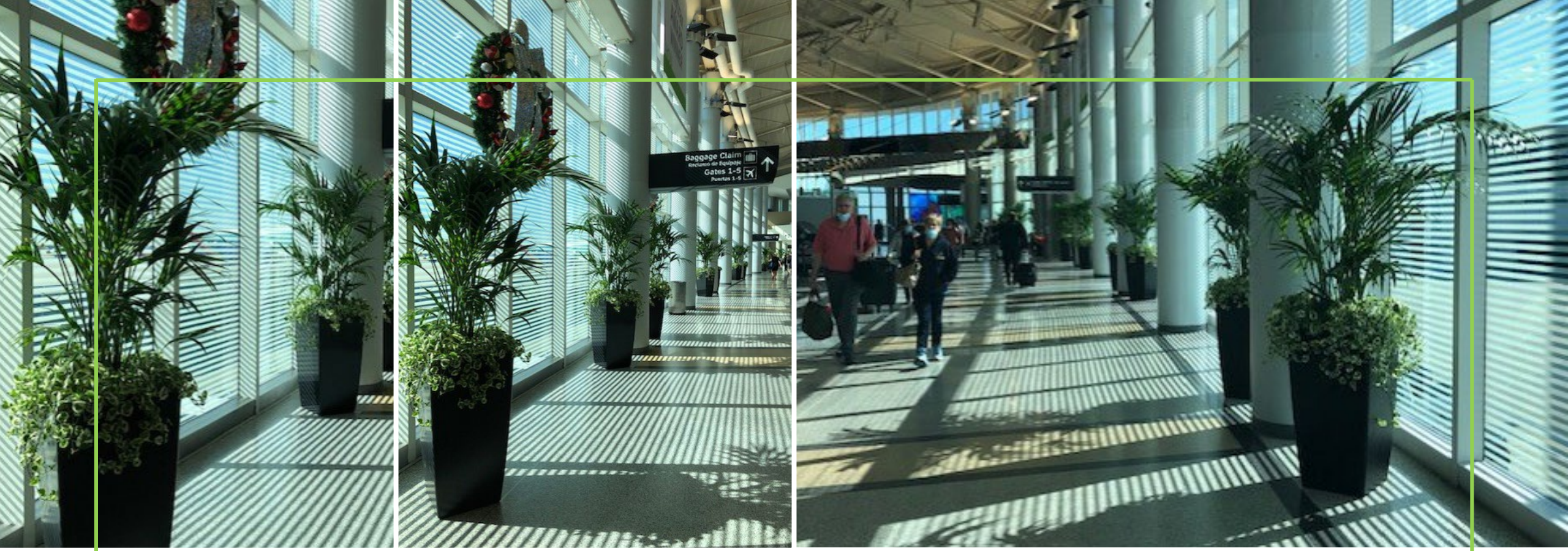
NEW PRAYER ROOM



HOU

NEW EAST CHECK-IN LOUNGE AREA





HOU

INTERIOR LANDSCAPING

HOU

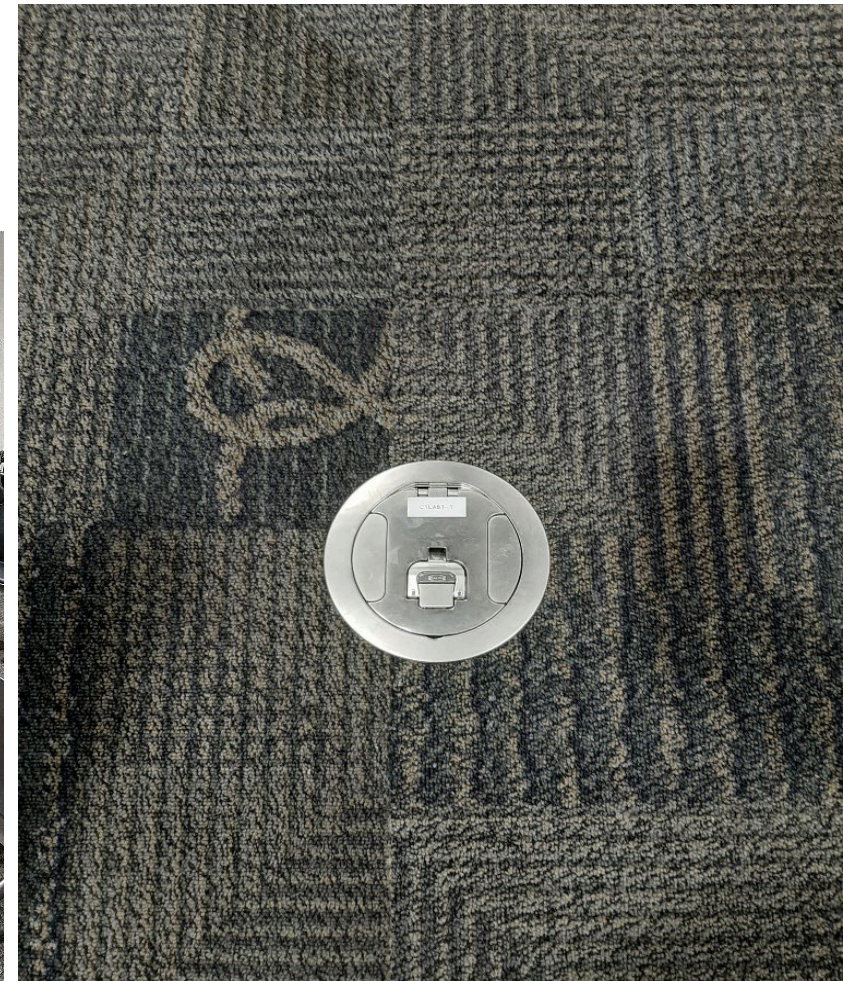
LED LIGHTING UPGRADE



HOU

ELECTRICAL UPGRADES

GATES 20-27 & 40-51





HOU

RESTROOM RENOVATION

HOU

MOTHERS ROOM



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SERVICE ANIMAL RELIEF AREA (SARA) REMODEL



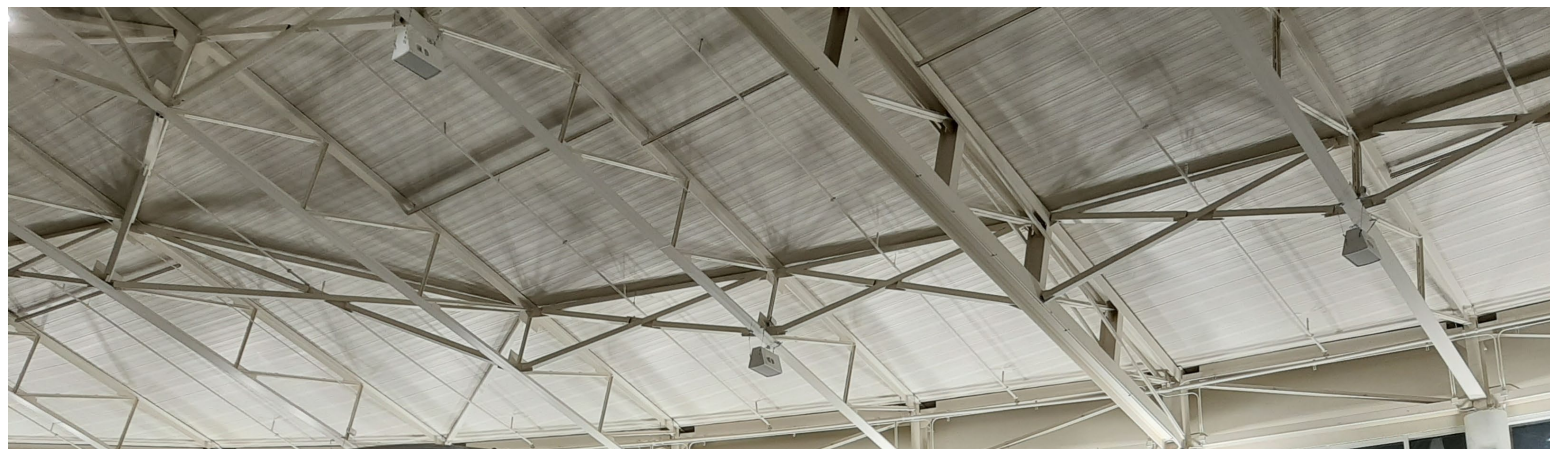
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CENTRAL CONCOURSE FLOORING



HOU

SKYTRAX BANNERS





HAS CULTURE & ARTS





NEW ART DISPLAYS



ART DISPLAYS



**New Harmony in the
Air Display**

HAS TECHNOLOGY

Technology

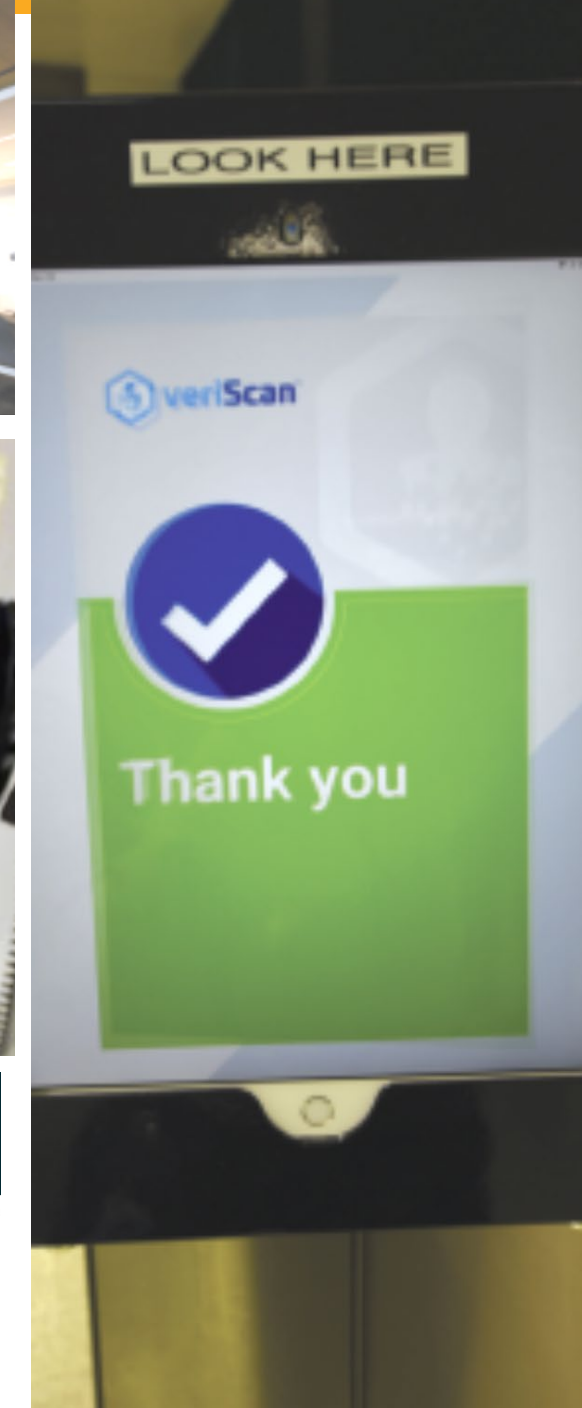
BIOMETRICS

HAS is focused on a future “touchless” environment.

- **Departures - automated/e Passport system efficiency:**
 - HOU facial comparison systems continues to perform well, providing excellent processing times for passengers.
 - Facial comparison equipment has been installed at Bush airport at international gates in TD. Projected completion with implementation of the New T/D West Pier – Target December 2022.
- **Airport PA** - Completed deployment of the Simple Way Automated Boarding announcement system for Terminals A and D.
- **Arrivals - queue times** - queue time is available in the FIS wayfinding. In F22 we have included a project to include dynamic signage with wait times in waiting areas.



The biometric project received a "Leadership Award" in Technology Innovation by Government Technology in 2020.

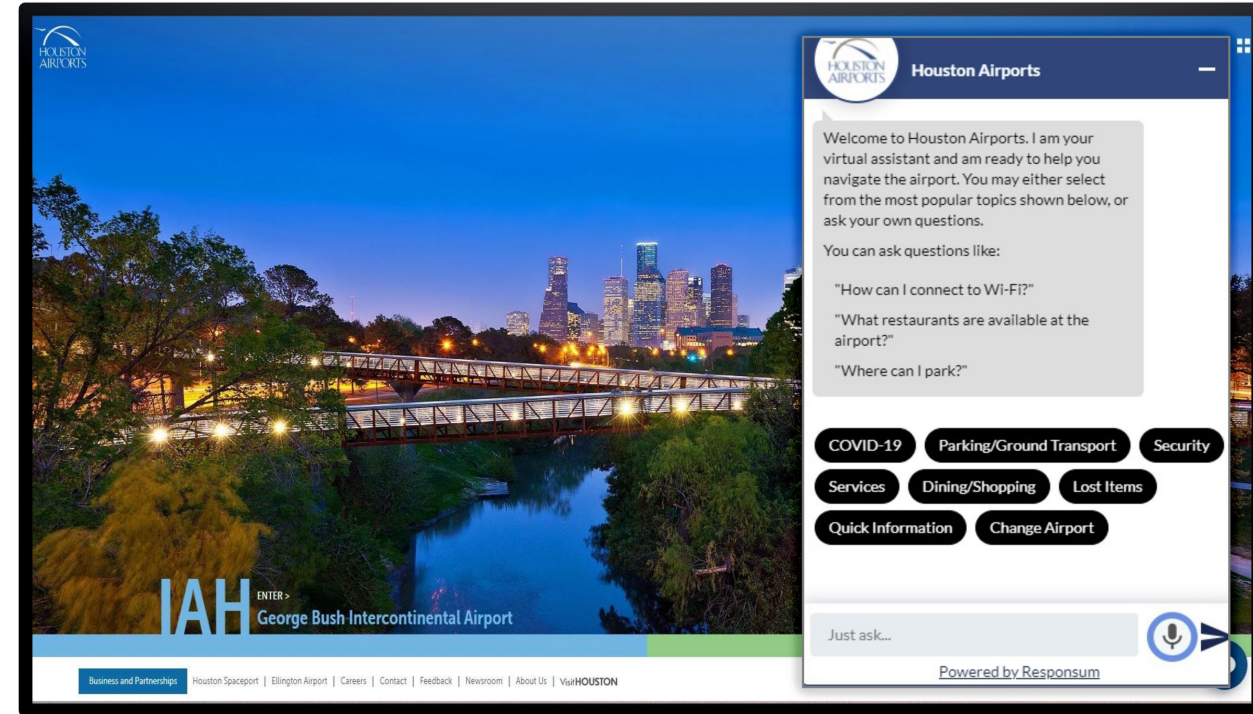


Technology

WEBSITE TECHNOLOGY ENHANCEMENTS

- **Chatbot** - Empowers customers to communicate using Artificial Intelligence technology and receive answers to most common questions quickly and without hassle.
- **Refreshed Content** - Photos in select pages have been updated to show mask mandate compliance
- **Website CMS** - Improve security and speed. Faster response for website.
- **Recite Me** - Screen reader helps people with visual disabilities or near-divergent to perceive and understand digital content. Over 100 different languages
- **Speed** – Improved speed and scoring for both mobile and desktop 62/92 respectively (DFW 32/76, ORD 35/63)

Please reference pages 10, 26-31 in Skytrax book.



MAC – Air Service Development

AIRLINE RECOVERY POST-COVID

Domestic

78%

96%

90%

Seat Capacity Recovered
(Dec. 2021 vs. Dec. 2019)

HOU

IAH

US Average

International

109%

87%

72%

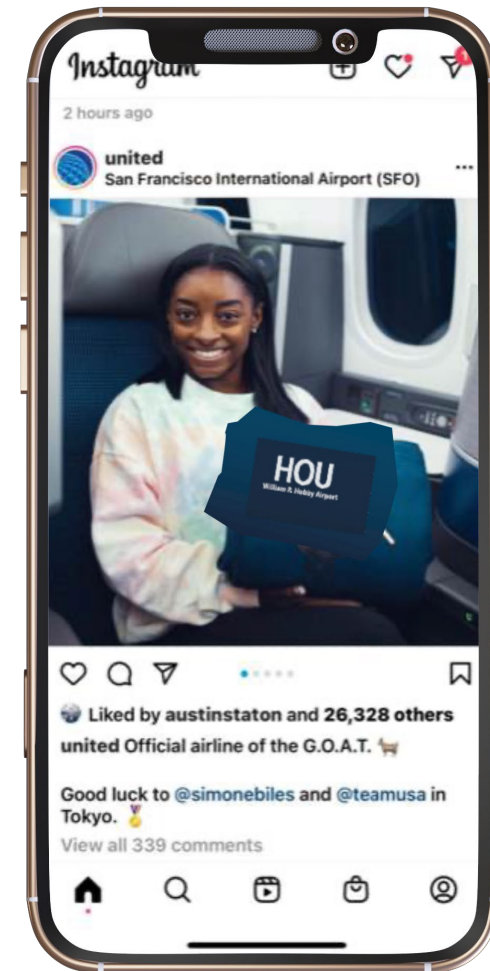
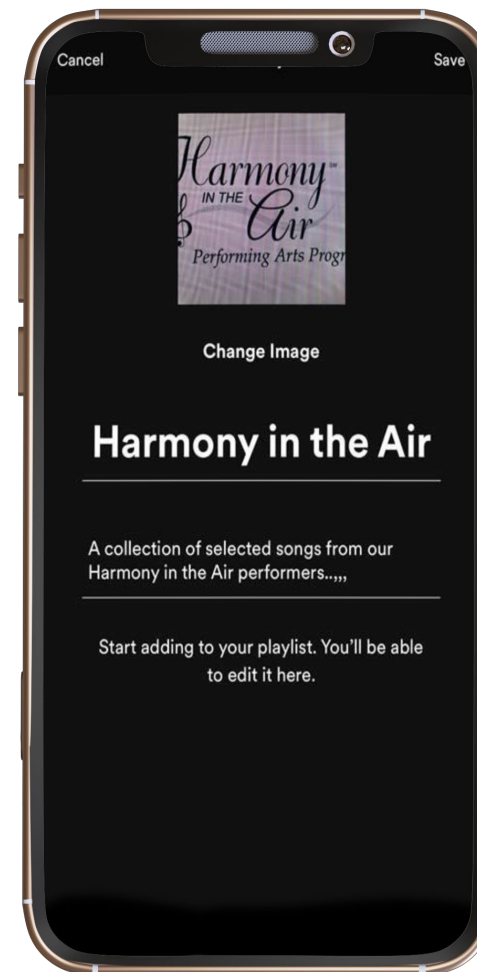
Shift in destinations focused more on outdoor recreation spots such as Wyoming and Montana and beach leisure destinations such as Mexico.



MAC - Marketing

CUSTOMER ENGAGEMENT PROJECTS

- **Customer Appreciation Initiative** – elevating customer experience in collaboration with airlines
- **Exploring in-house Voice of the Customer surveys** via Wi-Fi, Chatbot
- **Digitization of maps and directories**
- **Instagram and Snapchat photo filters** to promote engagement during Holidays
- **Harmony in the Air Playlists** to promote program at both airports (in progress)



The background of the slide features a grayscale image of several hands giving thumbs up, symbolizing approval or a positive experience. A solid yellow horizontal band is overlaid across the middle of the image.

HAS GUEST EXPERIENCE

GUEST EXPERIENCE

DEFINING THE GUEST EXPERIENCE

Significant focus on defining our GX and developing an action plan to deliver an exceptional experience.

- 1 The workshop was to collectively define an authentic and memorable HAS Service Delivery Brand Promise, Service Statement and to identify a Next Steps Action Plan.



- 2 The next-steps action plan and charter help set our direction

- 3 GET IT DONE!

GUEST EXPERIENCE

GX STRATEGY INTO BRAND PROMISE

Launch cultural awareness program to embed “GUEST-FIRST” concept in our DNA

Holistic plan and prioritization of projects and initiatives based on GX insights

Enhance digital/technology capabilities to expand touchpoints with passengers

Re-think Guest Service Program, technology to complement face-to-face service (in-person/digital)

Dashboard to sense guest sentiment and track feedback from print and digital comment cards

GUEST EXPERIENCE

UNIFORM PROGRAM

- Create Team Spirit and Airport Pride
- Create 5-Star, Professional Appearance
- Focus on Hygiene & Cleanliness
- Improve Security
- Promote our Guest Promise

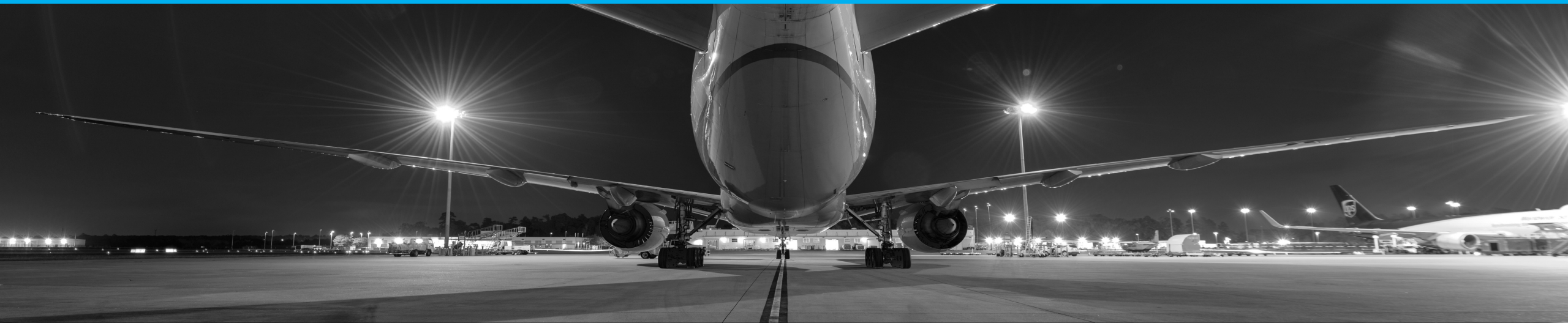


Thank You

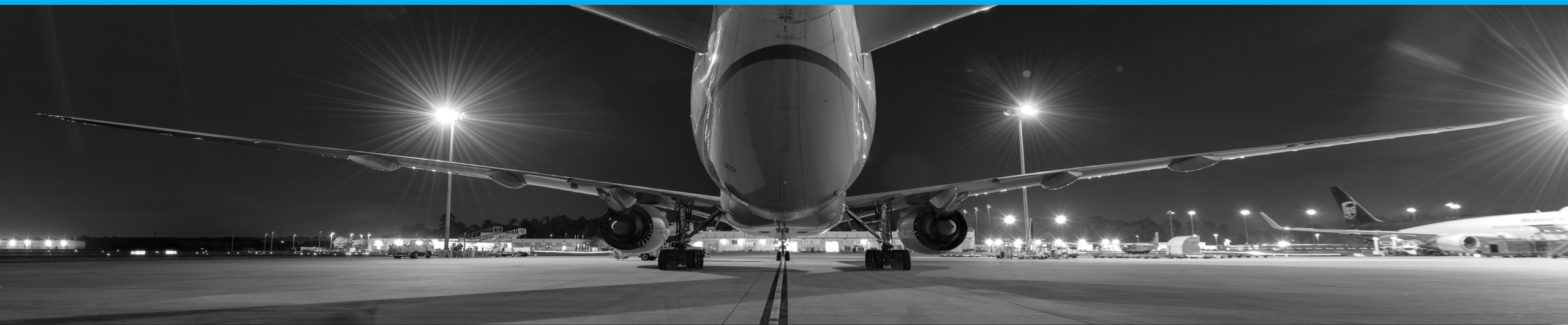
Houston Airports

fly2houston.com

Appendix



IAH 2020-2021 ACCOMPLISHMENTS

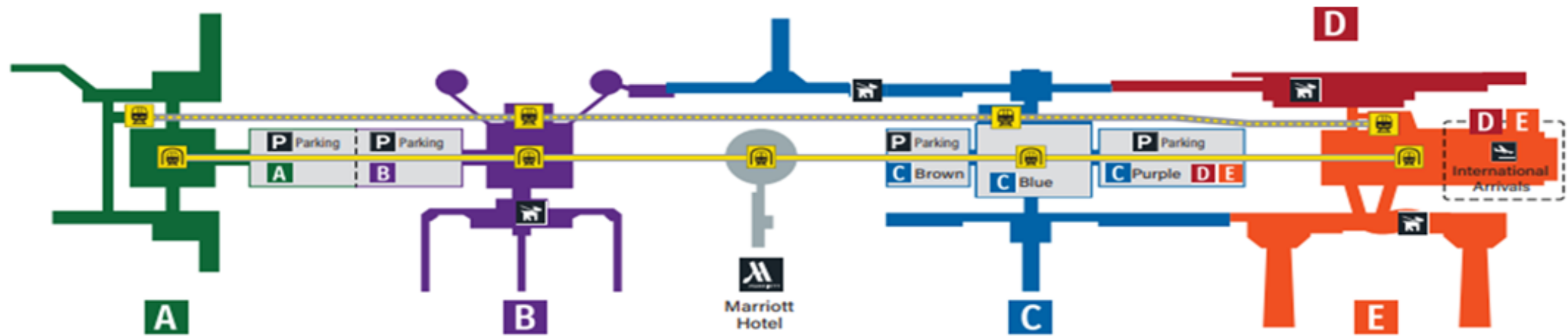


IAH

WAYFINDING INITIATIVES

Please reference pages 90-98 in Skytrax book.

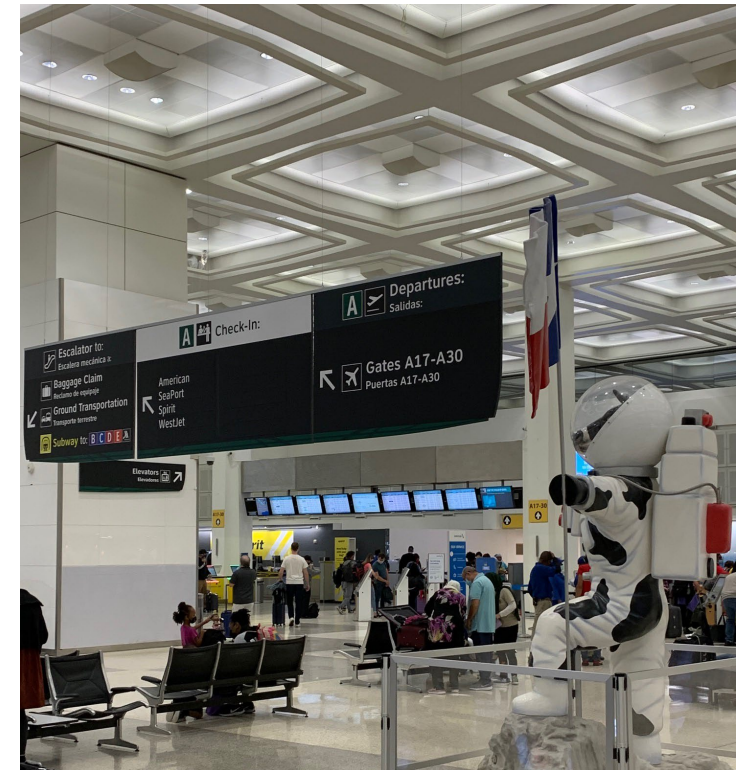
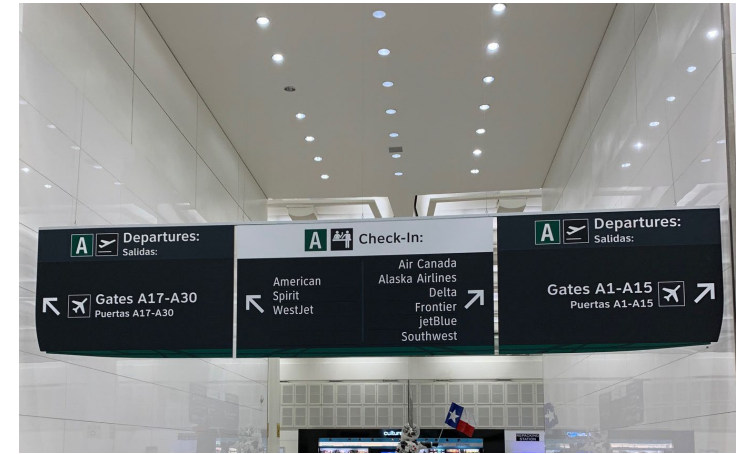
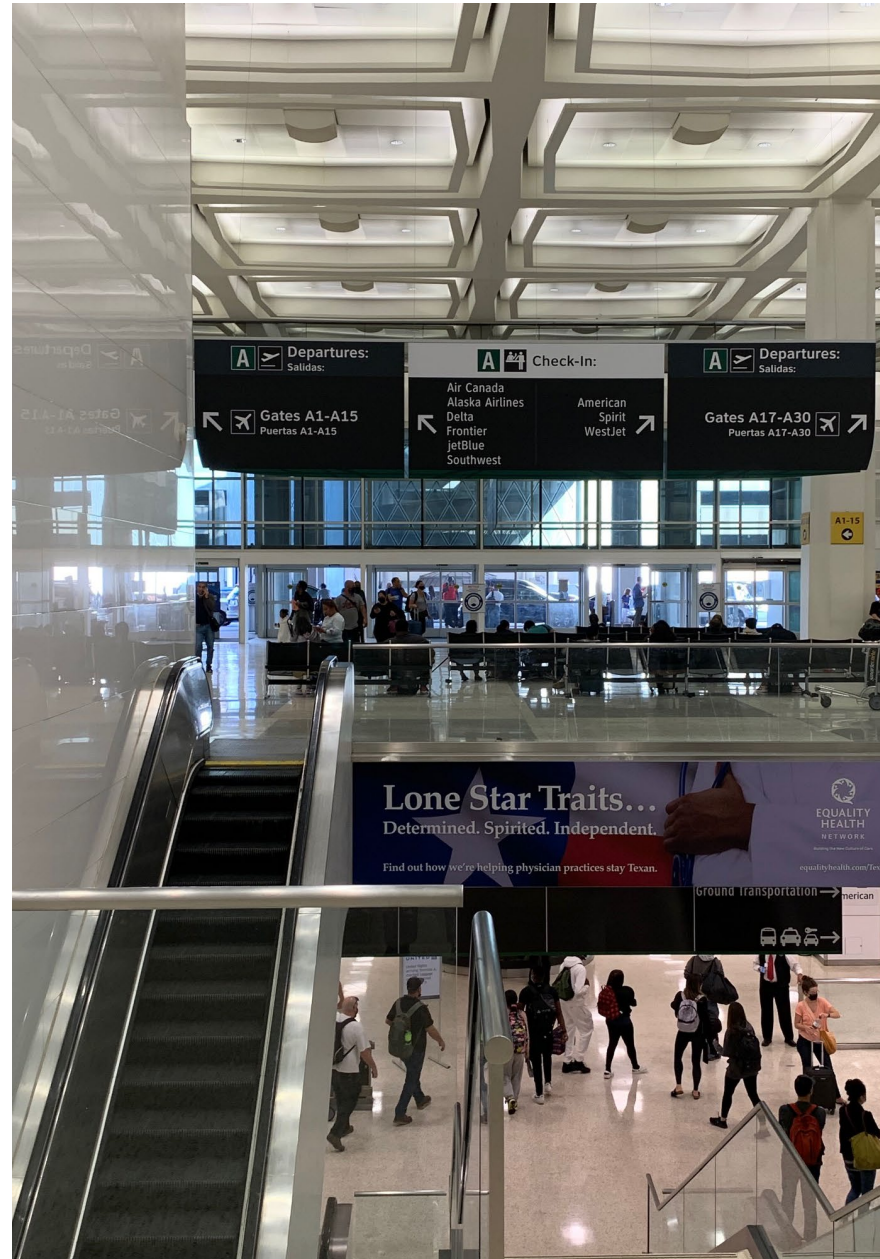
Terminal A			Terminal B			Terminal D		
Description	Status	Completion	Description	Status	Completion	Description	Status	Completion
TA Wayfinding	Installation ongoing	April 2022	TB Wayfinding	Design FY22	FY23	TD Wayfinding	TBD	TBD
FIDS/BIDS	In design	August 2022						



Terminal A/B Garage			Terminal C			Terminal E		
Description	Status	Completion	Description	Status	Completion	Description	Status	Completion
TA/TB Garage Wayfinding	Installation February 2022	June 2022	TC and Garage Wayfinding	In procurement	December 2022	TE Wayfinding	In procurement	July 2022
						FIS Wayfinding	In design	January 2023

IAH

WAYFINDING



IAH

VITRA SEATING



IAH

DIGITAL ID



IAH

INTERIOR LANDSCAPING



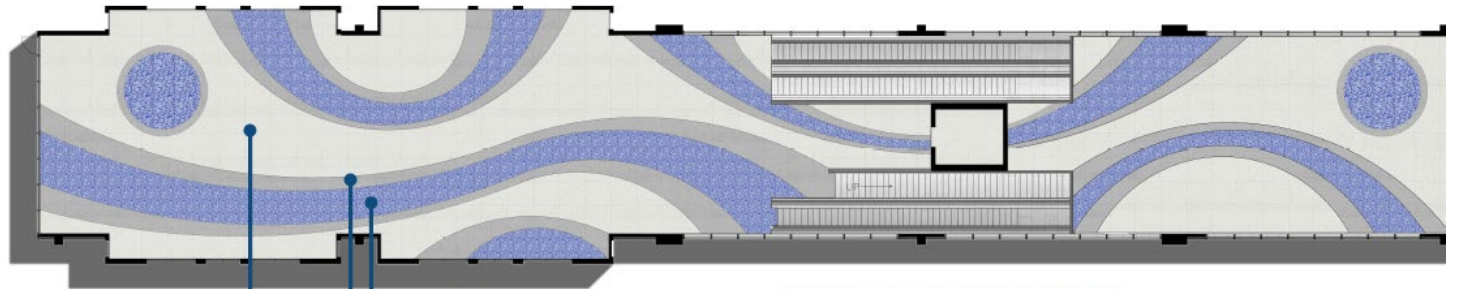
IAH

PLAY AREA



IAH

SKYWAY FLOORING

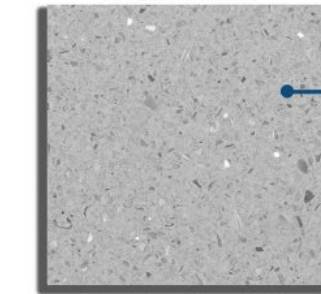


TERMINAL C - FINISH FLOOR PLAN



TERMINAL C - QUARTZ, FIELD

COLOR: 503 BIANCO SPIZZO

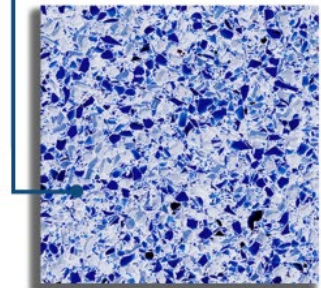


TERMINAL C - QUARTZ, ACCENT 2

COLOR: 2402 DOVE TAIL



ALTERNATE - LOGO



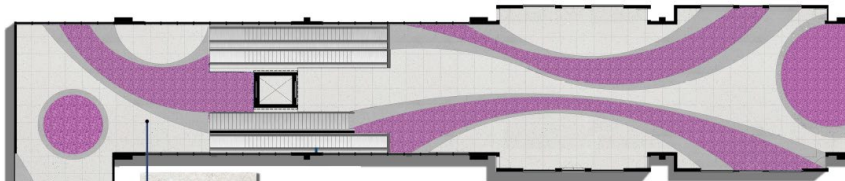
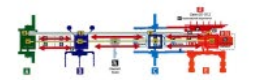
TERMINAL C - QUARTZ, ACCENT 1

COLOR: BLUE



TC INTERIOR RENDERING - LOWER LEVEL

TC PROPOSED PATTERN 2



TERMINAL B - FINISH FLOOR PLAN



ALTERNATE - LOGO

TERMINAL B - QUARTZ, FIELD COLOR

COLOR: 503 BIANCO SPIZZO

TERMINAL B - QUARTZ, ACCENT 1 COLOR

COLOR: PURPLE

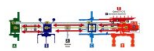
TERMINAL B - QUARTZ, ACCENT 2 COLOR

COLOR: 2402 DOVE TAIL



TB INTERIOR RENDERING - LOWER LEVEL

TB PROPOSED PATTERN



IAH

SKYWAY PAINT REFRESH



IAH

SKYTRAX BANNERS

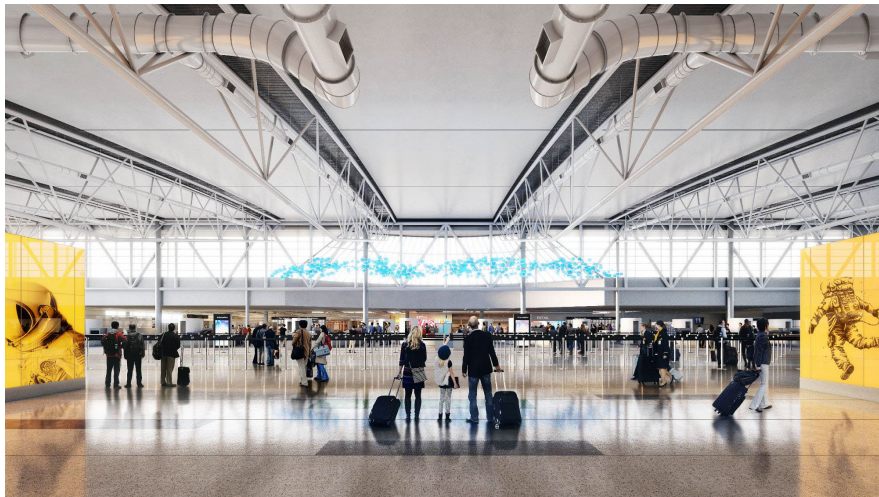
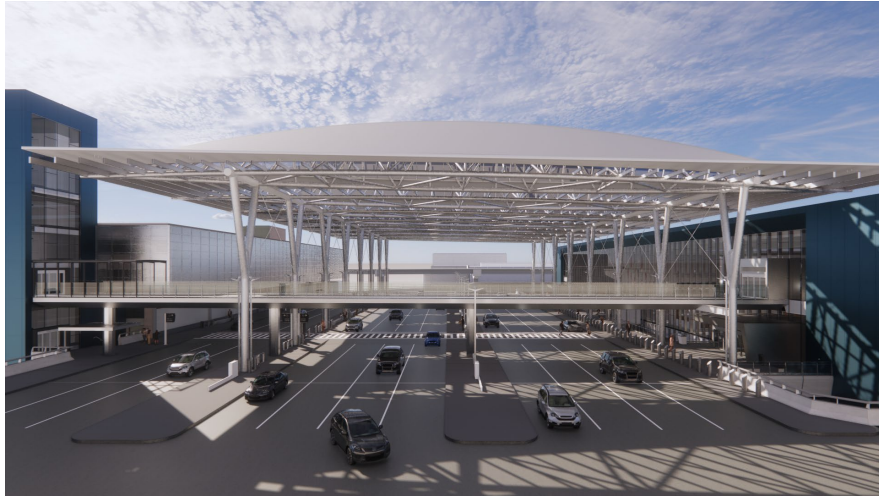




IAH
INTERNATIONAL
TERMINAL
REDEVELOPMENT
PROGRAM
ITRP

Infrastructure – IAH

ITRP – INTERNATIONAL TERMINAL CENTRAL PROCESSOR



Infrastructure – IAH

ITRP - MLIT TERMINAL D



Infrastructure – IAH

INTERNATIONAL TERMINAL REDEVELOPMENT PROGRAM (ITRP)

