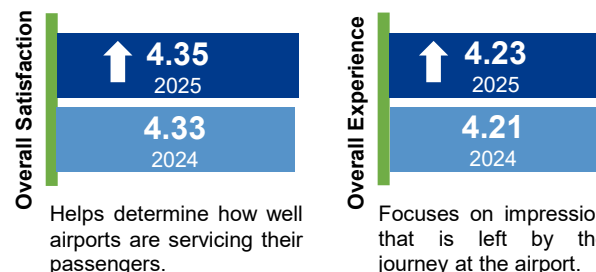




Overall scores WORLDWIDE



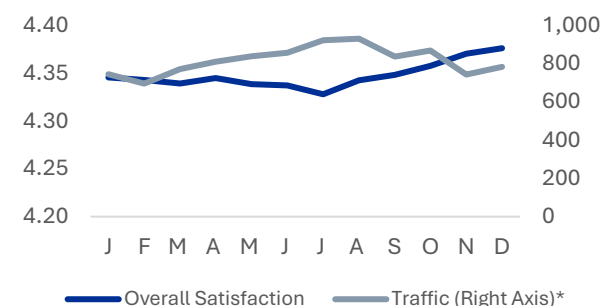
Passenger overall satisfaction **increased globally in 2025**. This improvement is particularly encouraging in a context where **customer experience quality is declining across many industries**. It is even more noteworthy given the 4.8% increase in global passenger traffic, estimated at 9.9 billion passengers in 2025.

The **Border/Passport Control** category recorded the highest increase, reflecting improved satisfaction with staff delivering a smooth, efficient, and welcoming passenger experience. Insights from the **ACI ASQ 2026 Global Traveller Survey** show that traveller expectations are evolving. Passengers increasingly expect both seamless, efficient processes and experiences that recognise the human dimension of travel.

Delivering excellence therefore requires airports to go beyond process optimisation alone and reflect on the full human experience, including emotional, social, and personal needs, with technology acting as a key enabler rather than the end goal.

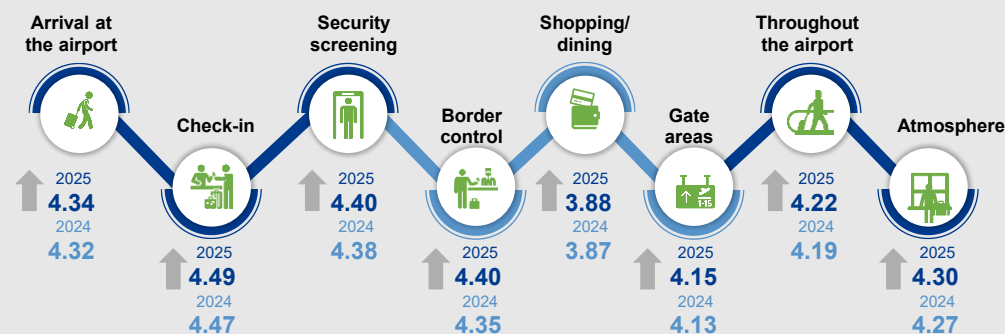
This balance becomes even **more critical during peak travel months**, where higher traffic volumes clearly place additional pressure on satisfaction levels. Understanding passenger personas provides airports with a powerful framework to anticipate needs, adapt services, and remain well equipped to deliver consistent, high-quality experiences across diverse traveller profiles, even at times of peak demand.

BY MONTHLY TRAFFIC



* Source: ACI World

Satisfaction BY STEP OF THE JOURNEY



Results are means on a 5-point scale.

↑ indicates that performance is statistically higher or lower compared to 2024 (95% conf. level).

Source: ACI ASQ Departures – Main Programme 2024-2025, Q1-Q4 2025 results with 380 compliant* airports.

*Only the quarters of airports that complied with ASQ's requirements have been included in the benchmark scores in 2025.

BY ASQ PERSONA

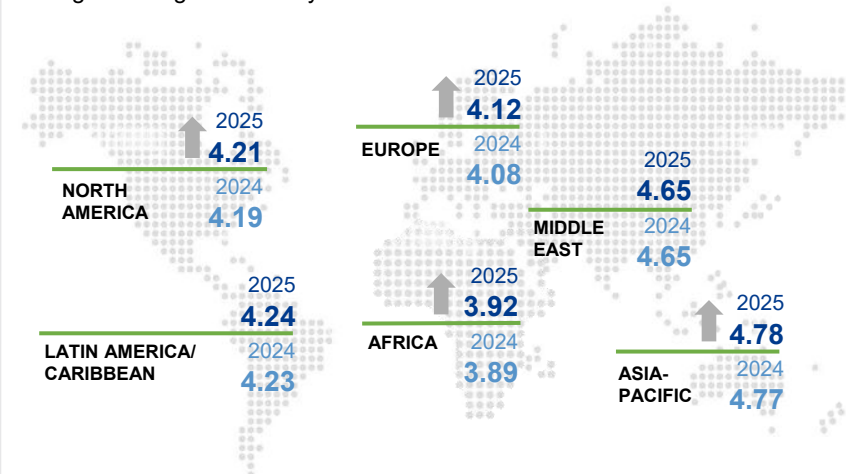


% represent the size of each segment in 2025



Overall Satisfaction BY REGION

Gains were observed across most regions, with the strongest improvements in Europe and Africa. Europe saw the largest increases in experience-related satisfaction, while Africa showed the greatest progress in operational reliability and core services, reflecting each region's stage of maturity.



Overall Satisfaction BY AIRPORT SIZE

Satisfaction remains high across all airport sizes, with gradual year-over-year improvements. Small and mid-sized airports show the strongest gains, very small airports are stable, and large airports continue to lead overall despite a slight dip at the top end.

	2024	2025
<2M	4.31	4.31
2-5M	4.35	4.40
5-15M	4.29	4.31
15-25M	4.33	4.35
25-40M	4.26	4.28
>40M	4.43	4.42

Results are means on a 5-point scale.

↑ indicates that the segment's performance is higher or lower compared to 2024 results on a statistically significant level (95%).