

# ‘We realise you had a choice of airports today’

Consumer Behaviour in Tourism  
From emotions to experiences

Désirée Breedveld | Commercial Director Rotterdam The Hague Airport



# Welcome on board!



- Over 50 destinations
- Served by Transavia, TUI, British Airways, Pegasus Airlines, Corendon

## Peak characteristics

- 70 flights per day,
- 1200 passengers departing between 7 and 8 am, 1100 arriving between 22 and 23



## Passengers

2018	➤	1.943.733
2019	➤	2.133.976
2020	➤	497.078
2021	➤	764.061
2022	➤	2.133.708





# It is the large influx of guests that negates the hospitality

Jean Jacques Rousseau





# We realise you had a choice of airports today



“Very friendly staff.”

“Short queues.”      “Small scale.”

“Close by!”      “It all looks beautiful.”

“Friendly welcome, quiet and lots of space.”



# We realise you had a choice of airports today



Quality seats  
Quality  
Improve queues outside  
Quicker baggage handling  
Make it cosier  
Destination offers  
Friendlier employees  
More outlets  
More facilities  
Parking  
Horeca airside  
hard  
cheaper prices  
Unfriendly employees  
water point  
Entertainment while waiting  
wi-fi  
Silence space  
Better service  
More seats  
More dining options  
More stores  
Long queues  
Better information  
Public transport  
Too busy  
retail offer  
Friendlier security  
toilets on the ground floor  
Check-in faster  
More space  
Professionalism of employees  
Terrace open  
Queue formation  
Smoking area



# We realise they had a choice of airports today

**Business Traveller**  
**Marc**



**Luxury Leisure Traveller**  
**Cees and Henriette**



**Leisure Traveller**  
**Moniek and Peet**



**Elderly Passenger**  
**Mr and Mrs Van Vliet**



**Experience Traveller**  
**Fleur**



**VFR passenger**  
**Yilmaz family**



# We realise you had a choice of airports today

Initial overall research to passenger experience

- Hygiene ✓
- Facilities for arrivals ✓
- General staff attitude

Full focus on aspects that influence emotion and human interaction

- Research: transactional, quantitative overall, qualitative deep dives
- Describe personas

Certified Smile

Management of partners, inspirational session, webinar.

Team leaders of RTHA and partners: Season kick-off, intervision, inspirational session, newsletters, webinar.

First-line employees of RTHA and partners: Season kick-off, basic training, newsletters, webinar.



# We realise you had a choice of airports today

## 2023

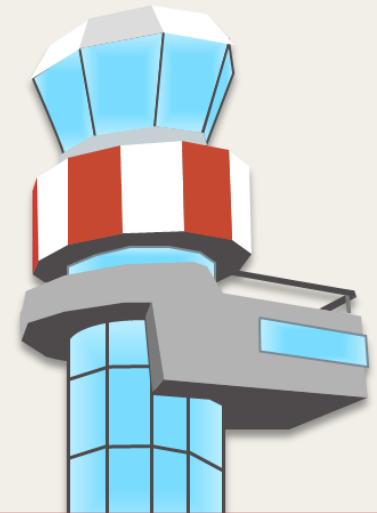
- Capacity restraints are still present at peak hours..
- Hospitality as an integral part of strategy
- Insights!
- NPS 2023 YTD 55  
78% recognition for hospitality within the catchment area's population  
hospitality by design for new terminal developments in process.
- Sincere hospitality makes a difference, also under large influx circumstances
- Our staff makes the difference with their certified smile.





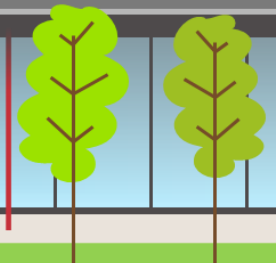
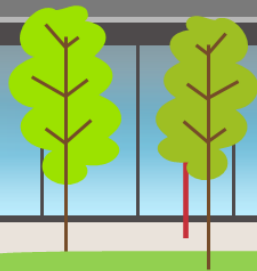
We realise you had a choice of airports today..

..thank you for choosing Rotterdam The Hague Airport and we hope to welcome you on your next journey!



**ROTTERDAM THE HAGUE AIRPORT**

**DEPARTURES**



# Contact

Rotterdam The Hague Airport

+31 (0)10 446 34 44

[info@rtha.com](mailto:info@rtha.com)

