

Three Types Of Customers Arrive At A Small Airport: Check Baggage (30%, That Is, For Each Arriving Customer)

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Understanding the diverse customer base at a small airport is essential for effective operational management, customer service, and optimizing the overall passenger experience. Among the various stages of the travel process, baggage handling stands out as a critical touchpoint, especially considering that approximately 30% of arriving customers are involved in the baggage check process. These customers can be broadly categorized into three distinct types based on their baggage needs, behaviors, and expectations. Recognizing these types allows airport staff and management to tailor services, streamline procedures, and enhance satisfaction.

Overview of Baggage Handling at Small Airports

Before diving into customer types, it's important to comprehend the baggage handling environment in a small airport context.

The Significance of Baggage Processing

- Ensures passenger convenience and safety
- Impacts overall airport efficiency and reputation
- Influences customer satisfaction and loyalty

The 30% Baggage Check Rate

While some passengers travel light with carry-on luggage, around 30% of arriving customers at small airports check in baggage, necessitating dedicated procedures and resources.

Three Main Types Of Customers Arriving With Baggage

Based on baggage behavior, needs, and expectations, arriving customers can be grouped into three primary categories:

1. The Light Packager
2. The Heavy Luggager
3. The Business Traveler

Each type presents unique challenges and opportunities for service delivery.

1. The Light Packager