

**AIRPORT  
NEXT**



**Milwaukee Mitchell International  
Airport**

**2024 Survey – Final Report**

**AIRPORTNEXT ASSESSMENT RESULTS  
by AirportNEXT Solutions Inc.**



# AirportNEXT

Created in partnership with ACI-NA, AirportNEXT is a new, dynamic tool for airports to assess and improve stakeholder alignment and support. It is a sentiment based survey of key stakeholders.

The outcome of this analysis is able to help in many ways, including:



Assisting in fine tuning the strategic priorities for the airport.



Improving engagement and support of key stakeholders.



Strengthening advocacy efforts with all levels of government.

## Deliverables

Key deliverables include a detailed report and a presentation/workshop to present the results.



### Detailed Report

This report showing overall results, individual variable scores and stakeholder comparisons.



### Presentation/Workshop

A presentation/workshop to present results, that includes recommended best practices to focus on key areas for improvement.

# Participating Airports in 2024 Pilot

24 airports took part in the pilot project, which took place between March and August 2024.

Every airport is allocated into one of four tiers:

- 📍 Tier 1 (Under 850,000 PAX)
- 📍 Tier 2 (850,000 – 4 million PAX)
- 📍 Tier 3 (4 – 16 million PAX)
- 📍 Tier 4 (Over 16 million PAX)

All of these airports contribute to the model when constructing the industry and tier averages, which are used as comparative baselines for individual airports.





# The AirportNEXT Scenario Model

The AirportNEXT model includes two independent critical success factors: **Infrastructure & Facilities**, and **Stakeholder Alignment**.

Both of the critical success factors are made up of six independent variables.

Mapping the two critical success factors allocates each airport into one of four possible scenarios: **AIRBORNE**, **TAXIING**, **COASTING**, or **SOARING**.



# Airport Infrastructure & Facilities Variables

Six variables are used to assess airport Infrastructure & Facilities. Covering these are 45 survey statements.



**Terminal**



**Transportation Access**



**Services**



**Technology**



**Security**



**Border**

# Stakeholder Alignment Variables

Six variables are used to assess Stakeholder Alignment. Covering these are 35 survey statements.



**Airlines**



**Government**



**Community**



**Workforce & Culture**



**Sustainability**



**Economic Development & Tourism**



# Stakeholders

## Three key stakeholder groups

The individual airports survey a total of 16 different stakeholder categories, over the course of approximately six weeks.

These 16 stakeholders are allocated into three separate stakeholder groups: **Airport**, **Industry** and **Community**.

Each survey statement asks the stakeholders for their perceived performance from: strongly disagree (0), disagree (1.25), neutral (2.5), agree (3.75), to strongly agree (5).

The completed surveys are then sent directly and confidentially to the AirportNEXT team.



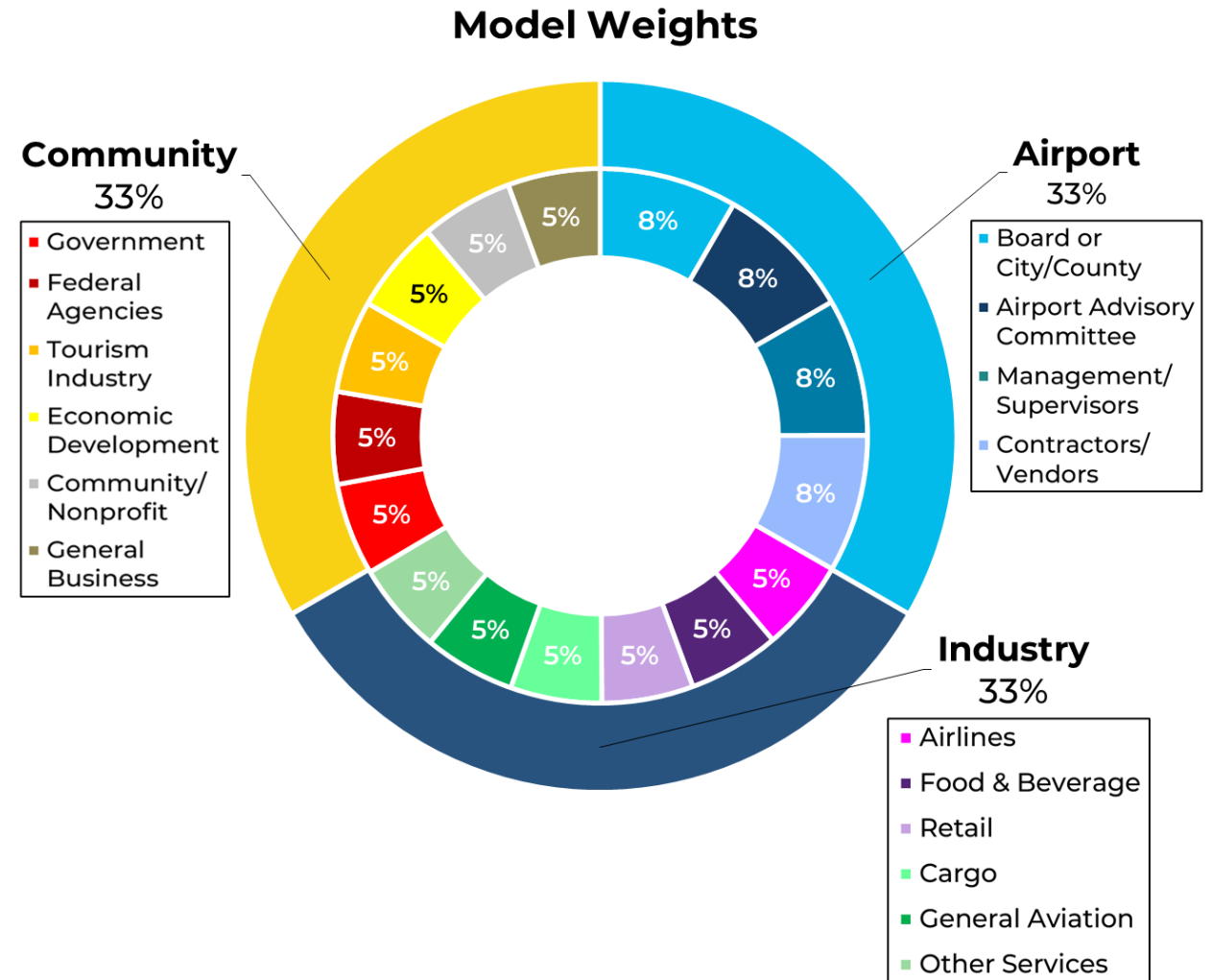
# Model Analytics

## Stakeholder weightings

A weighting is applied so all stakeholders are allocated a consistent weight in every metric.

The weighting structure is required to compare airports and create tier averages.

For example, there may be an above average amount of Retail responses, but they will always have the same weighting of 5%, across all metrics.



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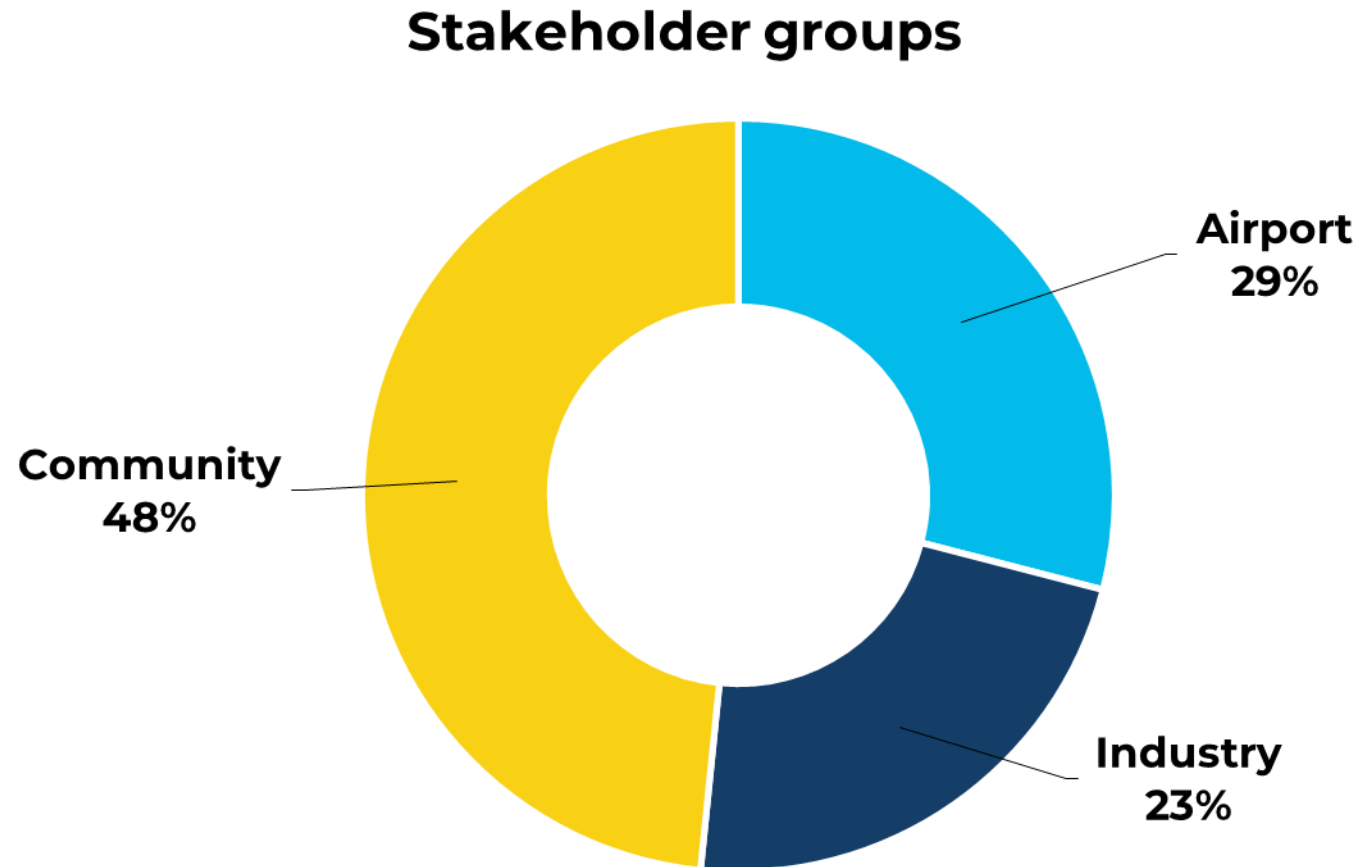
# Overall Results





# Responses by Stakeholder Group

Total Responses: 62

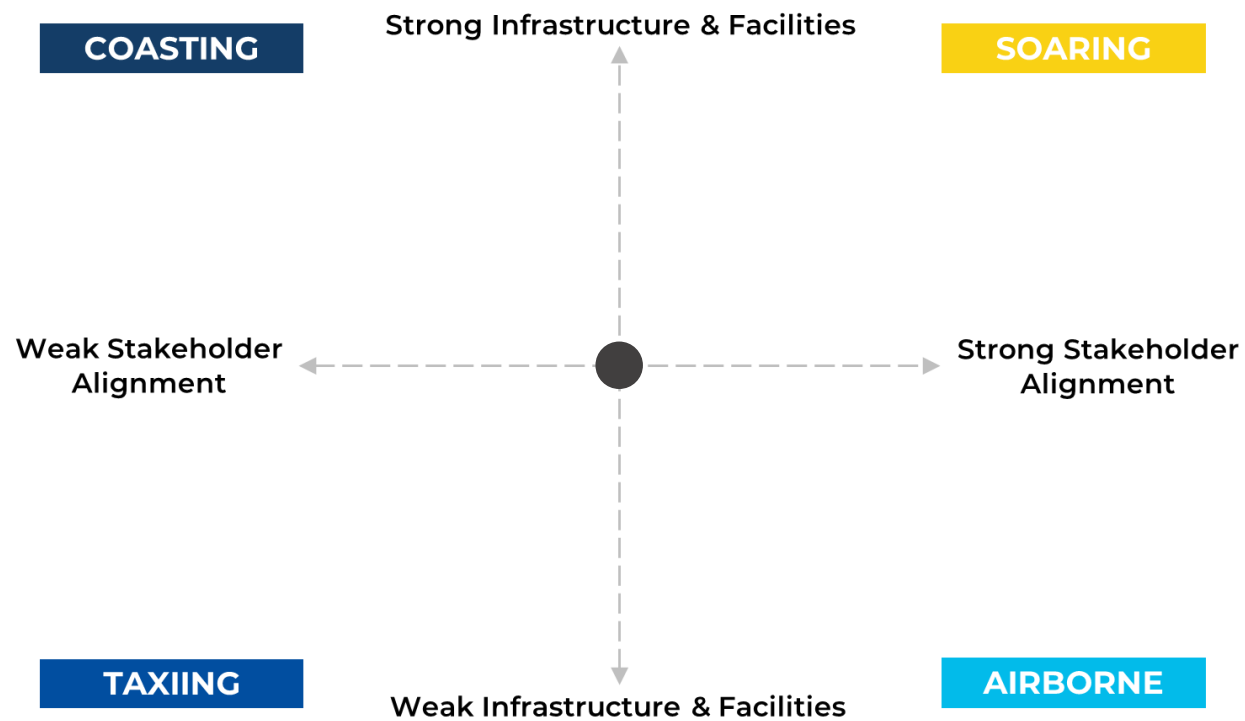


# Scenario Model

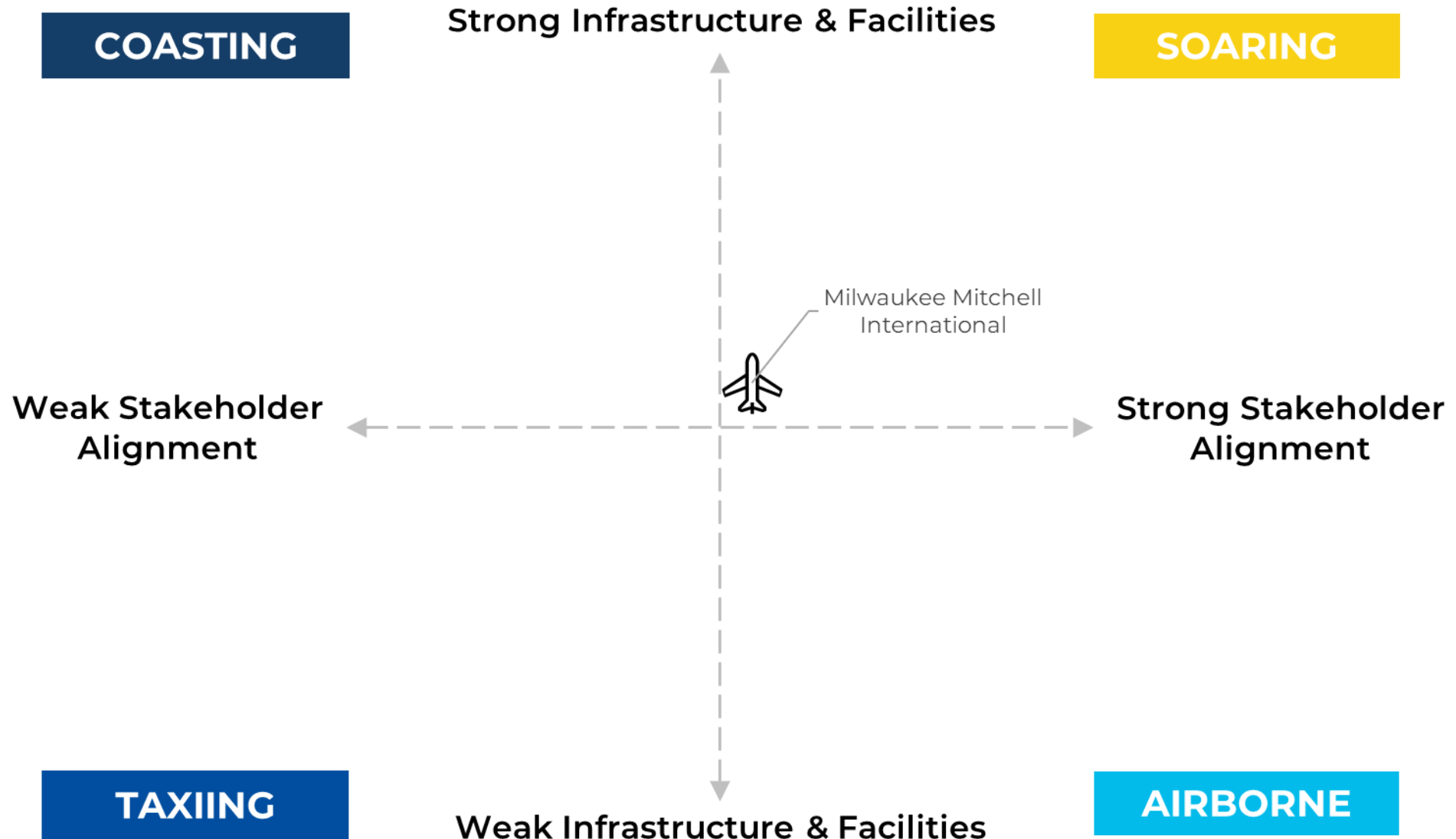
## Industry average

The center point on the graph is the average across all airports that completed the AirportNEXT assessment.

As of the date of this report, this industry average is based on 24 airports.

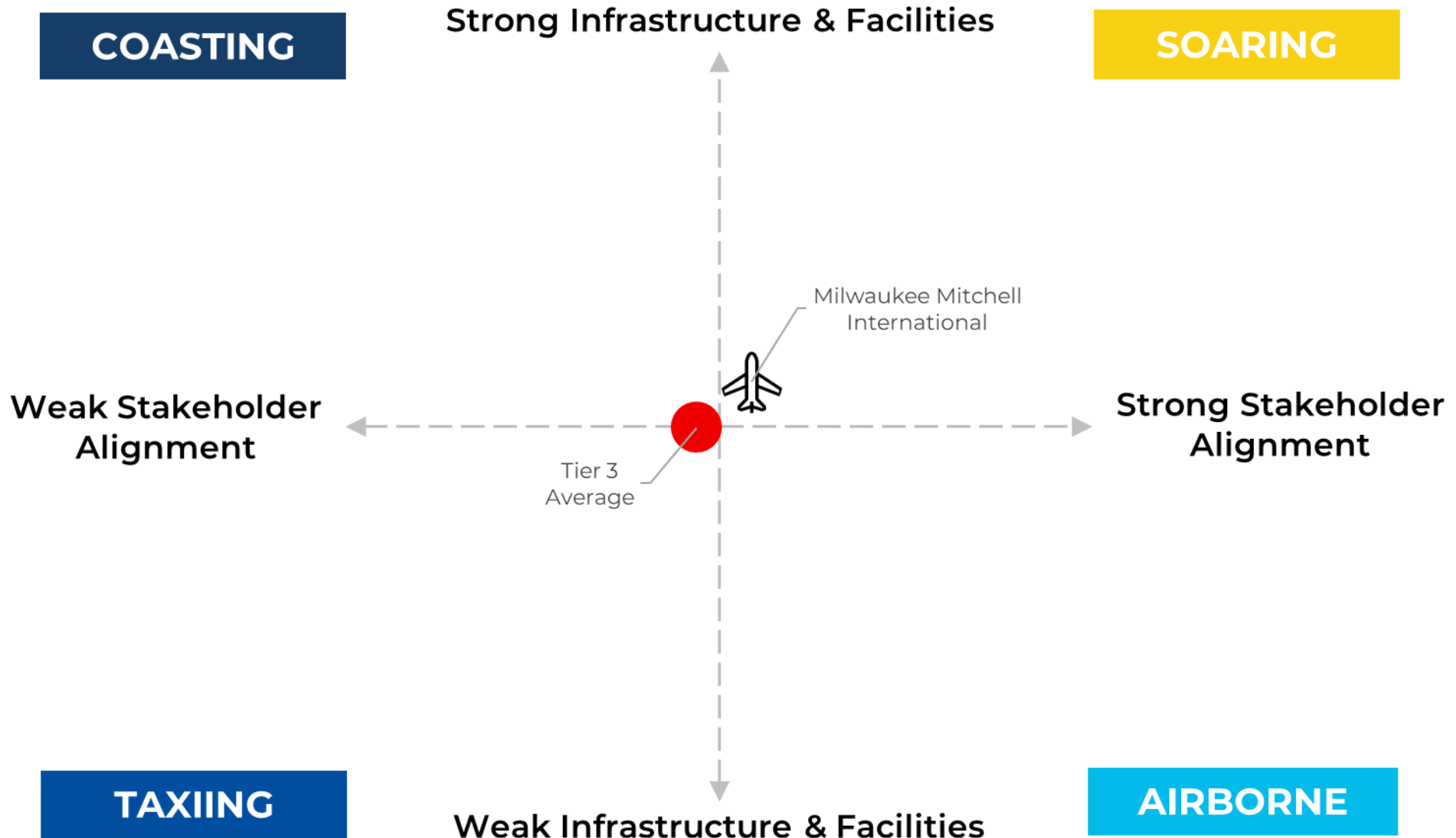


# Industry Average



# Industry Average

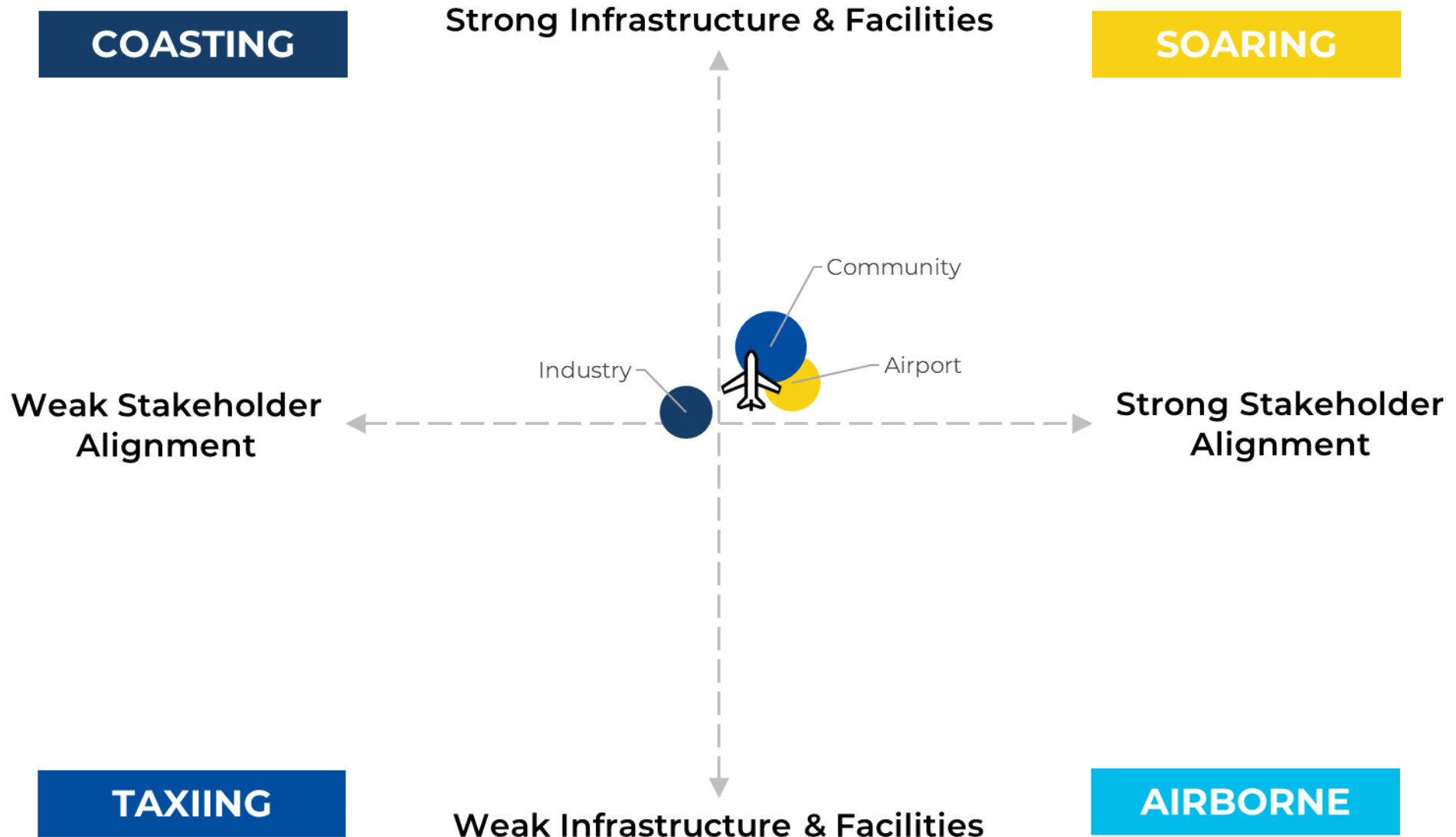
Tier average





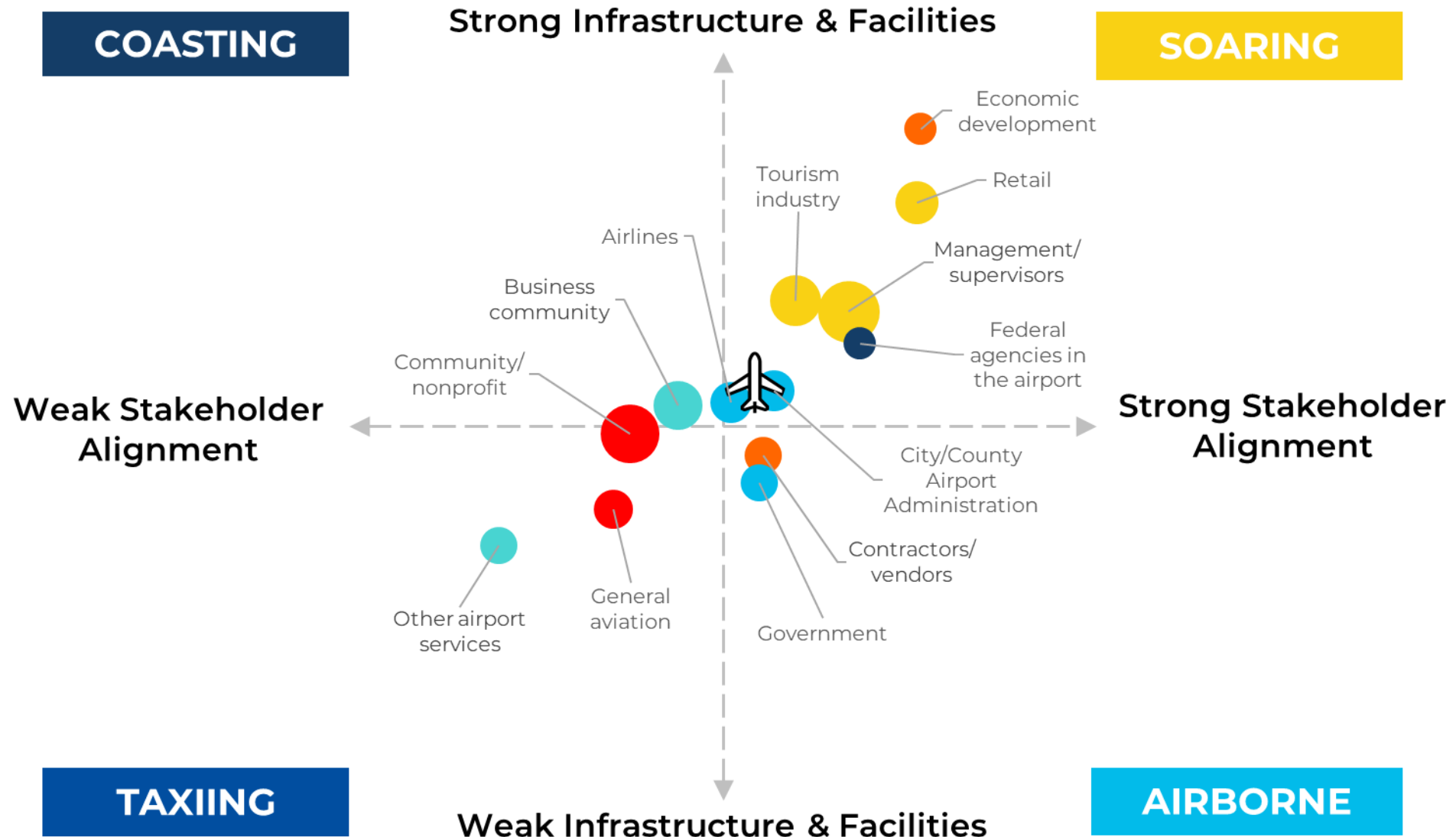
# Industry Average

Stakeholder groups



# Industry Average

All stakeholders



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# Infrastructure & Facilities



# Infrastructure & Facilities

## Industry and tier comparison

Infrastructure & Facilities Variables	Perceived Performance of Variables (0 to 5 scale)			
	Industry Average	Tier 3 Average	Milwaukee Mitchell International	Standard Deviation
Terminal	3.6	3.6	3.7	1.1
Transportation Access	3.2	3.3	3.8	1.1
Services	2.8	2.9	3.1	1.2
Security	3.4	3.3	3.9	1.0
Border	3.1	3.1	2.8	1.2
Technology	3.1	3.1	3.2	1.1
Overall Infrastructure & Facilities	3.23	3.23	3.43	1.20

Scenario: SOARING

Green indicates performance +5% above the tier average; red indicates -5% below. A lower standard deviation represents more confidence in the airport score for each variable.



# Infrastructure & Facilities

Industry and tier all time rankings

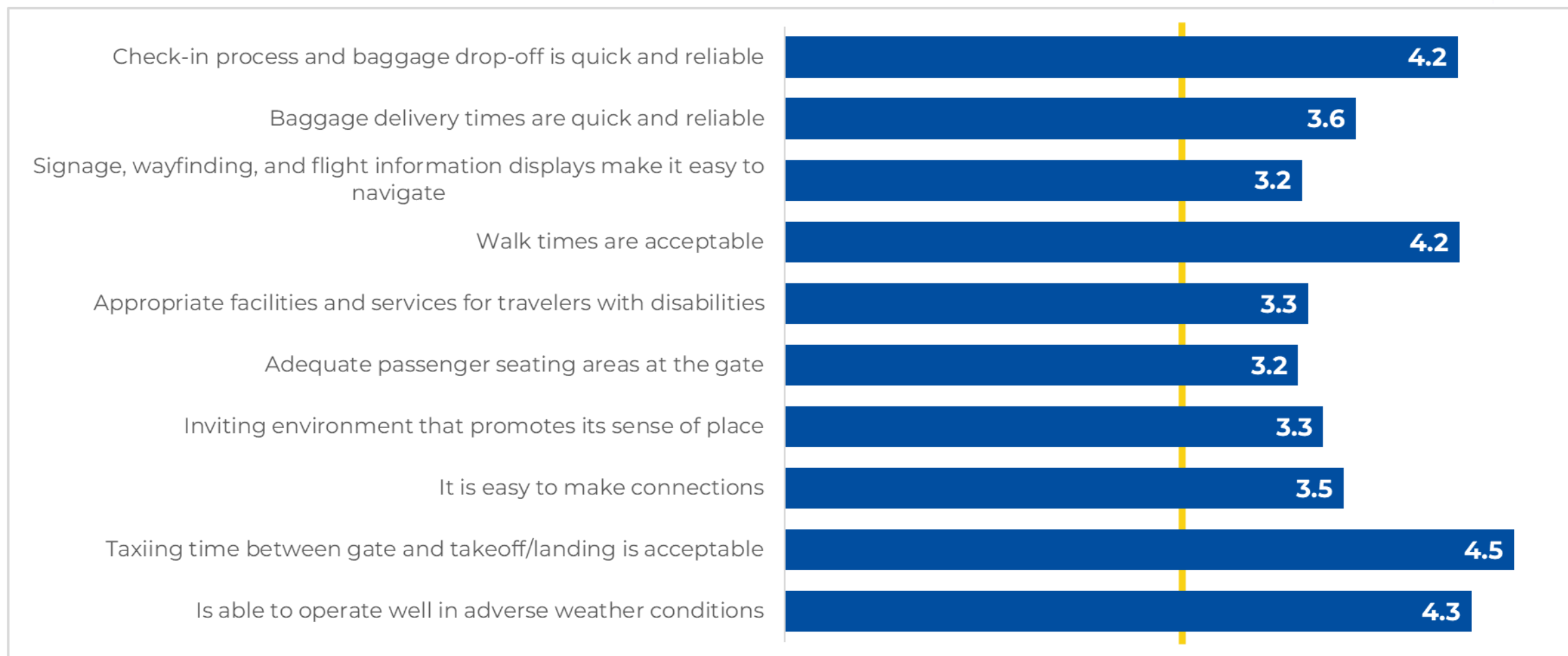
Infrastructure & Facilities Variables	Ranking (out of 24 airports)	Ranking % *	Tier Ranking (out of 5 airports)	Tier Ranking % *
Terminal	13	54.17	3	60.00
Transportation Access	1	0.00	1	0.00
Services	8	33.33	3	60.00
Security	5	20.83	2	40.00
Border	10	76.92**	4	80**
Technology	9	37.50	2	40.00
<b>Overall Infrastructure &amp; Facilities</b>	<b>8</b>	<b>33.33</b>	<b>2</b>	<b>40.00</b>

\*The top percentage of airports that Milwaukee Mitchell International Airport is in. Lower is better.

\*\*There are 13 airports that use the Border variable, and 5 airports that use it in Tier 3.

# Infrastructure & Facilities

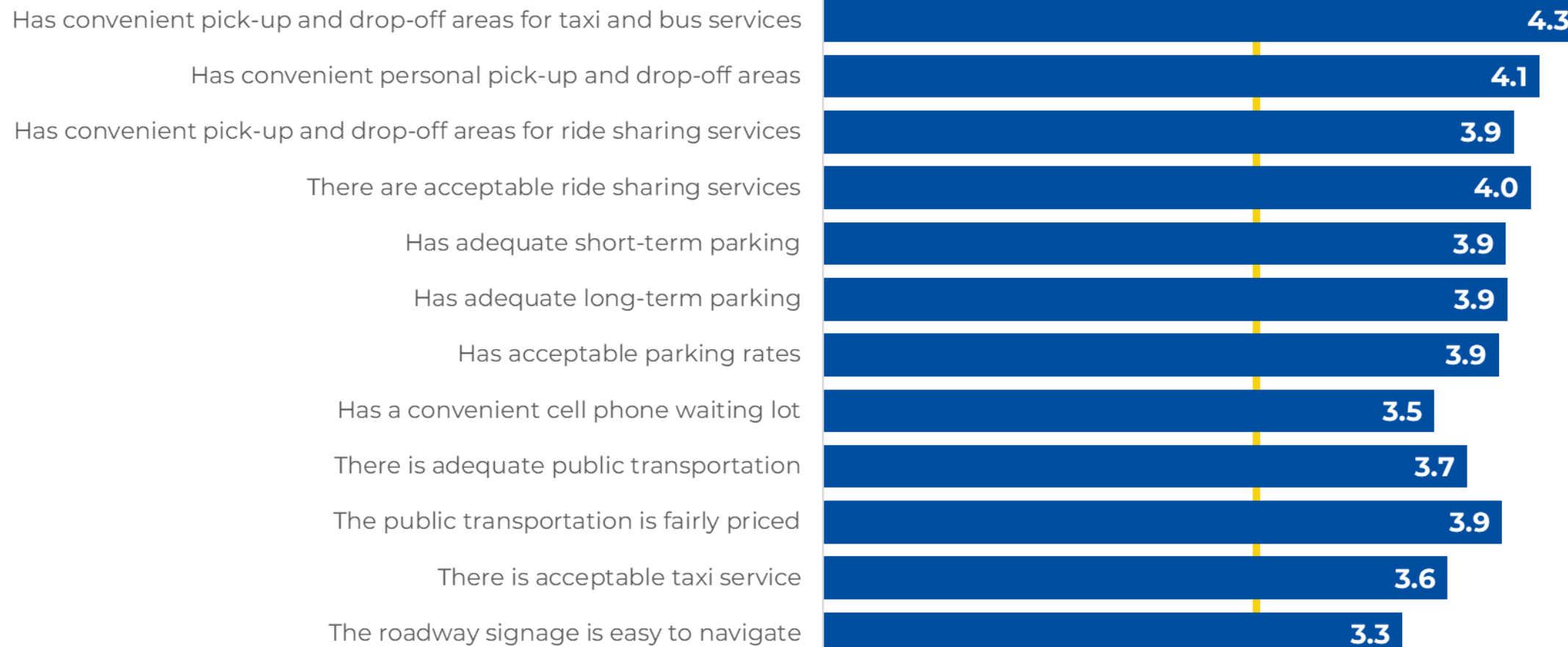
## Terminal



0 – 5 scale with a 2.5 midpoint

# Infrastructure & Facilities

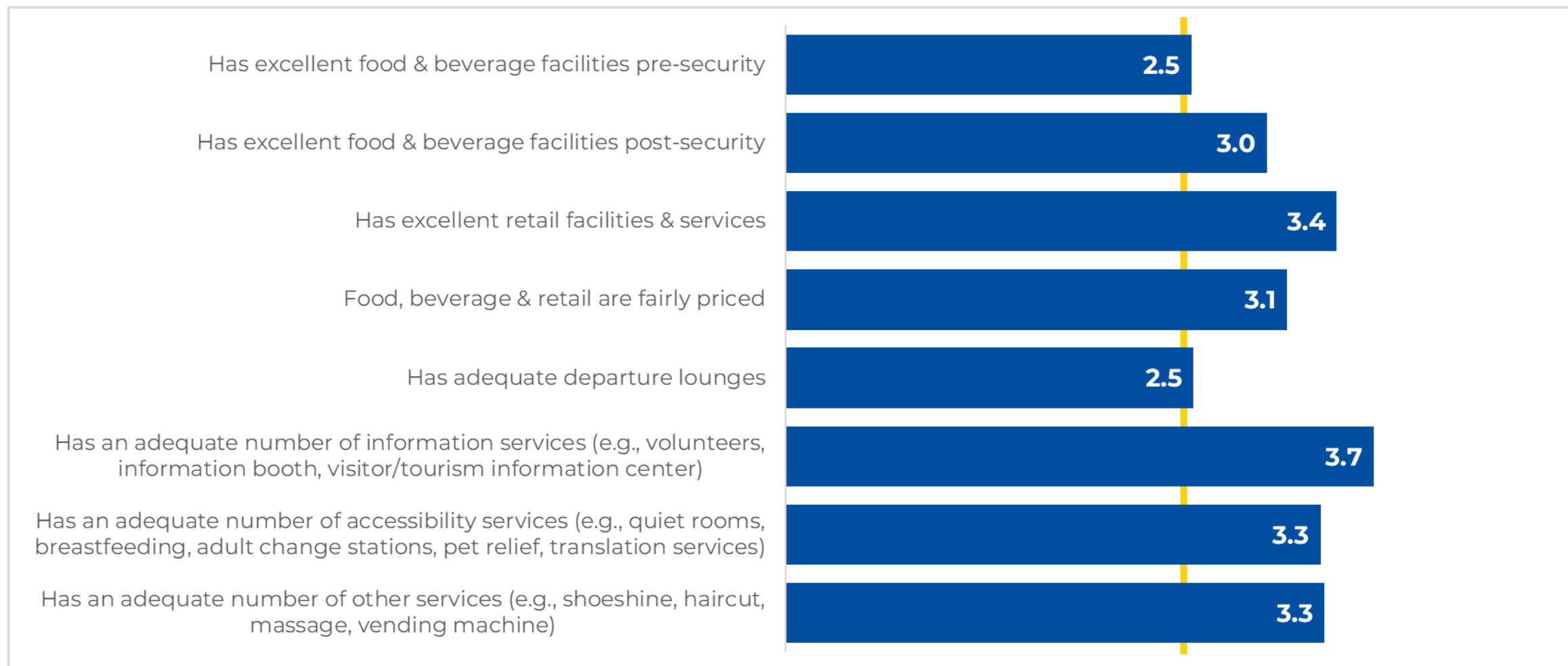
## Transportation Access



0 – 5 scale with a 2.5 midpoint

# Infrastructure & Facilities

## Services

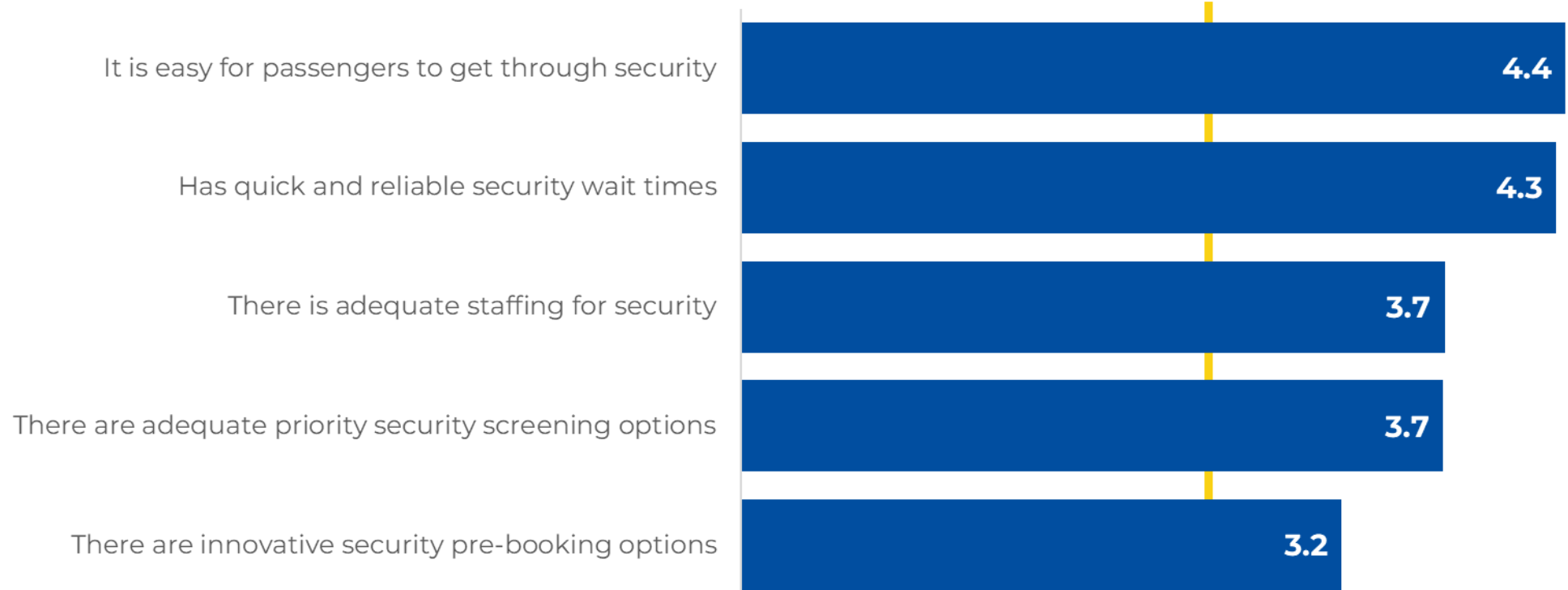


0 – 5 scale with a 2.5 midpoint



# Infrastructure & Facilities

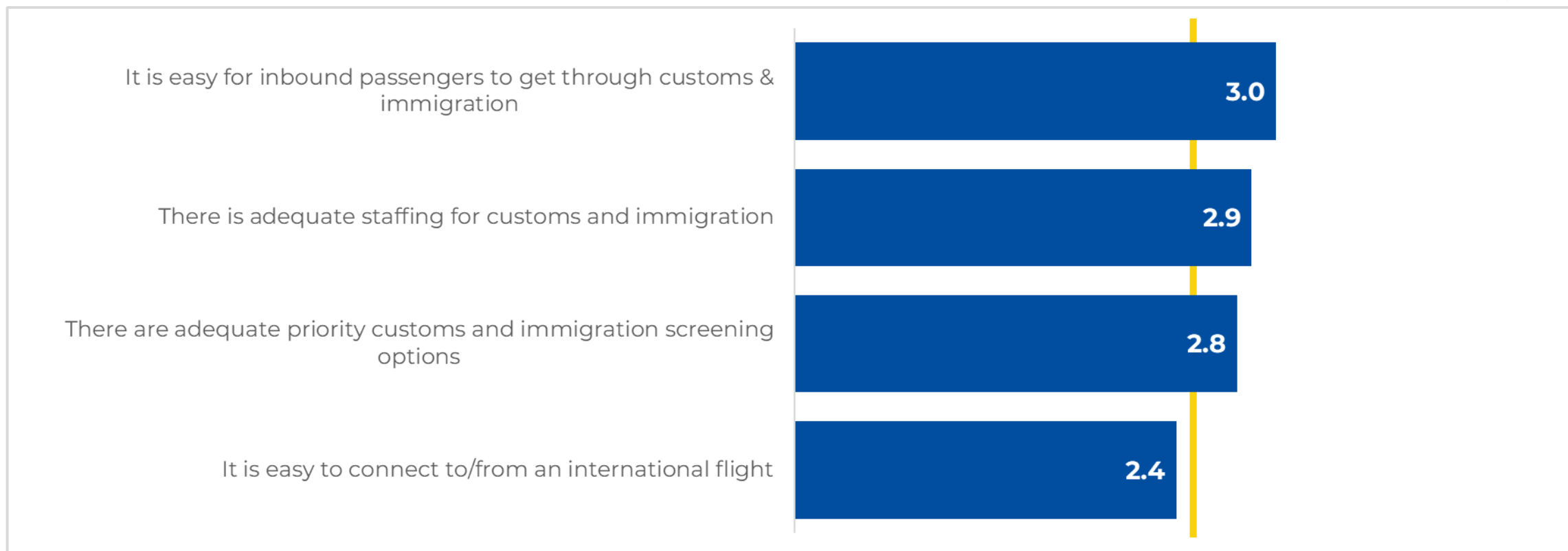
## Security



0 – 5 scale with a 2.5 midpoint

# Infrastructure & Facilities

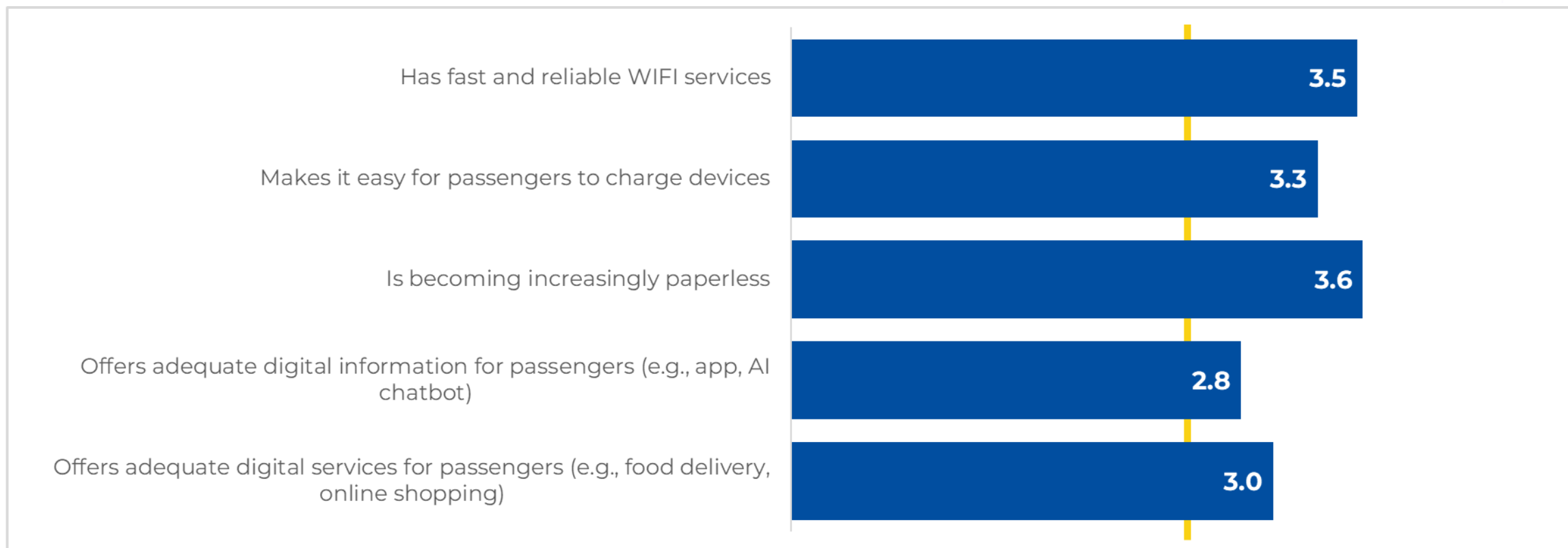
## Border



0 – 5 scale with a 2.5 midpoint

# Infrastructure & Facilities

## Technology



0 – 5 scale with a 2.5 midpoint

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# Stakeholder Alignment





# Stakeholder Alignment

## Industry and tier comparison

Stakeholder Alignment Variables	Perceived Performance of Variables (0 to 5 scale)			
	Industry Average	Tier 3 Average	Milwaukee Mitchell International	Standard Deviation
Airlines	2.9	2.8	3.2	1.3
Government	3.1	3.0	3.4	1.1
Community	3.5	3.4	3.7	1.1
Workforce & Culture	3.4	3.3	3.5	1.0
Sustainability	3.6	3.5	3.6	0.9
Economic Development & Tourism	3.8	3.7	3.8	0.9
Overall Stakeholder Alignment	3.39	3.29	3.53	1.09

**Scenario: SOARING**

Green indicates performance +5% above the tier average; red indicates -5% below. A lower standard deviation represents more confidence in the airport score for each variable.

# Stakeholder Alignment

Industry and tier all time rankings

Stakeholder Alignment Variables	Ranking (out of 24 airports)	Ranking % *	Tier Ranking (out of 5 airports)	Tier Ranking % *
Airlines	6	25.00	1	0.00
Government	8	33.33	2	40.00
Community	7	29.17	2	40.00
Workforce & Culture	12	50.00	3	60.00
Sustainability	14	58.33	3	60.00
Economic Development & Tourism	14	58.33	3	60.00
<b>Overall Stakeholder Alignment</b>	<b>8</b>	<b>33.33</b>	<b>3</b>	<b>60.00</b>

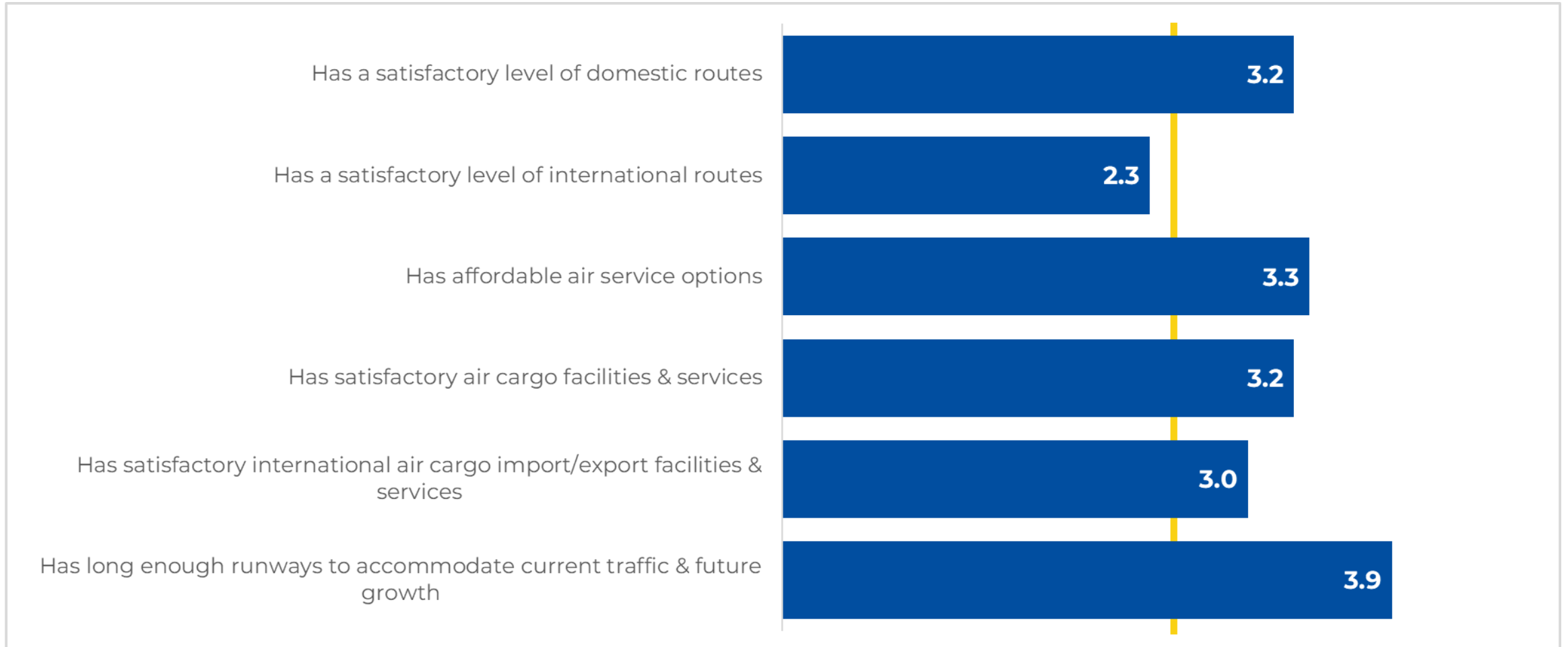
\*The top percentage of airports that Milwaukee Mitchell International Airport is in. Lower is better.

<b>Overall AirportNEXT Score</b>	<b>7</b>	<b>29.17</b>	<b>2</b>	<b>40.00</b>
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Overall AirportNEXT Score is the sum of the two critical success factors: Infrastructure & Facilities, and Stakeholder Alignment

# Stakeholder Alignment

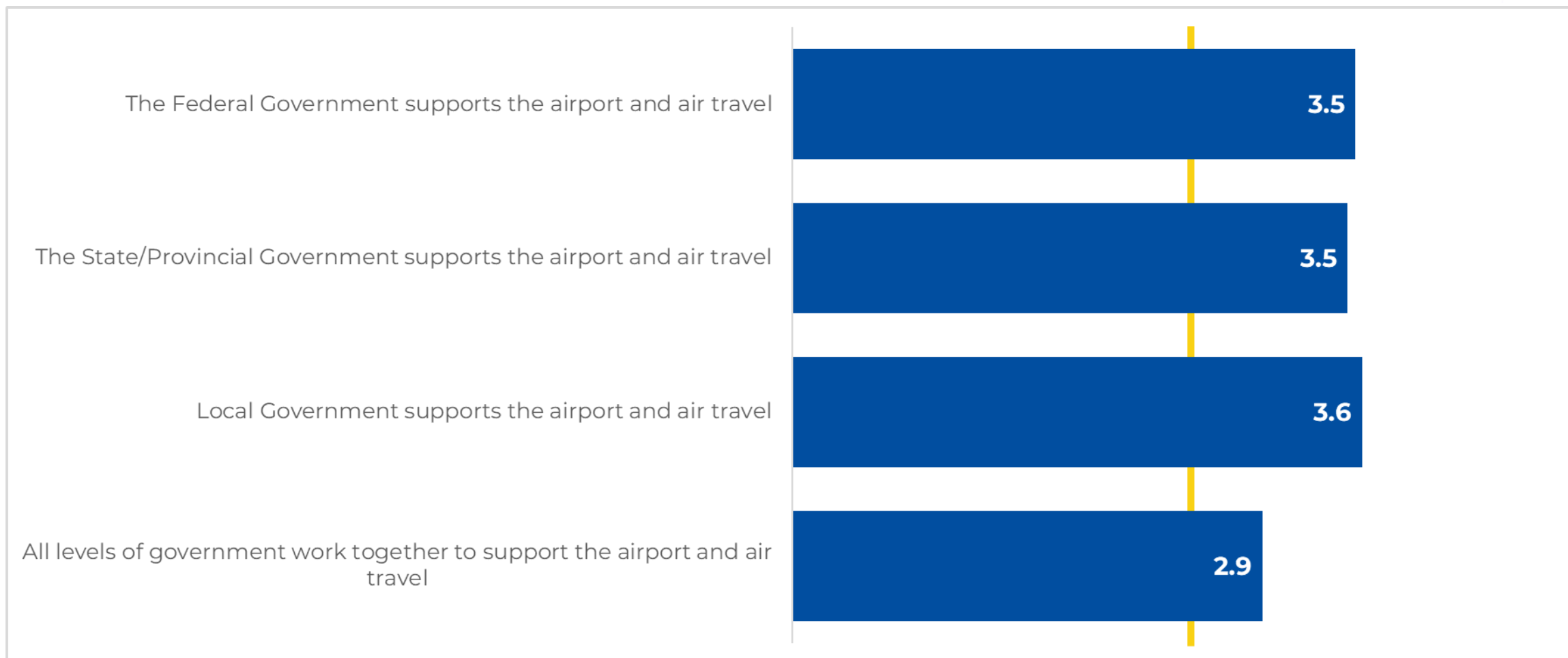
## Airlines



0 – 5 scale with a 2.5 midpoint

# Stakeholder Alignment

## Government



0 – 5 scale with a 2.5 midpoint

# Stakeholder Alignment

## Community



0 – 5 scale with a 2.5 midpoint

# Stakeholder Alignment

## Workforce & Culture

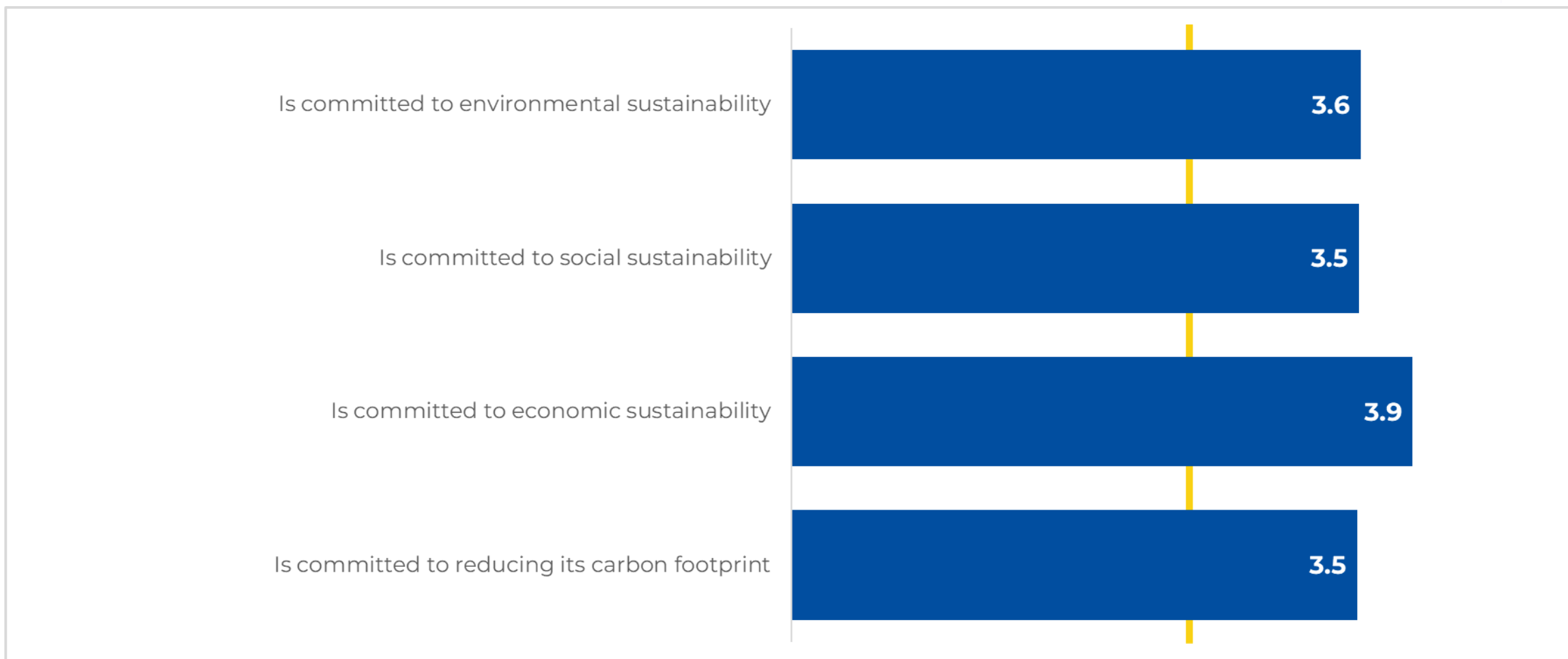


0 – 5 scale with a 2.5 midpoint



# Stakeholder Alignment

## Sustainability



0 – 5 scale with a 2.5 midpoint

# Stakeholder Alignment

## Economic Development & Tourism



0 – 5 scale with a 2.5 midpoint

# Key Takeaways

Statement scores above 4

Statement	Score	Industry rank	Tier rank
Taxiing time between gate and takeoff/landing is acceptable	4.5	1	1
Is an important contributor to overall economic impact to the region	4.4	5	2
It is easy for passengers to get through security	4.4	1	1
Has quick and reliable security wait times	4.3	1	1
Has convenient pick-up and drop-off areas for taxi and bus services	4.3	1	1
Is able to operate well in adverse weather conditions	4.3	3	2
Walk times are acceptable	4.2	13	2
Check-in process and baggage drop-off is quick and reliable	4.2	1	1
Has convenient personal pick-up and drop-off areas	4.1	1	1
There are acceptable ride sharing services	4.0	1	1
Is able to operate 24 hours per day, every day of the year	4.0	2	1

# Key Takeaways

Statement scores below 2.5

Statement	Score	Industry rank	Tier rank
Has a satisfactory level of international routes	2.3	6	2
It is easy to connect to/from an international flight	2.4	11	4
Has excellent food & beverage facilities pre-security	2.5	12	3
Has adequate departure lounges	2.5	20	4

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