

Travelers' Experiences with Concessions at the Dallas/Fort Worth International Airport

A Report by the Students of ANTH 4610/5610
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The Project by Christina Wasson

This is a study of how travelers at the Dallas/Fort Worth International Airport use and think about the concessions available in Terminal A. The project was carried out by students in the course ANTH 4610/5610 “Ethnography of Product and Technology Use,” offered at the University of North Texas. I taught this course during Fall 2003.

Such a study is timely because the airport is under increasing financial pressures in the post-9/11 world. The airport seeks to better understand the needs of travelers in order to offer concessions that will be a good fit with their needs, and thus increase revenues to the airport.

The project was conducted for John Han, Manager, Marketing Research, and Carolyn K. Phillips, Manager, Airport Concessions. We thank them deeply for providing this opportunity, and hope our findings will be useful to them in planning future terminals and renewing or changing concessions in existing terminals.

Research Approach

Our research approach was based in the methods of design anthropology. This approach is spreading in the fields of marketing, advertising, and industrial design. Its strength lies in the ability to uncover richly detailed information about travelers’ actual experiences in the airport. The method we used was to conduct in-depth interviews with travelers. All interviews were videotaped.

Students worked in pairs. Because the class was small, there were 3 pairs of students. Each pair made three trips to the airport. They stayed at least two hours each time, and obtained as many interviews as possible. The number of interviews per trip ranged from 3-7. We obtained a total of 53 interviews, and interacted informally with a total of 83 people (some members of a larger group might not be formally interviewed). See Appendix 1 for a list of interview subjects.

One student acted as videographer, while the other student managed the social interaction with the interview subjects. They approached travelers in the terminal and asked if they could conduct an interview with them. If the traveler was amenable, the students briefly explained the nature of the project. Then they asked a series of questions based on an interview guide that they had prepared beforehand. Interviews usually took about 20 minutes. The subjects were asked about purchases they had made and were planning to make that day. They were also asked for their opinions about the airport’s offerings. In addition, we asked some questions about their background and reasons for traveling. The interviewers focused on building rapport with the subjects and showing sympathy with their opinions. These are standard anthropological techniques for eliciting the most accurate and detailed information possible.

The class analyzed patterns in the interviews by sharing highlights from each field trip with each other. They shared clips from their interviews during class meetings, and circulated their fieldnotes to each other via an email list. Gradually they developed a list of themes or patterns in the data, including most significantly the “traveler types” described in the first five chapters of this report.

Our findings benefit from the diverse backgrounds that the students brought to this class. While most have a background in anthropology, one had also worked in marketing for a number of years (Yvette Justice). In addition, a student named Bukola Koiki is pursuing a degree in communication design. She wrote the chapter on signage for us, utilizing her special expertise in this area. I myself have a history of working for a design consulting firm before joining the university.

One final note: we know that the airport was curious about how far travelers are willing to stray from their gates in their search for desired concessions. We examined this topic and discovered that there is no simple formula. Travelers make individual decisions based on a complex combination of factors such as:

- Length of time before the departure of their flight is scheduled
- Whether they have any concrete purchases in mind when they arrive at their gate
- Various factors relating to different needs that may emerge unexpectedly at the airport
- Whether they know what is available in the terminal
- If they are not familiar with the airport, whether they can find out what might be available in the terminal beyond their visual horizon
- Level of fatigue

CONCESSION OPPORTUNITIES BY TRAVELER TYPE

The following five chapters each describe a traveler type. We defined a traveler type as a cluster of interview subjects who shared a similar set of behaviors and attitudes concerning concessions at the airport.

Interview subjects could be labeled as more than one traveler type, if they displayed a mixed set of needs and behaviors.

Below is a summary of the five traveler types. For more detail, see Appendix 2.

Traveler Type	Number of Subjects	Percentage of Total
Healthy	16	30%
Upscale	8	15%
Family	8	15%
Working	19	36%
Low Maintenance	17	32%

1. Healthy Travelers by Monica L. Hall

Many travelers stated that they wanted more foods that were “healthy” or that they wanted more “healthy food choices.” We categorized these people as healthy travelers. This group made up 16 of our 53 interview subjects. Food-related concessions appear to be a significant opportunity for the airport since the majority of the travelers we interviewed did not bring anything with them to eat in preparation for their flights. At the same time, airlines have drastically cut down on their meal offerings. For both those who did bring something with them and those who did not, water was the most frequently mentioned item that they either brought or wanted to purchase. In addition, many people expressed a desire to see more food choices like fruit and salad bars. Other healthy food items that were mentioned included yogurt, juice, and bakery goods.

The age of healthy travelers ranged from early-to-mid 20’s up to the late 40’s and early 50’s. The largest number of travelers who requested healthier choices were in the 30’s range (9 out of 16 people).

The ethnic breakdown of healthy travelers was one Asian, two Hispanics, with the majority being of Caucasian-Anglo descent. At least 15 of the 16 interviewed were from the United States, with one respondent being from Mexico. Gender breakdown was evenly split between eight females and eight males, with three females and one male who not only desired healthier food, but also upscale dining.

Thirteen of the 16 interviewed were domestic flyers and there was an equal number of both leisure and business travelers seeking alternatives to snacks and fast food. Occupations ranged from independent work through ownership of their own company or film producer to social/government workers and housewives.

Communicating the Availability of Healthy Foods

Although concessions at terminal A do sell healthy items like fruit and yogurt, there is a break in communication between what the terminal offers and what travelers can find. Travelers were sometimes in the airport only a short period of time. Travelers who had a longer layover had more time to walk around the terminal, and they were generally the ones who found food choices that suited their particular tastes. Also, travelers who had been to the DFW International Airport on more than one occasion generally had a better knowledge of their food choices. Several knew the offerings available in Terminal A and/or other DFW terminals well.

Many of the travelers who sought healthy food seemed to look for it by searching for name-brand restaurant chains with a “healthy” image. Examples included:

- Jamba Juice

- Baja Fresh
- Souper Salad

These travelers did *not* look for healthy food in restaurants which might offer some appropriate selections, but whose brand identity is not centered around health. For instance, McDonald's offers salads, but it was not a restaurant of choice for the healthy traveler type.

Most Frequently Mentioned Foods

Travelers mentioned a wide range of healthy food and snacks, including:

- Water
- Fruit/Fruit Snacks
- Sandwiches
- Salads
- Yogurt
- Juice

For those traveling with families, ensuring some sort of snack for their children was discussed and the type of food that they brought with them or bought was usually with them in mind. One traveler mentioned that she would bring food that would not crumble in her bags for her children and she also mentioned fruit-style snacks. Another traveler suggested that she wanted foods that wouldn't sit "heavily" in her stomach while she was on a long flight or if she had a long time to wait for her flight. She said that hot soup is not only healthy but also that it was light in the stomach and healthy.

Individual or small group travelers (2 or 3 people) generally ate at one of the terminal restaurants, while individual travelers tended to go for the 'fast-food' stores located in the food court area.

Regardless of whether or not they were individual or group flyers, there was strong support from them for items that were easy to find, recognizable, and "healthy" as far as offering salads, soups, breads, vegetarian, or fruit and vegetable meals or options.

Cost

Although we did not specifically ask travelers about the cost of their purchases, some of the travelers mentioned that cost was part of determining their choice of whether or not to make a food purchase. Several commented that they noticed that food at restaurants like McDonald's and TGI Friday's were priced higher at the airport than they would normally be if they were to visit those same establishments outside of the airport.

However, the majority of travelers did state that they expected higher prices at airports and prepared accordingly for that and they still preferred to eat at those two establishments to other food places that the airport terminal has to offer.

Traveler Suggestions

Although many travelers simply stated what they wished to see at the airport along the lines of healthier foods, several made specific suggestions or mentioned important issues that pertain to healthy food(s) or general health needs that were of great interest:

- Boxed or Bag-Style Meals
- Vegetarian Choices
- Water and Fruit
- Diabetic or “Health-Need” Oriented Options
- Bakery
- Other Healthy Food Options

Boxed or Bag-Style Meals

For those who are frequent flyers, two people mentioned meals that are “bag or box” style. One mentioned that if they were prepared “off sight” and then sold from carts. Travelers could then purchase those quickly as they walked from one gate to another and that the choices could include foods that were “healthy” in content. Items such as sandwiches or salads could be generated for sale on carts that could travel throughout the terminal for easier access. Fruit, juices, and water would also be easy to transport.

Vegetarian Choices

Vegetarian meals and choices were also important to several flyers. One traveler stated that he never brings food with him and generally ends up with a vegetable dish from the Chinese food concession. One flyer also suggested organic food choices for those who may need or want foods free from chemicals or special fertilizer. She also stated that there is a great opportunity for the airport to advertise those options to travelers who may need or want them. Water and fruit fit into this category of catering to those who are and are not vegetarians. And again, water was the most frequently bought item at the airport in our study.

Two travelers mentioned a Mexican food restaurant they know of in Miami called Baja Fresh, which serves both vegetarian and non-vegetarian choices. Another restaurant that was also mentioned that offers healthy food choices, including soups and salads, was Souper Salads. Interview subjects suggested that the airport include restaurants that are known for carrying foods that are fresh.

Diabetic or “Health-Need” Oriented Options

Other issues were for those who had different dietary needs. Meals that are low in sugar, sodium, or fat, that meet a specific dietary plan or were created for diabetics was also brought up.

Bakery

Some flyers mentioned that they either brought with them or would like to purchase some form of pastry or bread item. One flyer had brought with him a bagel and cream cheese, while another had a muffin and mentioned that he would purchase muffins whenever he traveled if available. Other individuals we spoke to said that they really enjoy fresh baked breads and pastries.

Other Healthy Food Options

Other healthy choices that flyers mentioned came from a variety of sources. Travelers with children mentioned items such as juice, crackers, and raisins as items that they had with them or wished to purchase. Baked potatoes and drinks such as smoothies also came up, and the chain Jamba Juice was a favorite of many different flyers. A concession that offers drinks like smoothies that are “a meal in themselves,” to quote a customer, is an excellent area of opportunity for the terminal.

Closing Thoughts

Although terminal A does offer many of the food items that travelers were requesting, it is important to note that they were either unable to find them or unwilling to walk long distances from their departing gates to locate them. In different areas of the terminal, including the food court area, the majority of choices were more along the “chain-store” lines that many people could find outside of the airport. For many travelers, those chain-store restaurants are good in that they are places that are familiar to them and that they know they are places where they can obtain something to eat quickly. However, even if those stores do offer healthy food choices, their name may be a factor in determining whether or not a traveler relates them to healthy food. As an example, although McDonald’s does offer salads, many still consider them to be associated with hamburgers and french fries, whereas a Souper Salads offers food choices that travelers would relate more to being “healthy.”

There were several travelers that preferred to pack less and buy food or drinks at the airport due to the ease of lighter bags and convenience or time constraints. That is in addition to those travelers who usually pack at the last minute and may be in a rush or forget to pack something to eat or drink. Since most of the travelers we interviewed did not bring anything to eat or drink with them, the airport has an excellent opportunity to offer those visiting the terminal what they need or want.

2. Upscale Travelers by *Danna Pelland*

A second traveler type that we identified looked for upscale items for their restaurant and shopping choices. They spoke of looking for concessions that were one-of-a-kind, or at least more individualized than some of the more common chain stores. They wished for boutiques and fine dining restaurants. We identified 8 of our 53 interview subjects as upscale travelers.

All of these travelers were on domestic flights. None used DFW as their airport of origination; in fact, none of these travelers lived in Texas. Three of the upscale travelers were connectors and the other five were in Dallas as a travel destination. Among the eight, five were traveling for business and three were on leisure.

There was no pattern among specific occupations but seven out of the eight travelers fly frequently, and often for business related purposes. Four out of the eight were traveling alone, and none with children. Half of them were also healthy travelers.

Six out of the eight upscale travelers were Caucasian and American. One seemed to be of Asian descent and another was African American. Their ages ranged from mid 20s to mid 50s. There were four females and four males.

Upscale Shopping

Three of the travelers in this group specifically mentioned that they prefer nicer, or more upscale shopping opportunities. For instance:

- Michelle, a young female in her 20s, would like to see boutique-type stores with non-souvenir items. We followed her on a quest to find a shop that sold good quality watches. She succeeded in finding a very nice watch shop and went inside to purchase a watch.
- Another traveler, Leslie, expressed a wish for upscale shopping that was distinctively Texan. She enjoyed the Mexican themed boutique, but was more interested in “wild west” types of film posters instead of the Latin American ones. She also would like to buy a nice coffee table book on Texas lore. (See Chapter 7 for more on the airport’s Texas identity).

There are thus opportunities for both upscale shopping with local (Dallas/Fort Worth/Texan) emphasis and upscale shopping without a particular regional flavor.

Upscale Dining

Five out of the eight people who preferred upscale concessions specifically mentioned the need for “fine dining”, “nicer restaurants”, and upscale dining in general. Out of the five travelers that mentioned upscale dining, four were seasoned travelers who have been in several international airports around the globe. For instance:

- Ryan, a man in his 30s traveling on business, reports that the restaurants in airports are generally small and dirty, and they lack a “high-end” restaurant.
- Marti, a female film producer, expressed her preference for a high quality restaurant by saying, “tablecloths are good”.

Upscale dining is a concession opportunity for the DFW airport, especially with the upper class professional world traveler. An upscale restaurant could also provide an opportunity to tie the airport in with the local culture. For example, a restaurant like Reata in downtown Fort Worth is upscale with a touch of the rustic cow town feel. They serve a full menu with steaks, salads, seafood, deserts, and fine wines.

Upscale Services

Two out of the eight upscale travelers mentioned particular services which they would take advantage of if they were offered at DFW.

- Marti would like to see a concierge desk. This type of amenity would also serve to tie the airport in with the services and events that the Metroplex has to offer.
- Paul, an American Airlines employee, expressed his desire for a fitness facility with showers.

3. Traveling Families by Liya Akilu

The traditional view of the traveling family is that of the road trip family. Car loaded to the brim with emergency items, entertainment for the children, snack items and anything that is deemed necessary. However, with air travel becoming more affordable traveling families have become a common sight at airports. We have seen parents trying to keep their children entertained and carrying numerous bags with necessities that they might not find at the airport or at their destination. With the move from the car to the airplane, traveling families have come to depend on airports to provide the items and services they need. If these items and services are not provided, it is up to the parents to carry them.

This section discusses the experiences of traveling families at the Dallas/Fort Worth International Airport (DFW). Traveling families are defined as people who are not business traveler and are traveling with family members, such as children, a spouse or siblings.

Eight family groups were interviewed. Of these, six groups were traveling with children while the remaining two groups were traveling with other family members. Generally speaking, those traveling with children ranged in age from their 20s to their 30s and the children ranged in age from less than a year old to teenagers. As income information was not asked, it is difficult to state what income group these families fell in. However, most of the women were stay-at-home moms, and one can use this employment status to infer that these families enjoyed relatively comfortable incomes.

General Strengths

Many of the traveling families had positive experiences at DFW. When asked about problems they had encountered while traveling as a family group at DFW none of the groups stated that they had encountered difficulties that were due to the airport itself. If there was a problem, it was caused by the complexities involved with traveling with children. People felt that DFW was accommodating of families. They described it as being family friendly and user friendly and provided us with concrete examples.

- Emilia, a mother traveling with her baby son and her sister said that she liked the airport's stroller carrying system as this means that she does not have to struggle with it. It frees her to carry other items she brings to take care of her son.
- Emilia also mentioned that she thinks the terminals are spacious and that she enjoys the space available as it allows her to spread out the things she carries.
- Like Emilia, Dean, a mother traveling with three children mentioned that she thinks the airport provides or sell items she needs. This is an advantage as it means that she does not have to bring as much.
- A father traveling with his wife and two children mentioned that the airport caters to his needs. Thus, even though they might have to carry many different things for the

children, they do not need to bring as much for themselves as they know they can purchase what they need at the airport.

- Dawn, a mother traveling with her husband and three children felt that the check-in process for families was streamlined and quick.

Overall, DFW's strengths in meeting the needs of traveling families are:

- The stroller carrying system
- Spacious terminals to accommodate the various things they carry
- Items they need, whether for children or adults, can be found at the airport
- Family-friendly check-in

Opportunities

Traveling families, as a whole, like DFW and have good experiences at the airport.

However, the interviews showed that traveling families face challenges that are different from those faced by business travelers or travelers without children. They have to entertain their children so that other travelers are not inconvenienced. They have to carry more items than someone traveling without children.

Many of the traveling families had examples of concessions and services available at other airports that helped to enhance their experiences. They would also like to see these concessions and services available at DFW.

Families are a needy group and as such they offer a variety of opportunities for the airport to expand its offerings. The needs of families fall into three categories:

- Children's items
- Play/family areas
- Entertainment

Children's Items

One thing that stands out about traveling families is that they carry more than business travelers or leisure travelers without children. The amount of time and preparation required when traveling with children was discussed by all the traveling families.

- Emilia stated that the process of getting ready to travel has become extensive.
- Allison, a mother traveling with two children and her husband said she carried food, snacks, toys, activities such as stickers, coloring books, paper, pens and a portable video player. In terms of the foods she carried, nothing needed refrigeration and foods carried included cereal, cookies and crackers.

- Dawn, a mother traveling with her husband and three children discussed how she had to make sure that everything they would need fits into the number of bags they are allowed to carry.

From the examples above, it is evident that many of the items families need are not available at DFW or that the families do not know they are available.

The items parents need for their children range from the practical, such as diapers, to entertainment items, such as a portable video player. One family rented a portable video player from the airport in Portland as they needed it to entertain their child – they knew that this service was not available at DFW.

It is difficult for families to anticipate what they will end up needing during their travel. Airport concessions have the opportunity to satisfy such unexpected needs.

- For instance, one child had an accident and suddenly needed a change of clothes. The family did not have any clothing in their carry-on luggage, and asked us whether the airport offered a children’s clothing store.
- This ties in with a recommendation made by another mother that a basic clothing store, such as Old Navy or the Gap would be useful.

Recommendations

- Ensure that places that carry children’s items (such as diapers) are clearly identified
- Add a concession that carries children’s clothing, such as Old Navy or the Gap
- Add a concession that sells activities for children, such as the Disney Store, the Store of Knowledge, etc.

Play/Family Areas

Traveling families are conscious of how they affect others. They acknowledge that children are difficult to entertain and that the noise they make affects others. To counteract boredom parents carry toys or try taking their children for short walks but this is not enough. All families groups interviewed felt that DFW has the opportunity to appeal and cater to families with young children by developing a children’s play area or a family area.

- Emilia said that a play area would be helpful as business travelers might not be used to crying children.
- Allison described the play area at the Portland airport and said that “it is enough to keep them from climbing on the seats.” The play area in Portland is about the size of one seating area and has a play structure in the center that has a slide and tunnel.
- Todd said that a play area would be good as it allows children to get their “energy” out before long flights. He also said that they let their children run around at a

smaller airports but that this is not possible at DFW as the airport is busy. In his word, they “can’t here or they’d be run over by a roller cart.”

Most families are willing to pay for the use of such an area but the amount varies.

- Emilia stated that she would pay \$10-\$15 but this depends on the duration of their stay at the airport.
- Dawn said she would pay up to \$5 but did not state whether this depends on the duration of her stay.
- Todd said he would pay \$7-\$8 per child.

In addition to a play area, some family groups discussed a general family area with comfortable seats where families can relax or allow their children to play. This implies that traveling families see the play/family area as being for more than the children’s entertainment. It seems like they would like to be in an area where they do not feel like their children are disturbing other travelers.

Recommendations

- Create a free or fee-based play area where families can let their children run around
- Create a family area designed with both parents and children in mind

Entertainment

It is evident that parents are trying to find ways to keep their children entertained while traveling. Parents carry coloring books and toys for young children while teens and tweens bring books, music and hand held video games. Adults, whether or not they were also with children were also trying to entertain themselves.

A recurring theme with many family groups is the need for an arcade. Many gave examples of airports that had arcades and discussed how children and adults use and enjoy them.

- Dean discussed the arcade at the Amarillo airport and how her children always use it.
- Todd, a father, mentioned the arcade at Atlanta’s Hartsfield airport as one of the items that makes that airport his favorite.
- Tanjaray, a woman in her twenties traveling with her mother said she would like to see an arcade at the airport as this is something both she and her mother enjoy.

TV monitors were also mentioned as entertainment items. This also relates to the need for a portable video player rental facility. Like the arcade, these are items that hold universal appeal and would probably benefit the afternoon connectors as they seem to have the longest layovers.

Recommendations

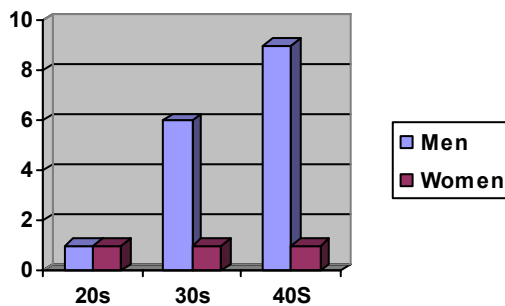
- Create an arcade or video game area as it appeals to children and adults
- Provide additional TV monitors or a portable video player rental facility

4. Working Travelers by Theresa Bradbury

Another traveler type we identified in our study was working travelers. These were business passengers who wanted to get work done while they were at the airport. We found 19 working travelers among our total of 53 interview subjects. They had a specific set of needs around their wish to accomplish work while waiting for a flight.

The demographics of this group were as follows:

- Our 19 working travelers included 16 men and 3 women with an age distribution shown in the table below.



- There were 12 whites, 1 African American, 2 Hawaiians, 1 Hispanic and 3 unknowns.
- 6 were traveling in connection with the military, 7 were various businesses, 2 were in sports, 2 were defense contractors, 1 was in manufacturing and 1 in shipping.
- 2 were combining their business trip with leisure activities.

The needs of this group are significant because they travel through the DFW International Airport a great deal.

- 13 of the 19 identified themselves as frequent flyers
- Of these, 1 person travels through DFW every week, 10 travel 2-3 times a month, and 2 travel every other month.

The number of business trips of these travelers does not appear to have been much affected by 9-11. Twelve of the 19 stated that their amount of travel has not changed. Several did state that they had seen an increase in virtual meetings, but did not believe that these would ever replace face-to-face contact. One customer mentioned that his travel had increased in the last two years.

Airport of Origination

- 7 were departing from the Dallas/Fort Worth International Airport.

- 11 were in transit from Arkansas, California, Indiana, Florida, and Michigan traveling to California, Florida, Hawaii, Massachusetts, McAllen (TX), New Jersey, and North Carolina.
- 1 was in transit from Stuttgart, Germany to San Angelo, TX.

Time Spent at the Airport

On average, the working travelers spent just over 2 hours in the terminal.

Departing travelers

- 2 arrived at the airport 2-3 hours before departure.
- 4 arrived 1-2 hours before departure
- 3 arrived within an hour of departure.

Connectors

- 4 had 4+ hours at the airport between flights
- 1 had 2-3 hours.
- 4 had 1-2 hours.
- 1 had 1 hour or less

Needs of Working Travelers

Overall, we found that the airport does a good job of catering to the needs of this group. The work-related activities in which they engaged were mainly:

- Working on a laptop computer
- Talking to coworkers traveling with them
- Engaging in business conversations via cellphone
- Reading work-related documents

Several types of concessions support these activities.

Internet Access

Some working travelers wish to access the internet in the airport. DFW already caters to this need through the Laptop Lane business center, dial-up kiosks and data ports as well as the wireless broadband access. None of our interviewees used the first three options. Two used the wireless access. Four expressed concern that internet access at DFW was too expensive for the average traveler.

Of the 19 working travelers, only 7 had laptops with them and 4 planned to work on their laptops in the airport. Some interviewees wished for more business workstations.

Work Space

Another need expressed by working travelers was for a place to sit at a table and have enough room to use a laptop and read or sort through papers. They wanted the work space to include an electrical outlet for their laptop. We also identified this need during our observations. On many occasions, we witnessed people struggling to work on a computer on their lap, or organize and read various materials.

- TK, a military employee, would like to see more areas set up as workstations for business travelers.
- Once, we saw a businessman in a suit sitting on the floor in order to access an AC outlet.
- Two men traveling together on a business trip both said that increased AC availability would greatly enhance their airport experience.

This need can be served by a café such as the Travel Right Café at the Los Angeles International Airport, an upscale cocktail lounge and deli with tableside dataport jacks and electrical outlets that allow travelers to use their laptop computers on- or offline or recharge cellular phones and personal digital assistants at no charge while they eat and drink.

DFW is already addressing this need, since we have been informed that the new train system at the airport will include cafes in the train stations that sound similar to LAX's Travel Right Café. So long as these cafes are located airside, we believe that they will be well targeted to the needs of working travelers.

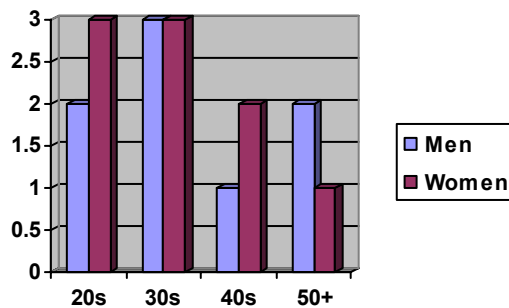
5. Low Maintenance Travelers by Theresa Bradbury

The last traveler type we identified were individuals who seemed to be relatively easy to please. They did not express needs that were difficult to accommodate. They were mostly satisfied with the airport's current offerings. We call these people the low maintenance travelers. They constituted a significant group, since they included 17 of our 53 interview subjects. Their comments about the airport included:

- “It’s not too busy, and pretty cool.”
- “Neat, clean and easy to get around.”
- Impressed with the services at DFW.

The demographics of this group were as follows:

- Low maintenance travelers included 8 men and 9 women with an age distribution shown in the table below.



- There were 13 whites, 3 African American, and 1 Mexican national.

Low maintenance travelers tended to be traveling for leisure rather than business, and they made far fewer trips than the working travelers.

- 15 were leisure travelers while 2 were combining business and leisure.
- Only 2 identified themselves as frequent flyers; they travel through DFW 2-4 times a month.
- Of the rest, 1 travels every other month, 3 travel two or four times a year, 2 once a year or less, 2 were at DFW for the first time, and 7 did not mention how often they come through DFW

Airport of Origination

- 4 were departing from the Dallas/Fort Worth International Airport.

- 11 were in transit from Amarillo, Arizona, Florida, Indiana, Louisiana, Oregon and Washington.
- 2 were international travelers, from London and Mexico.

Time Spent at the Airport

On average, the low maintenance travelers spent just over 2 hours in the terminal, the same as the working travelers.

Departing travelers

- 1 arrived at the airport 2-3 hours before departure.
- 3 arrived 1-2 hours before departure
- 1 arrived within an hour of departure.

Connectors

- 1 had 4+ hours. at the airport between flights
- 4 had 2-3 hours.
- 4 had 1-2 hours.
- 1 had 1 hour or less
- 3 unknown

Use of Concessions

The low maintenance travelers had few complaints or suggestions regarding concessions. To the extent that they wished for any changes, they were most likely to request non-concession favors such as more comfortable seating (see Chapter 9).

The food concessions they typically patronized the airport were:

- Dickey's
- TGI Friday's
- Starbucks
- Subway

Their shopping patterns were as follows:

- 9 had made food purchases at the airport that day.
- 3 said they bought souvenirs, magazines and books.
- 5 did not make any purchases, two said it was because they were sick.

The low maintenance travelers are the bedrock of airport consumers. They are important because their numbers are significant and they are happy with the airport's concessions.

They are also a challenge, though, in the sense that they provide little direction for us in terms of how their use of concessions might be increased.

OTHER CONCESSION OPPORTUNITIES

The following two chapters describe concession opportunities that extend beyond a particular traveler type. They appeal to a wide range of audiences.

6. Concession Opportunities with Broad Appeal by Yvette Justice

Strengths

The airport offers numerous concessions with broad appeal. McDonald's, TGI Friday's, Starbucks, Taco Bell, and Popeyes are only a few of the popular concession mentioned in our research. In general most travelers are content with the food selection and location of these dining options.

Purchase Decisions of Time-Pressured Customers: The Importance of Known Brands

Consumers at the airport feel time-pressured despite the fact that many of them spend over an hour at the terminal. Time-pressured consumers behave in unique ways. When they purchase items, they consider less information, usually sticking to preset purchasing conventions. The airport can use this information for its benefit.

Airport customers use brands as a key indicator when purchasing product at the airport. For example, Starbucks coffee is an internationally recognized brand. Seattle's Best coffee is a western regional brand that most international travelers do not recognize. Brad, a business traveler from Stuttgart, Germany was traveling through DFW to San Angelo. When discussing coffee he mentioned that he would rather have Starbucks coffee because he knows what he will get. He is not familiar with Seattle's Best and is uncertain of its quality. This example typifies the importance of including well-known brand names with proven quality control when signing concession contracts. A concession will not be perceived by customers as a seller of fruit just because they carry fruit. In order for the airport to sell fruit to time-pressured customers, the airport must use currently existing customer schemas. Because brands are so important, the airport should consider co-branding opportunities.

Concession Opportunities – Food

Below is a list of concessions whose appeal extends beyond any particular traveler type. These items were specifically requested or mentioned by travelers in our study as the type of restaurant they frequent when not in an airport.

"Brand Name" Food Concessions

- Krispy Kreme

- Cinnabon
- Jack-in-the-Box
- Chili's (Although Chili's is available at the airport it is not in Terminal A)
- Don Pablos
- Wendy's
- On the Border
- Johnny Carinos
- Red Lobster

Types of Food

- potato bar
- fruit
- buffet chicken wing place

Concession Opportunities Other Than Food

In addition, airport customers suggested the following shopping opportunities.

- Drugstore
- Practical inexpensive clothing like Old Navy or Gap
- TV lounge

All of these opportunities could help increase airport revenue.

7. Building on the Airport's Texas Identity by Yvette Justice

Airport Branding Successes

The DFW International Airport has worked hard at creating awareness of the airport through the development of their website. Additionally, the airport has created a logo and advertised using it. These items create awareness of the DFW International Airport in the minds of customers. These customers may be more likely to travel to or through DFW since they have become aware of the airport's existence.

Extending the Airport's Distinctiveness

The airport has an opportunity to extend its distinctiveness further by highlighting its regional identity. Customers traveling to DFW for the first time leave their plane and encounter a typical international airport. These customers have difficulty distinguishing the DFW airport from other international airports in the United States. This airport, although practical and accessible for travelers originating in the Metroplex, does not have a distinctive cultural identity. Visitors to Texas want to experience a distinctive local or regional culture.

- Example 1
Name: Warren and Antonio
Purpose of Travel/Traveler Type: Business, Working Travelers
Comment: These business travelers planned a 4 hour layover at the DFW Airport so they could spend time "checking out the sites." They were very disappointed when they were advised not to leave the airport due to time constraints. They were very disappointed. This trip was their first trip to the area. They mentioned that this airport was no different than any other airport and continued to elaborate by saying that nothing in particular stood out.
- Example 2
Name: Rex
Purpose of Travel/Traveler Type: Business, Low Maintenance, Healthy Traveler
Comment: Rex, a frequent and approachable business traveler, tells a convincing story about a French national he assisted one day. This international traveler wanted to go to downtown Dallas. After a long discussion, Rex gave the international traveler a ride to downtown Dallas.
- Example 3
Name: Leslie
Purpose of Travel/Traveler Type: Leisure, Upscale Traveler

Comment: Leslie is a middle-aged person. She grew up in the Dallas Metroplex and current lives in Los Angeles. She would like to see more “Texas stuff” at the airport.

- Example 4

Name: Marti

Purpose of Travel/Traveler Type: Leisure, Healthy Traveler, Upscale Traveler

Comment: She feels there is not enough Texas at the airport. She views this as an opportunity to market the city. “People will have time to kill and it gives (you) the opportunity to sell the city and promote attributes of what the area has...you could promote the city and promote what’s going on in the Dallas/Fort Worth Area.”

All of these customers identify an issue. This issue involves the cultural identity of the DFW International Airport.

Capitalizing on Texas Culture

The opportunity exists to distinguish DFW from other airports by strengthening its connections to Texas culture. Customers excited about Texas and Dallas have strong desires to experience it. For instance in example 1 these business travelers wanted to see Metroplex sites; however; due to time constraints they were not able to drive to Dallas. Their disappointment could be mediated by the introduction of Texas culture into the airport. This cultural introduction, through the modification of the airport environment, would develop a unique image linking the airport to the flavor of the Metroplex.

There are several ways in which the airport can capitalize financially on the introduction of a Texas and Metroplex image in the airport.

Links with Local Institutions

Other airports have developed links with museums and other institutions. For instance, when Sue the dinosaur skeleton came to the Field Museum in Chicago, a replica was displayed at the O’Hare Airport.

In Dallas, the Nasher Sculpture Center has recently opened. It might be interested in placing a promotional display at DFW International Airport. This is just an example of the kinds of links that the airport might develop with local institutions.

Promotion of Local Artists

The airport could take advantage of the presence of emerging artists in the Metroplex. The airport could act like an art gallery offering them a place to sell their artwork. This

artwork would provide a dual function. In addition to being a great public service to the artists, it reminds travelers that the Metroplex is a young and chic city. This placement of artwork would also provide the airport with additional revenue once the art piece was sold. The sell of the art pieces, if reasonably priced, would be inevitable because a demand exists. For instance,

- Leslie insists that she wanted to purchase these types of items during her layover.
- Joseph, an international traveler, mentioned he wanted to purchase something specifically American.

Concessions

Additionally, the airport can capitalize on its cultural identity by exploiting the numerous concession opportunities connected to the introduction of Texas culture. These opportunities include Texas food and souvenirs.

Texas is known for its food. The addition of authentic Texas cuisine would complement and help recreate Texas culture in the airport.

- Example 1
Name: Warren and Antonio
Purpose of Travel/Traveler Type: Business, Working Travelers
Comment: These business travelers wanted to experience some authentic Texas barbecue. They mentioned that the barbecue place currently at the airport (Dickey's) was not adequate. They eventually ate at TGI Friday's.
- Example 2
Name: Annette
Purpose of Travel/Traveler Type: Business, Low Maintenance
Comment: Annette mentioned she would be interested in eating at an authentic Texan restaurant.
- Example 3
Name: Leslie
Purpose of Travel/Traveler Type: Leisure, Upscale Traveler
Comment: Leslie would like to see Dallas based food establishments at the airport. As a Dallas native, she was very particular about the types of restaurants she would like to see at the airport. Specifically she would enjoy having lunch at the following Dallas restaurants:
Sonny Bryan's
Casa Dominguez
Highland Park Cafeteria
Goffs Hamburgers

These airport customers are willing to eat at well-known local Dallas establishments. In fact, individuals returning home after vacationing in Dallas are even more likely to eat at establishments they frequented while visiting in the Metroplex.

- Example 1

Name: Vince

Purpose of Travel/Traveler Type: Leisure, Low Maintenance Traveler

Comment: He ate at TGI Friday's because he went to Fridays while he was in Dallas and liked their chicken wings.

- Example 2

Name: Leslie

Purpose of Travel/Traveler Type: Leisure, Upscale Traveler

Comment: Leslie ate at the Acme Café in the airport before leaving New Orleans because the Café was a large established café local only to New Orleans.

In addition to main dishes, regional Texas dessert and ice cream shops could be considered.

In terms of shopping, another concession opportunity that would enhance the culture at the airport is Texas souvenirs. Shopping malls in the Metroplex often include stores that specialize in Texas items, such as Texas Treasures at the Grapevine Mills mall.

Leslie, a frequent traveler and airport shopper, mentioned that she was interested in purchasing the souvenir items listed below:

- Book on Texas Lore
- Don't Mess with Texas T-Shirt

Leslie mentioned that she walked the length of Terminal A looking for these types of items to buy; however, she did not find them.

OTHER FINDINGS OF INTEREST

The last two chapters describe aspects of the airport other than the concessions themselves. However, we have included these topics because they directly affect the extent to which travelers will use concessions.

- Signage matters because it helps customers find the concessions they want. It also enables travelers to find their gates quickly, leaving more time for other activities.
- The environment matters because it shapes the mood of travelers. Travelers who are irritated with the airport may be less inclined to spend their money on airport concessions.

We realize that the marketing and concession departments are not the primary targets for information about signage and terminal environment. We hope that these parts of the report will be passed on to the relevant departments within the airport administration.

8. Signage and Navigation in the Terminals by Bukola Koiki

The signage at the DFW is of different types. There are the overhead blue sign that show gates and various other things of interest. These have white type on them. There is navigation signage, which is grey and has type in a blue or red color or both. These can usually be found on the pillars. There are also the concession signs, which are on the walls interspersed between the various advertising light boxes along the terminal walls. These are black background with white and red type on them denoting the various concessions. Of the 53 people we interviewed in our user groups about 15 of them mentioned either their opinions on the strengths or opportunities of the signage in the airport

Signage for Finding Gates

The signage for finding gates in the terminals are overhead and they are blue in color with white type.

Strengths

Some of the travelers we interviewed mentioned that they had not had any problems following the signage to the terminals and in fact some of them praised the way the signs were designed.

- In an interview with two girls called Debbie and Brandy, one of them commented that she thought, “The signs were done very well”. She stated that she can read and understand Spanish, but not any of the other languages (French, Japanese, etc) but still noticed that there were signs in other languages. She noticed that there were non-English speakers who had no problem figuring out their way around and that she could tell this by how they pointed and nodded their heads in agreement and understanding.
- Some other people said that they thought “the signage was okay and well marked”.
- Another lady named Dawn noted that some people were intimidated by the size of the airport, but she finds it easy to follow the signs and get to where she is going.
- This was also the comment from a woman named Deanne traveling with her family who said “the clear signs tell you exactly where you need to go”.
- Another gentleman said that he thought the signs had improved over the years but noted that there was still room for improvement.

Challenges

Some people said that signs were hard to read and sometimes very hard to find. It also seemed that some people who thought the signs were otherwise fine, probably did not pay much attention to them because as we discovered when they attempted to decipher these same signs they were at a loss for what to do next.

- The example that was most jarring was of the aforementioned Debbie and Brandy who had gushed on and on about the signs, and how the other languages worked and everything was easy to read. It was about halfway into their interview that the quieter female went to the desk at the gate to ask about the accuracy of their gate, only come back stating that they were at the wrong gate and now had to go from terminal A to terminal B. As they quickly packed their things and raced to find out how to do this we followed them and noted that the more talkative female kept saying “Read the signs, all over the signs...” and soon after exclaims “Look! We’ve got a map” at which we all stopped in front of a gray pillar with a grey sign on it that showed terminals A and C. Despite their claim of finding it easy to read the signs, they could not seem to tell if they needed to be upstairs or downstairs to take the train to terminal C. They could not figure it out from the map at all and the people at the gate were no help. When they finally went down the escalators, we saw them return a little while later to ask concession employees how to tell which train went to C.

Opportunities

The opportunity is to create greater clarity between the signs and their background in order so they stand out from the background. In a visually complex place such as an airport, the use of strong bright contrasting colors seems to be the main thing that might improve the current problems with signage. There can also be an obvious visual hierarchy of information either in the change in size, color or weight of type can help pull out the necessary information from the other secondary ones. One of the ways that one might facilitate the easy navigation of people in the airport is if it has an easy to follow icon system that was essentially visual shorthand for what one was looking for such as trains, money exchange, bathrooms, etc.

Signage for Finding Concessions

The signs for finding the concessions are light boxes interspersed among the advertisements on the airports walls.

Strengths

Some of the people interviewed by us said that they had no problem finding the concessions that they needed. In fact some of them liked the signs on the wall that told

them where the various concessions were. An example was a traveler called Paul who said that the signs on wall helped him and his traveling companion and co-worker Tammy, find the Popeye's restaurant from which they planned to get the food they wanted to take with them on their trip.

Challenges

The majority of the people to whom we talked to about signage for the concessions said that they often regretted having eaten at a place that they just chose because they did not realize that their favorite or more preferable restaurant was coming up. It was hard to see what was coming up ahead of you because of the terminal's semicircular shape. Another complaint was about the visibility of the concession signs.

- A lady called Delia who we interviewed with her children stated that “the signs are very hard to figure out because they look just the same as the ads on the wall, and this makes it hard to pay attention to them especially when you are tired.”
- Another business traveler named Brad had the same opinion of the concession signs.

Opportunities

The opportunity for signs that show concessions is, again, to improve their visibility and clarity. When you want a piece of information to be quickly and accurately seen, it is usually better that it is not only prominent in shape and size, but also that its color and typographical style, size and weight make it eye-catching. Even a traveler who is very tired should not help but notice it.

Because the concession signs are currently the same size and shape and distance from the wall as the other advertising in the airport, they are hard to pick out in the line up so to speak. There is nothing eye-catching about them that make them scream out at the harried and tired traveler passing by. If the concession signage were to be put on a brightly colored tower along the same walls as current signage, but in a more striking shape and style and interesting visual hierarchy, that will help draw the travelers eye to it. The brighter the color, the more it appeals to a tired brain.

More signs would also be beneficial. From what we have seen in our research, one about every three to four gates would be good because of how far the gates are from one another.

Finally, treating the design of these signs the way they are used in shopping malls can be helpful in the airport context as well.

Signage Reflecting Security Requirements and Other Amenities

The signs for these are usually on the blue overhead signs that are blue and have white type in them.

Strengths

Some of the people interviewed stated that it was easy for them to find the bathrooms, ATMs and the phone banks. A lot of them just stated that “the bathroom were easy to find, but they wished there were more of them”.

Challenges

The challenges that people encountered as related to the signs for security was that they said there were none. They stated that it would have been nice to have seen a sign that said what would be expected of you when you went through security such as the fact that you had to take off your shoes if they had a heel an inch or thicker, or that you cannot bring certain cameras through because they might be damaged by the x-ray machines.

The challenges people encountered with the bathrooms was that they were not clear, and that you did not now you were near on until you were almost on top of one. A pair of ladies traveling from Mexico to Washington DC sad that the airport is “horrible” as far as navigating around is concerned. They also said that they had a hard time finding the bathrooms, and that things were not well marked, and even the flight screen were not well sighted. It should be noted that these women had just been through a terrible customer service experience with the airport staff and airline staff.

Opportunities

For amenities such as bathrooms, the signs would be more noticeable if they protruded out of the wall instead of being flush with them, and also the use of a color that stood out prominently from the background would probably help too.

The opportunities to be found in the improvement of the signs for security and other amenities such as bathrooms is that if one wants relaxed travelers, the easier they can find the simpler amenities, the happier they are.

The Importance of Environmental Graphics

Experts on environmental graphics say that the most successful businesses have the best way-finding systems. The multinational company of Carter and Burgess that deals in

Environmental Graphics, Engineering, Landscaping says on their website that "Wayfinding" is the science of organizing and defining a field of messages to make an area self-navigable. Environmental graphics, the assimilation of visual elements such as banners, directories and company logos, makes wayfinding possible. "The premise for using environmental graphics to aid in wayfinding comes from the fact that every trip is unique," says Joe Labozan, associate principal with Carter & Burgess' Environmental Graphics team. "People start from different locations and travel to different destinations for different reasons." But though each traveler's journey is different, the process of finding one's way in a particular space is generally the same. People need to be oriented, seeing both where they are in the overall context and then finding where they want to go using the best means available.

It seems that the thing that will help the airport capitalize on these opportunities the most is designing their signage in contrasting colors to the rest of the environment. The brighter the colors the better. The signs should have "clarity and efficiency". The signs that project instead of being flush with the wall work the best to draw the attention of travelers. It also seems that the use of a color coding for groups of airport services and amenities would also be very helpful. It should be noted the idea of using icons on the sign as well as the type might help denote one thing from another and might help people of all languages find things better in the airport was suggested by one of our travelers called Paul.

Examples of great wayfinding graphics in airports may be found at these web addresses:

Carter Burgess

<http://www.c-b.com/information%20center/aviation/ic.asp?tID=2&pID=189>

Gottschalk+Ash International – Wayfinding signage and Environmental Graphic Design Consultants

<http://www.airport-technology.com/contractors/baggageinfo/gottschalk/>

9. Environment by Danna Pelland

Many people thought that the airport was very clean, and no one commented that it was in any way dirty. Many travelers enjoyed the fact that the airport was very large because it gave them a chance to walk around between flights. One informant, a disabled woman, commented on how easy it was to get around and how helpful the airport staff was. Noise pollution due to tile flooring and less than favorable seating arrangements were the two most mentioned issues relating to the improvement of the DFW environment.

Noise Pollution

Two informants, Brian and Sterling, said in almost identical words that they could “hear every single rolling bag go by”. Sterling mentioned that it is extremely difficult to relax and take a nap under these conditions. Brian was aware that there are some carpeted walkways, and preferred to be in those areas. During busy times, we noticed that it was difficult to hear important announcements in areas where the walkway was tiled.

Seating Arrangements-Comfort and Utility

Informants indicated the desire for seating arrangements that facilitated these types of travelers

- Families and people traveling in groups
- Travelers with long layovers or unexpected delays

Families and People Traveling in Groups

It seems that most seating arrangements in terminal A are rows of chairs with unmovable connecting armrests.

- Delia, a mom traveling with three children, wished there was an area where families could rest. Her son was curled up in a corner chair trying to sleep and she mentioned that she did not like the unmovable armrests.
- One dad traveling with his wife and two children (under the age of three) wished that there were some rocking chairs.

Travelers With Long Layovers or Unexpected Delays

The key word with this type of traveler is comfort. Many of the connectors we talked to had 2-4 hour layovers. They overwhelmingly requested bigger, more comfortable, reclining chairs.

- Two men who had a long layover at DFW described to us how they looked at a map to see if there were any lounge areas or areas with more comfortable seats where they could relax.
- Another traveler, who was making his way back home from an international flight, said he would be interested in a traveler's lounge with a big TV that showed games or movies.

APPENDIX 1

List of Interview Subjects, Sorted by Trip Date.

Subject Number	Subject Name	Trip Date	User Grp	Traveler Types*	Internat'l Travel? (Y/N)	Purpose of Travel*	Gender (M/F)	Age (range)	Nationality	Occupation (short description)
1	Marti	10-05	1	HU	N	L	F	Late 30's	White	Film Producer
2	Scott	10-05	2	L	N	L	M	Early 20's	White	Army
3	Sterling	10-05	3	WL	N	B	M	Late 30's	White	Sport Equipment
4	Emilia	10-06	1	F	N	L	F	25	Native American/Hispanic	Housewife traveling with sister and son
5	Ken	10-06	2	W	N	B	M	40s-50s	White American	Defense contractor
6	Sam	10-06	2	W	N	B	M	40s-50s	White American	Defense contractor
7	Jen	10-06	3	HL	N	BL	F	40s-50s	White American	Housewife traveling with husband who is on business trip
8	Pam	10-06	4	L	N	L	F	50s	White American	Unknown
9	Brian	10-11	1	WH	N	B	M	Early 30's	White	Sports Marketing
10	Todd and family	10-11	2	FL	N	L	M	Early 30's	White	Minister/Pastor
11	Jane	10-11	3	L	N	L	F	20's	White	Student?
12	Sally	10-11	3	L	N	L	F	20's	White	Student?
13	Michelle	10-20	1	UH	N	L	F	20s	White American	Social worker
14	Matt	10-20	2	HL	N	L	M	30s	White American	N/A
15	Patrick	10-20	2	HL	N	L	M	30s	White American	N/A
16	Dawn	10-20	3	FL	N	L	F	30s	White American	Stay-at-home mom
17	Ryan	10-20	4	U	N	B	M	30s	White American	Not sure, possible computers

18	Mr. M	10-20	5	H	Y		B	M	30s	Mexican	Business owner, industrial machines
19	Paulina	10-20	6	L	Y		L	F	40s	Mexican	N/A
20	Joshua	10-20	7	H	N		L	M	20s	White American	N/A
21	Angela	10-20	7	H	N		L	F	20s	White American	N/A
22	Deanna	10-20	7	H	N		L	F	20s	White American	N/A
23	Sam	10-22	1	N/A (airport ambassador or)	N		NA	M	60s+	White American	Volunteer
24	SR	10-22	2	W	N		B	M	48	White American	Manufacturing executive
25	Rachel	10-22	3	H	N		B	F	Mid 40s	White American	Business executive
26	Dan	10-22	4	L	N		L	M	70s+	White American	Retired
27	Bill	10-22	5	L	N		BL	M	50s	White American	College professor
28	Dean	10-28	1	FL	N		L	F	Early 30s	African American	Military
29	Rex	10-28	2	WLH	N		B	M	40s	White	Cargo shipping business
30	TK	10-28	3	WL	N		B	M	Late 30s	White	Weapon and tactics officer and pilot in the Air Force Reserves
31	Jay	10-28	4	W	N		B	M	Early 40s	White	Brinks Home Security
32	Allison	10-28	5	F	N		L	F	Late 20s/Early 30s	White	Unknown

33	Mike	10-28	5	F	N	N	L	M	Late 20s/Early 30s	White	Unknown
34	Rick	10-31	1	UW	N	N	B	M	40s	Hawaiian	Businessman traveling for military related training
35	Maria	10-31	1	W	N	N	B	F	40s	Hawaiian	Businesswoman traveling for military related training
36	Robert	10-31	1	W	N	N	B	M	40s	White American	Businessman traveling for military related training
37	Warren	10-31	2	W	N	N	B	M	40s	African American	Traveling for military training
38	Antonio	10-31	2	W	N	N	B	M	40s	Hispanic	Traveling for military training
39	Uriel	10-31	3	W	Y	Y	B	M	30s	Hispanic	Businessman-unknown
40	Annette	10-31	4	L	N	N	BL	F	30s-40s	White American	Housewife traveling with her husband who is on a business trip.
41	Leslie	11-04	1	U	N	N	L	F	50s	White	Unknown
42	Tom	11-04	2	LW	N	N	BL	M	20s	Unknown	Sales/Customer Service
43	Nicole	11-04	2	LW	N	N	BL	F	20s	Unknown	Sales/Customer Service
44	Vince	11-04	3	L	N	N	L	M	20s	White American	Roofer

45	Bob	11-04	4	LU	N		B	M	30s	White American	Project leader, R&D, Tyson's Chicken
46	Beverly	11-04	5	N/A	Y		L	F	50s	White American	N/A
47	Ruth	11-04	5	N/A	Y		L	F	50s	White American	N/A
48	Delia	11-08	1	FH	Y		L	F	30's	Hispanic/White?	Court Reporter
49	Paul	11-08	2	H W U	N		B	M	30's	White	Travel industry
50	Tammy	11-08	2	H W U	N		B	F	30's	African American	Travel industry
51	Joseph	11-08	3	L	Y		L	M	Late 40's	African American	Doctor
52	Brad	11-08	4	L H W	Y		B	M	Mid 30's	White	Medical Equipment
53	Tanjaray	11-08	5	L F	N		L	F	Early 20's	African American	Student

*Traveler Types are one or more of the following:

H = Healthy
U = Upscale
F = Families
W = Working
L = Low Maintenance

Purpose of Travel is one or more of the following:

B = Business
L = Leisure
BL = Both

APPENDIX 2

List of Interview Subjects, Sorted by Traveler Type.

Note: subjects may appear more than once.

Healthy (16 subjects)

Subject Number	Subject Name	Trip Date	User Grp	Traveler Types*	Internat'l Travel? (Y/N)	Purpose of Travel*	Gender (M/F)	Age (range)	Nationality	Occupation (short description)
1	Marti	10-05	1	HU	N	L	F	Late 30's	White	Film Producer
7	Jen	10-06	3	HL	N	BL	F	40s-50s	White American	Housewife traveling with husband who is on business trip
9	Brian	10-11	1	WH	N	B	M	Early 30's	White	Sports Marketing
13	Michelle	10-20	1	UH	N	L	F	20s	White American	Social worker
14	Matt	10-20	2	HL	N	L	M	30s	White American	N/A
15	Patrick	10-20	2	HL	N	L	M	30s	White American	N/A
18	Mr. M	10-20	5	H	Y	B	M	30s	Mexican	Business owner, industrial machines
20	Joshua	10-20	7	H	N	L	M	20s	White American	N/A
21	Angela	10-20	7	H	N	L	F	20s	White American	N/A
22	Deanna	10-20	7	H	N	L	F	20s	White American	N/A
25	Rachel	10-22	3	H	N	B	F	Mid 40s	White American	Business executive
29	Rex	10-28	2	WLH	N	B	M	40s	White	Cargo shipping business
48	Delia	11-08	1	FH	Y	L	F	30's	Hispanic/White?	Court Reporter
49	Paul	11-08	2	HWU	N	B	M	30's	White	Travel industry
50	Tammy	11-08	2	HWU	N	B	F	30's	African American	Travel industry
52	Brad	11-08	4	LHW	Y	B	M	Mid 30's	White	Medical Equipment

Upscale (8 subjects)

Subject Number	Subject Name	Trip Date	User Grp	Traveler Types*	Internat'l Travel? (Y/N)	Purpose of Travel*	Gender (M/F)	Age (range)	Nationality	Occupation (short description)
1	Marti	10-05	1	HU	N	L	F	Late 30'S	White	Film Producer
13	Michelle	10-20	1	UH	N	L	F	20s	White American	Social worker
17	Ryan	10-20	4	U	N	B	M	30s	White American	Not sure, possible computers
34	Rick	10-31	1	UW	N	B	M	40s	Hawaiian	Businessman traveling for military related training
41	Leslie	11-04	1	U	N	L	F	50s	White	Unknown
45	Bob	11-04	4	LU	N	B	M	30s	White American	Project leader, R&D, Tyson's Chicken
49	Paul	11-08	2	H W U	N	B	M	30's	White	Travel industry
50	Tammy	11-08	2	H W U	N	B	F	30's	African American	Travel industry

Families (8 subjects)

Subject Number	Subject Name	Trip Date	User Grp	Traveler Types*	Internat'l Travel? (Y/N)	Purpose of Travel*	Gender (M/F)	Age (range)	Nationality	Occupation (short description)
4	Emilia	10-06	1	F	N	L	F	25	Native American/Hispanic	Housewife traveling with sister and son

10	Todd and family	10-11	2	FL	N	N	L	M	Early 30's	White	Minister/Pastor
16	Dawn	10-20	3	FL	N	N	L	F	30s	White American	Stay-at-home mom
28	Dean	10-28	1	FL	N	N	L	F	Early 30s	African American	Military
32	Allison	10-28	5	F	N	N	L	F	Late 20s/Early 30s	White	Unknown
33	Mike	10-28	5	F	N	N	L	M	Late 20s/Early 30s	White	Unknown
48	Delia	11-08	1	FH	Y	Y	L	F	30's	Hispanic/White?	Court Reporter
53	Tanjaray	11-08	5	LF	N	N	L	F	Early 20's	African American	Student

Working (19 subjects)

Subject Number	Subject Name	Trip Date	User Grp	Traveler Types*	Internat'l Travel? (Y/N)	Purpose of Travel*	Gender (M/F)	Age (range)	Nationality	Occupation (short description)
3	Sterling	10-05	3	WL	N	B	M	Late 30's	White	Sport Equipment
5	Ken	10-06	2	W	N	B	M	40s-50s	White American	Defense contractor
6	Sam	10-06	2	W	N	B	M	40s-50s	White American	Defense contractor
9	Brian	10-11	1	WH	N	B	M	Early 30's	White	Sports Marketing
24	SR	10-22	2	W	N	B	M	48	White American	Manufacturing executive
29	Rex	10-28	2	WLH	N	B	M	40s	White	Cargo shipping business

30	TK	10-28	3	W L	N	B	M	Late 30s	White	Weapon and tactics officer and pilot in the Air Force Reserves
31	Jay	10-28	4	W	N	B	M	Early 40s	White	Brinks Home Security
34	Rick	10-31	1	U W	N	B	M	40s	Hawaiian	Businessman traveling for military related training
35	Maria	10-31	1	W	N	B	F	40s	Hawaiian	Businesswoman traveling for military related training
36	Robert	10-31	1	W	N	B	M	40s	White American	Businessman traveling for military related training
37	Warren	10-31	2	W	N	B	M	40s	African American	Traveling for military training
38	Antonio	10-31	2	W	N	B	M	40s	Hispanic	Traveling for military training
39	Uriel	10-31	3	W	Y	B	M	30s	Hispanic	Businessman-unknown
42	Tom	11-04	2	L W	N	BL	M	20s	Unknown	Sales/Customer Service
43	Nicole	11-04	2	L W	N	BL	F	20s	Unknown	Sales/Customer Service
49	Paul	11-08	2	H W U	N	B	M	30's	White	Travel industry
50	Tammy	11-08	2	H W U	N	B	F	30's	African American	Travel industry
52	Brad	11-08	4	L H W	Y	B	M	Mid 30's	White	Medical Equipment

Low Maintenance (17 subjects)

Subject Number	Subject Name	Trip Date	User Grp	Traveler Types*	Internat'l Travel? (Y/N)	Purpose of Travel*	Gender (M/F)	Age (range)	Nationality	Occupation (short description)
2	Scott	10-05	2	L	N	L	M	Early 20'S	White	Army
7	Jen	10-06	3	HL	N	BL	F	40s-50s	White American	Housewife traveling with husband who is on business trip
8	Pam	10-06	4	L	N	L	F	50s	White American	Unknown
10	Todd and family	10-11	2	FL	N	L	M	Early 30's	White	Minister/Pastor
11	Jane	10-11	3	L	N	L	F	20's	White	Student?
12	Sally	10-11	3	L	N	L	F	20's	White	Student?
14	Matt	10-20	2	HL	N	L	M	30s	White American	N/A
15	Patrick	10-20	2	HL	N	L	M	30s	White American	N/A
16	Dawn	10-20	3	FL	N	L	F	30s	White American	Stay-at-home mom
19	Paulina	10-20	6	L	Y	L	F	40s	Mexican	N/A
26	Dan	10-22	4	L	N	L	M	70s+	White American	Retired
27	Bill	10-22	5	L	N	BL	M	50s	White American	College professor
28	Dean	10-28	1	FL	N	L	F	Early 30s	African American	Military
40	Annette	10-31	4	L	N	BL	F	30s-40s	White American	Housewife traveling with her husband who is on a business trip.

44	Vince	11-04	3	L	N	L	M	20s	White American	Roofer
51	Joseph	11-08	3	L	Y	L	M	Late 40's	African American	Doctor
52	Brad	11-08	4	L H W	Y	B	M	Mid 30's	White	Medical Equipment
53	Tanjaray	11-08	5	L F	N	L	F	Early 20's	African American	Student