



Press
release



March 14 2024,

Zanzibar, Tanzania

Award winners! Congratulations to Zanzibar AAKIA airport, supported by Egis/SEGAP, awarded for excellence in customer service

Zanzibar's Abeid Amani Karume International Airport (AAKIA) has won the 2023 Airport Service Quality (ASQ) Award for Best Airport under 2 million Passengers in Africa. The combined efforts of Egis and joint venture SEGAP¹, together with Zanzibar Airports Authority (ZAA) and airport employees were instrumental in the win.

The ASQ award is based on independent customer experience measurement through surveys at the airport. Travellers rate their satisfaction on the day they travel. It covers 30 performance indicators related to passenger experience like wayfinding, check-in process, shopping offers, etc. At AAKIA, 350 travellers took part in the surveys, through every quarter of 2023.

Zanzibar Airport joined the Airports Council International (ACI) ASQ programme in September 2022 on the



initiative of SEGAP Compliance Manager Melody Laurençot to measure and improve passenger satisfaction, business performance, and overall airport service quality. SEGAP currently supports ZAA in the management of AAKIA, under a technical services agreement. The team has implemented a package of measures to enhance passenger experience. A dedicated customer service team has been put in place with a core mission of both conducting passenger surveys and assisting customers within the airport. Part of their role is also to identify and

report problems with operations and services inside the terminals, such as cleanliness. In addition, a technical director from SEGAP was appointed in July 2023 to ensure better control of maintenance processes. Another significant change has been the recent opening of new services in Terminal 3, such as duty-free and retail shops and restaurants, under Emirates Leisure Retail.

Airport employees played a key role in the programme, with various KPIs set for their areas of work and the results of the ASQ programme presented to them every quarter. This process made them aware of what

passengers were saying and where passengers felt there was room for improvement. The friendliness of staff and cleanliness of T3 are among the areas where the airport scored best in the surveys. Travellers² also particularly appreciated the border and passport control process, and the ease in both security screening and check-in, highlighting the limited waiting time and courtesy of staff³. The surveys also measure passenger sentiment and its impact, to explore how passengers feel while they wait for their departure flight. Respondents said they felt extremely safe and secure and very relaxed and happy overall about their experience at the airport.



Commenting on the win, Luis Felipe de Oliveira, Director General, ACI World said he's "thrilled to see AAKIA recognised for their exceptional customer experience! Winning in the Airport Service Quality (ASQ) Awards is a testament to the entire team's hard work and dedication for the benefit of its travellers and communities".

Rob Williams, director of aerodromes at AAKIA for Egis/SEGAP commented: "This achievement celebrates our collective teamwork and our commitment to excellence in terms of customer experience. We are honoured to receive this recognition which raises the profile of Zanzibar Airport and the islands as a destination".

The prize-giving ceremony will take place in September at the 2024 ACI World Customer Experience Summit and Exhibition, in Atlanta (USA).

[1] SEGAP is an Egis joint venture with private equity fund manager AIIM

[2] Passengers going through the airport are predominantly European travellers from France, Italy, and Germany, coming to Zanzibar for leisure and tourism. They represented more than 70% of the total visitors in 2023. Source: 2023 Annual tourism release, Commission for Tourism of Zanzibar and Office of the Chief Government Statistician of Zanzibar.

[3] ASQ Departures, Passenger Satisfaction Report, Zanzibar Airport Performance 2023.

About Egis

IMAGINE. CREATE. ACHIEVE.
a sustainable future

Egis is an international player active in the consulting, construction engineering and mobility service sectors. We create and operate intelligent infrastructure and buildings capable of responding to the climate emergency and helping to achieve more balanced, sustainable and resilient territorial development. With operations in 120 countries, Egis places the expertise of its 18,000 employees at the disposal of its clients and develops cutting-edge innovation accessible to all projects. Through its wide-ranging fields of activity, Egis is a central player in the collective organisation of society and the living environment of citizens all over the world.

Egis is one of the few players to fully understand the complex aviation industry both upstream and downstream. Our role as partner and operator of a network of 20 airports worldwide adds breadth and depth to our expertise. Since we began working in the aviation sector over 50 years ago, we have delivered more than 4,000 projects for airports, air navigation service providers, industry and institutions. Whether it's about progressing

regulatory, operational, technological or organisational change, we help our clients shape future aviation and air mobility.

[LinkedIn: Egis](#) | [Instagram: @egisgroup](#) | [Twitter: @egis](#) | [Facebook: @egisgroup](#)

Press contacts

Isabelle Mayrand

Chief Public Affairs and Corporate Communication Officer

Tel.: +33 (0)1 39 41 44 17 / +33 (0)6 17 10 29 70

isabelle.mayrand@egis-group.com

Sabine Mendy

Deputy Communications Director

Tel.: +33 (0)1 39 41 43 05 / +33 (0)6 25 33 02 64

sabine.mendy@egis-group.com

www.egis-group.com

