



**Tampa  
International  
Airport**

**Incoming Passenger Surveys  
December 7-8, 2005**

**Prepared by  
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## Maryemma Bachelder, Project Manager

- Executive Director, Aviation Services
- Project Manager, Jacksonville Transportation Authority
- FDOT Public Information Director
- Newspaper Reporter/Editor



# Survey Need

- FDOT Strategic Regional Transit Needs Assessment
- 2004 Departing Passenger Surveys
- Additional Data Desired



## PASSENGER SURVEYS

Tampa International Airport is conducting surveys of arriving passengers as part of a larger study concerning transit needs in the Tampa Bay region.

*We appreciate your support in this effort!*



# Survey Instrument

**1. What is the purpose of your flight today?**

- a. Business
- b. Leisure
- c. Other \_\_\_\_\_  
(Personal, business - specify)

**2. How many are in your traveling party today? \_\_\_\_\_**

**3. What is your final destination today?**

\_\_\_\_\_  
(city/county, as specific as possible)

**4. How often do you fly into TIA?**

- a. 1-2 times per year
- b. 3-6 times per year
- c. 7-10 times per year
- d. More than 10 times per year

**5. How are you planning to leave the airport today?**

- a. Being picked up by friend/relative/business associate
- b. Driving personal vehicle that was parked at airport
- c. Rental car
- d. Taxi
- e. Shuttle
- f. Public Bus
- g. Other \_\_\_\_\_

**6. What are the factors that make you choose that mode of transportation? (check all that apply)**

- a. Convenience
- b. Ability to have transportation when I want it, where I want it
- c. Ability to go wherever I want
- d. Price
- e. Speed
- f. Spend time with friends/family on trip from airport
- g. Other \_\_\_\_\_

**7. What are the drawbacks to that mode of transportation? (check all that apply)**

- a. Parking fees
- b. Rental car costs
- c. Unfamiliarity with area
- d. Driving through road construction
- e. Price of gas
- f. Other \_\_\_\_\_

**8. Have you ever used public transit (bus) to travel to/from Tampa International Airport? If yes, how was that experience?**

\_\_\_\_\_

**9. Have you ever used public transit to travel to/from any other airport? If yes, how was that experience?**

\_\_\_\_\_

**10. Have you ever used any type of transit? If so, where? How was that experience?**

\_\_\_\_\_

**11. What factors keep you from using public transit, such as the bus, to travel to/from the airport? (check all that apply)**

- a. Delay (too long for bus to get to airport to pick me up)
- b. Fear of what to do with luggage
- c. Delay - too many stops along the way to my destination
- d. Bus doesn't go to my destination
- e. I don't know where the bus goes
- f. I don't know where to get trip planning information
- g. I'm not familiar with how to use the transit system
- h. I'll need a car to get around once I reach my destination
- i. I don't feel comfortable/safe riding a bus
- j. I didn't know public transit was available at the airport
- k. Other \_\_\_\_\_ (Specify)

**12. What factors would make you start using the bus (public transit) to get to and from the airport? (check all that apply)**

- a. Faster service
- b. Service to the beach areas
- c. Express routes to/from airport
- d. Information about logistics (luggage, drop-off points, schedules, maps, etc.)
- e. Nothing; I don't see me ever taking the bus to/from the airport
- f. Other \_\_\_\_\_ (specify)

**13. If there were a bus route from the airport to the beach resort areas, would you be interested in using it?**

Yes  No

**14. What other parts of the Tampa Bay area would you be interested in seeing served by express transit service to/from the airport? (as specific as possible; they can list as many as they want)**

\_\_\_\_\_

**15. What features/amenities could be implemented in the area's transit system that would encourage you to try the transit system to travel to/from the airport?**

\_\_\_\_\_



# Survey Method

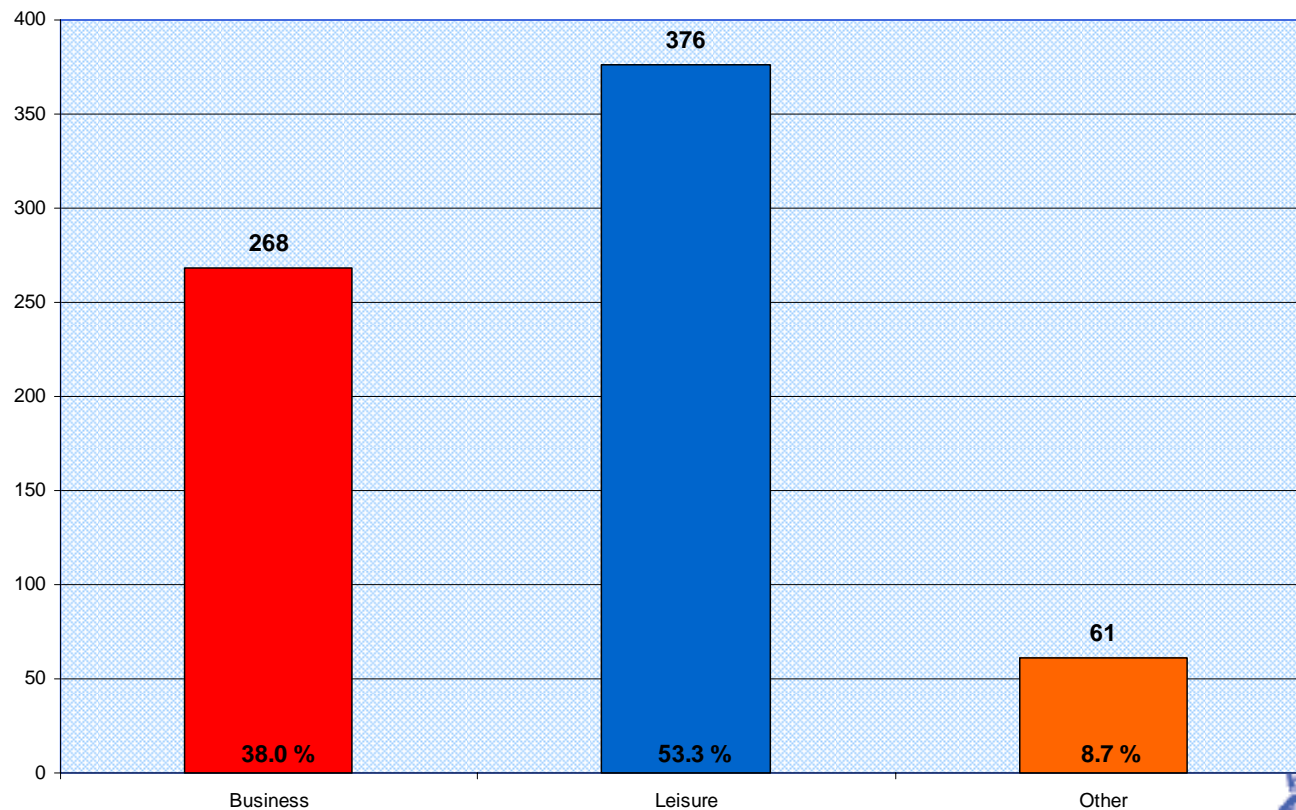
- Survey Teams
- Survey Locations
- Survey Hours
- Survey Handouts
- Survey Results – 704





# Purpose of Flight (Q1)

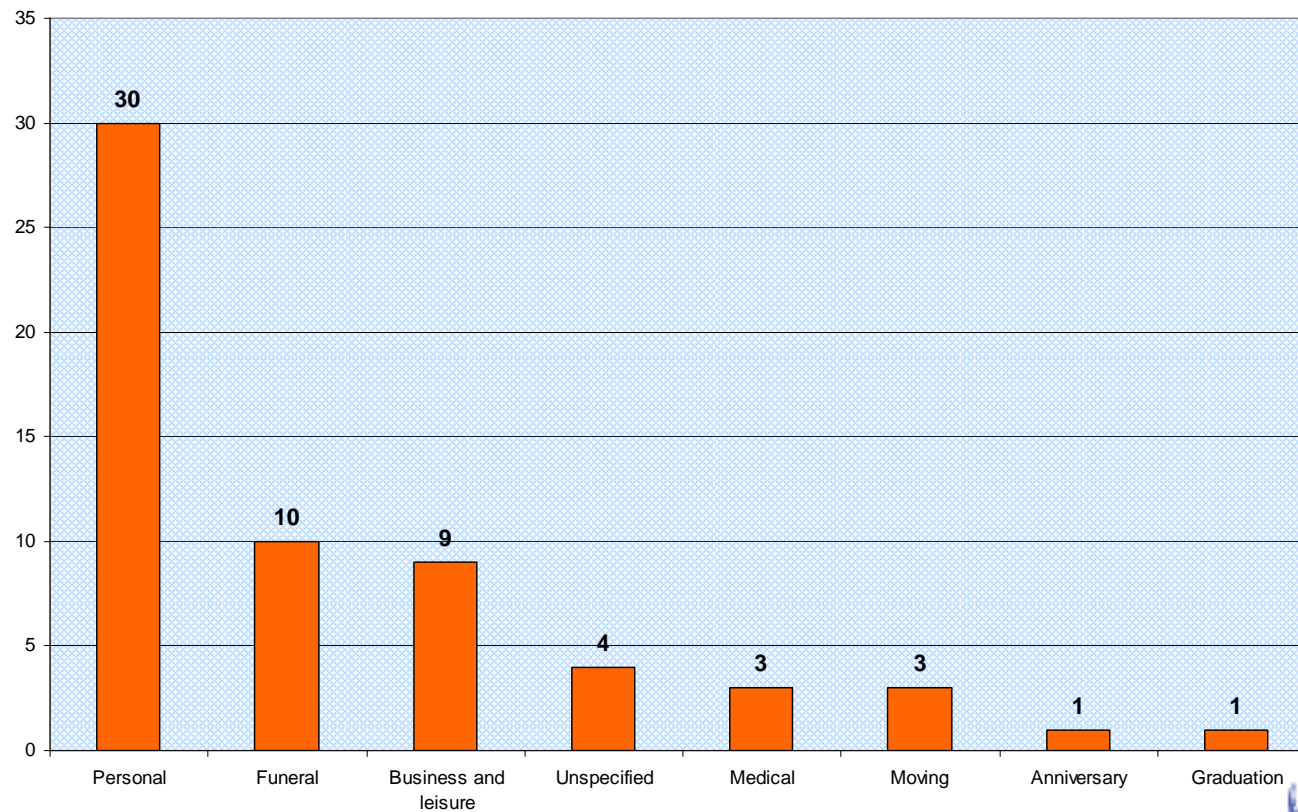
1. What is the purpose of your flight today?





# Purpose of Flight (Q1)

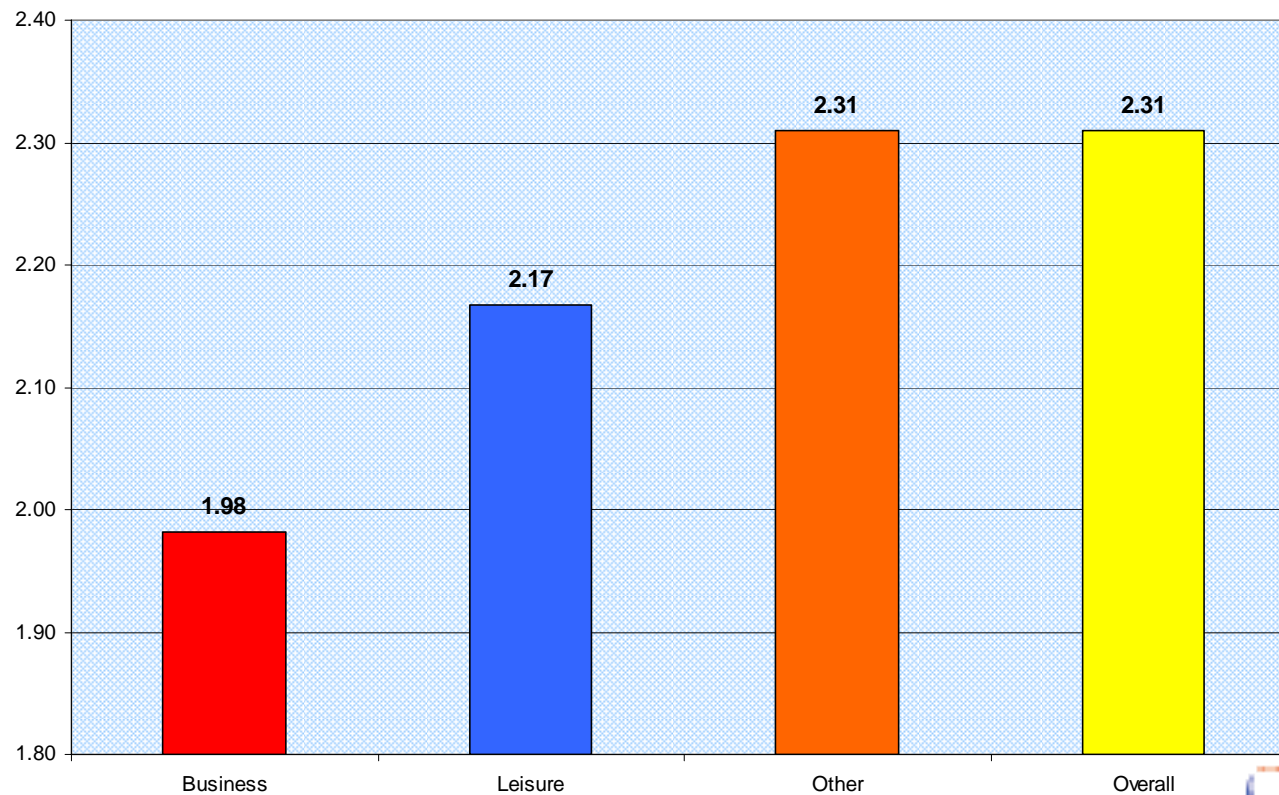
## 1. Breakout of Other





# Travel Party Size (Q2)

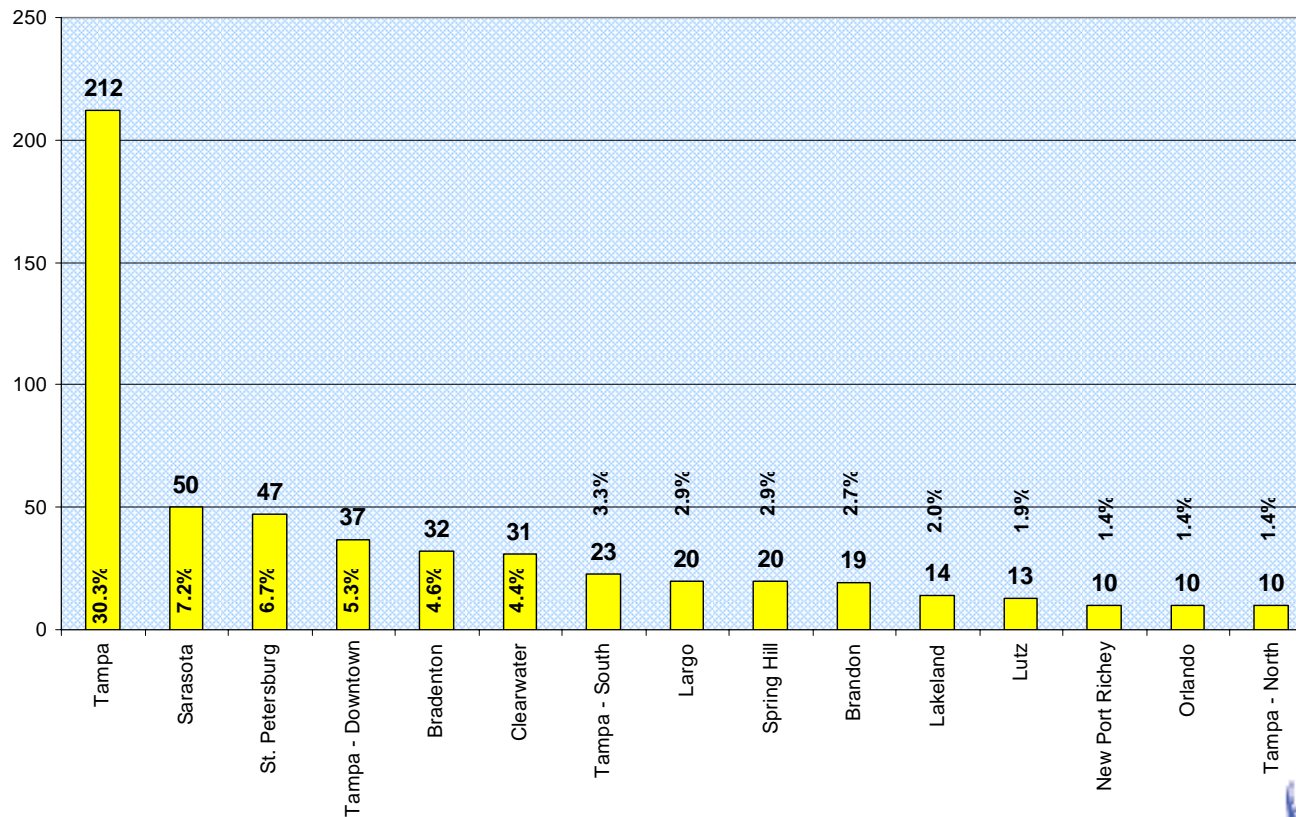
2. How many are in your party?





# Final Destination (Q3)

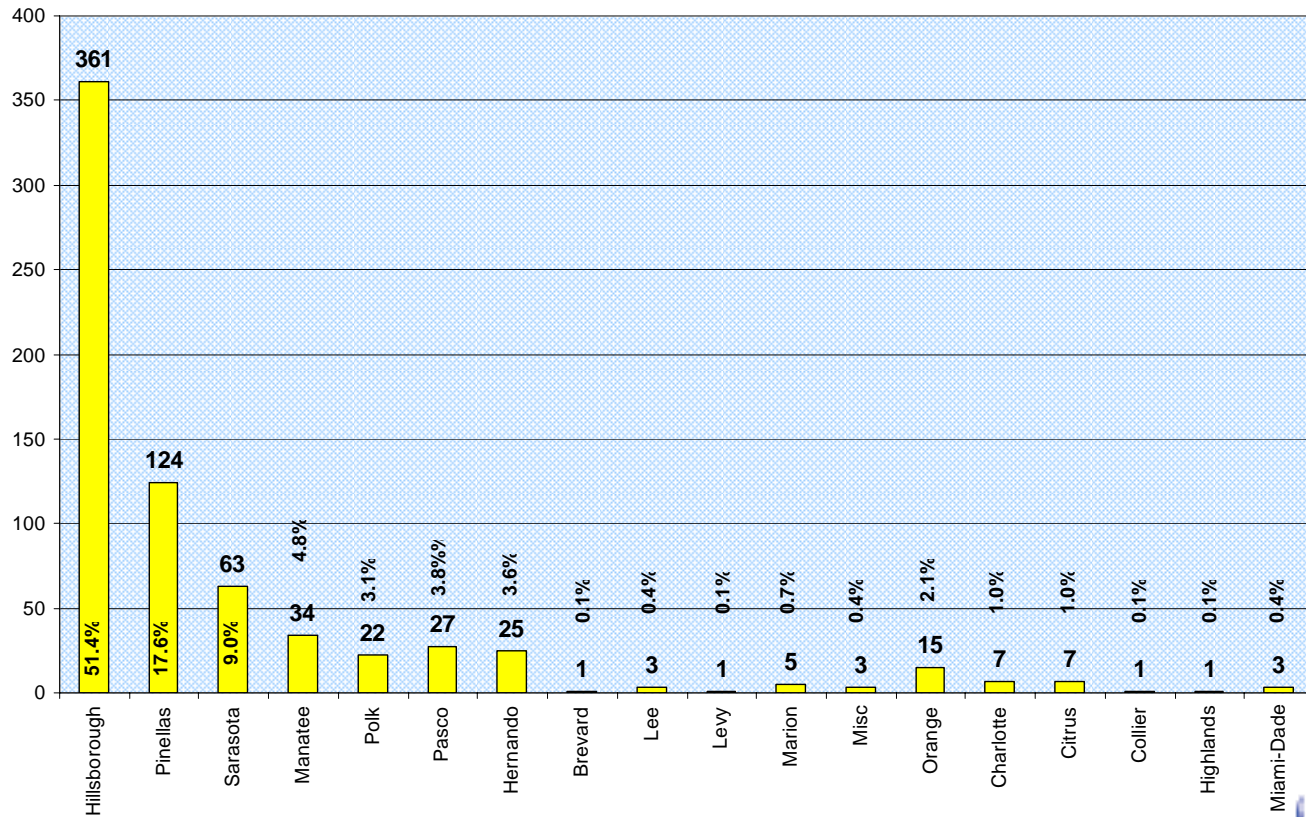
3. What is your final city destination today? (Combined)





# Final Destination (Q3)

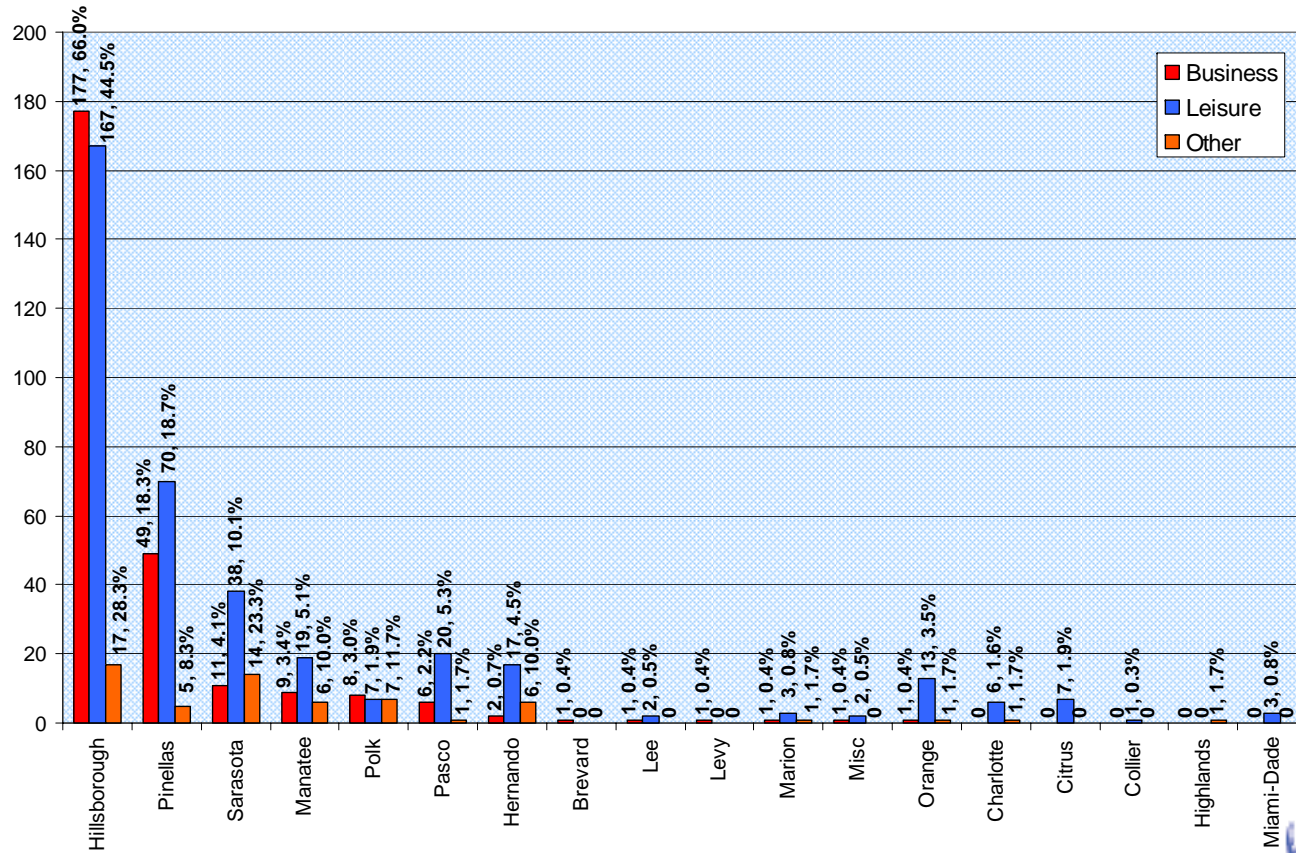
3. What is your final county destination today? (Combined)





# Final Destination (Q3)

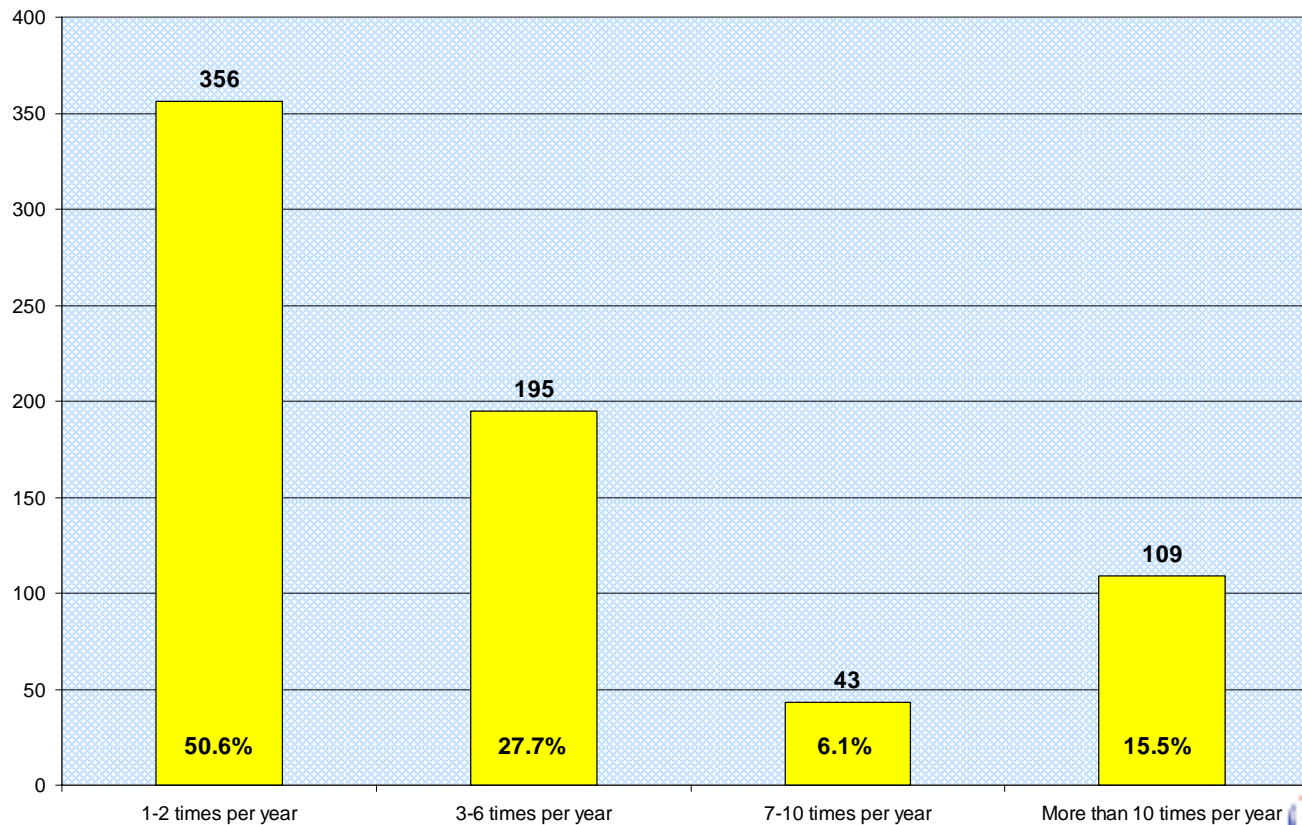
3. What is your final county destination today?





# Frequency of Flight (Q4)

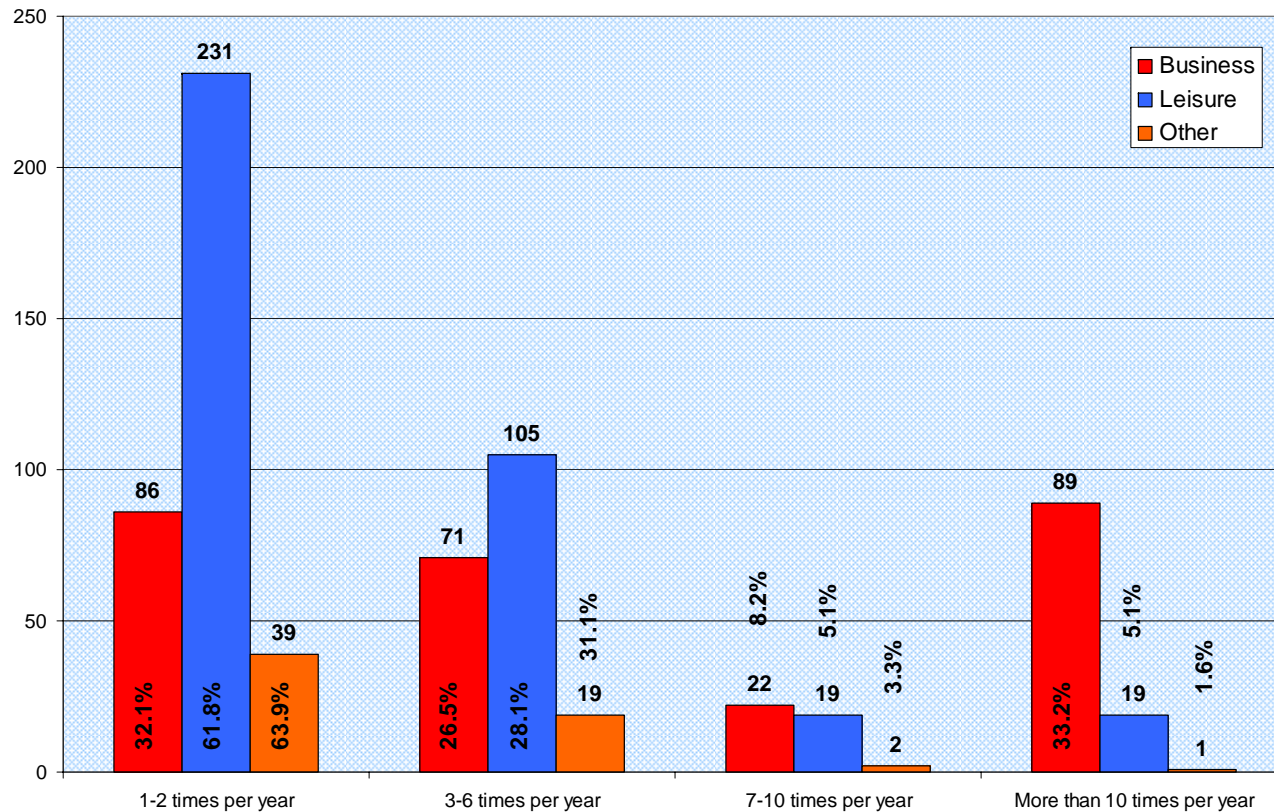
4. How often do you fly into TPA? (Combined)





# Frequency of Flight (Q4)

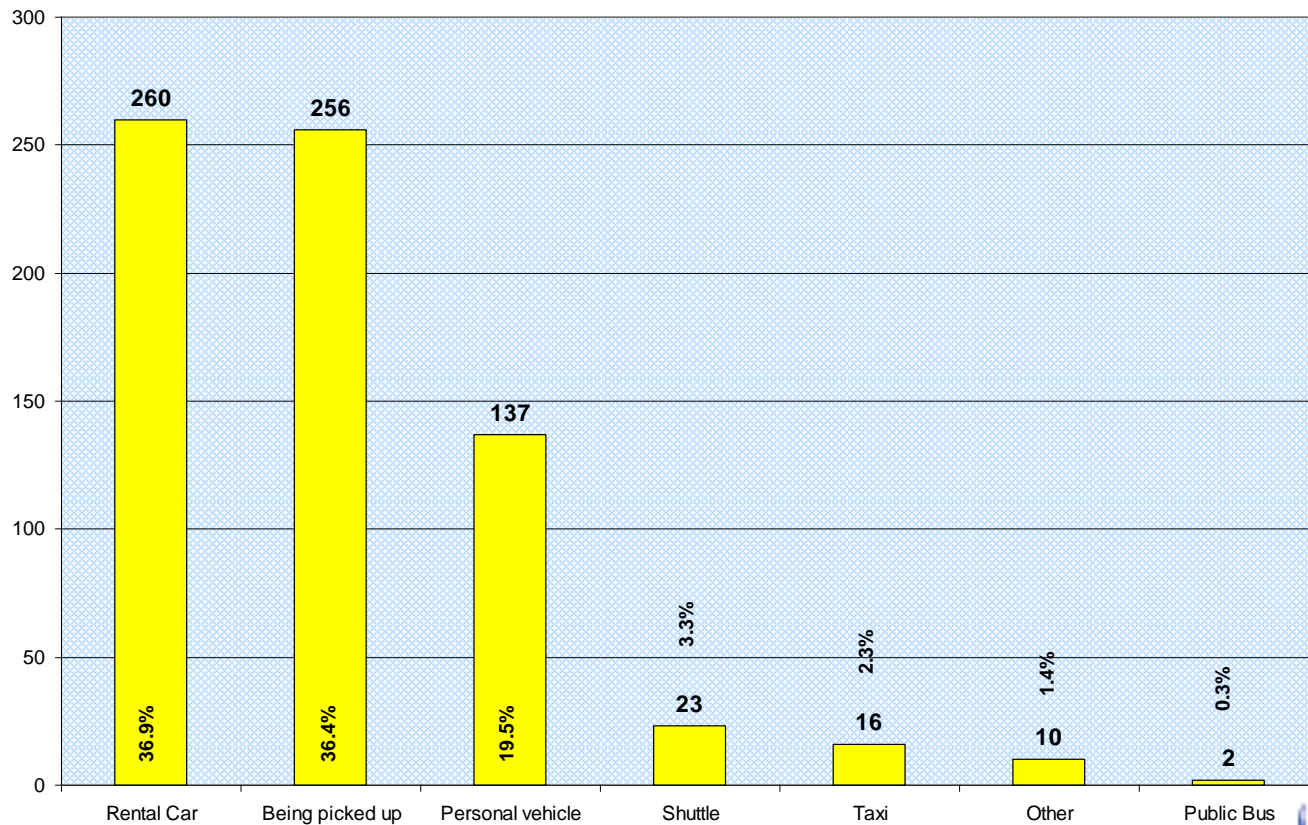
4. How often do you fly into TPA?





# Leaving TPA (Q5)

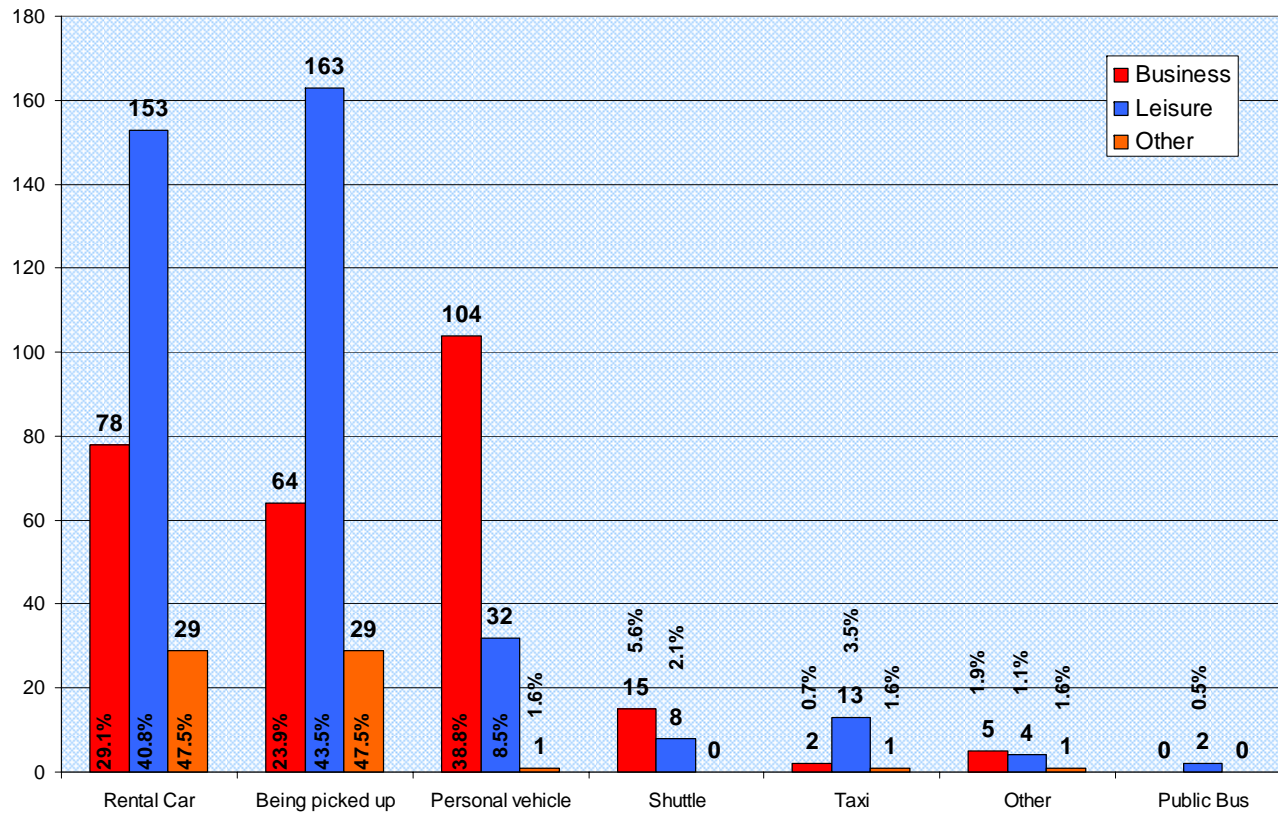
5. How are you leaving TPA today? (Combined)





# Leaving TPA (Q5)

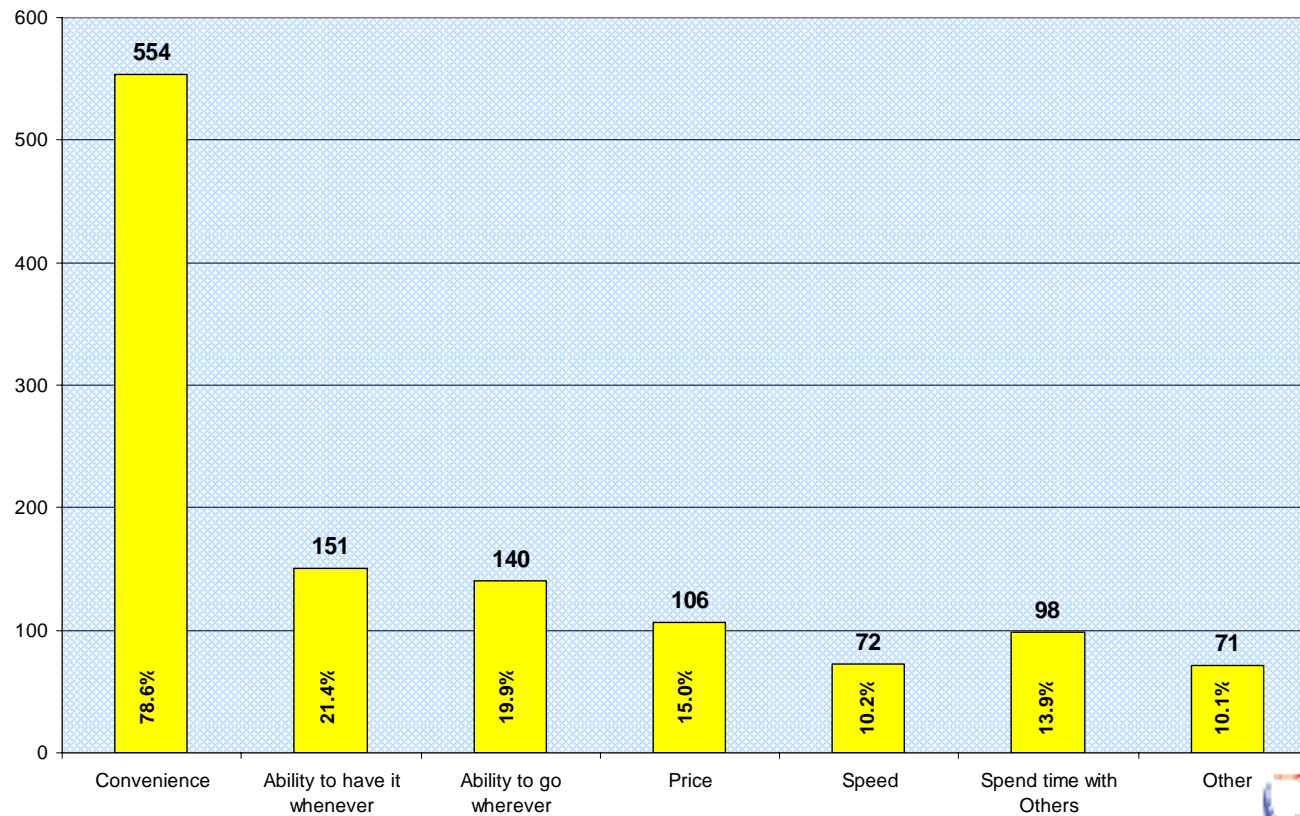
5. How are you leaving TPA today?





# Factors for Mode Selection (Q6)

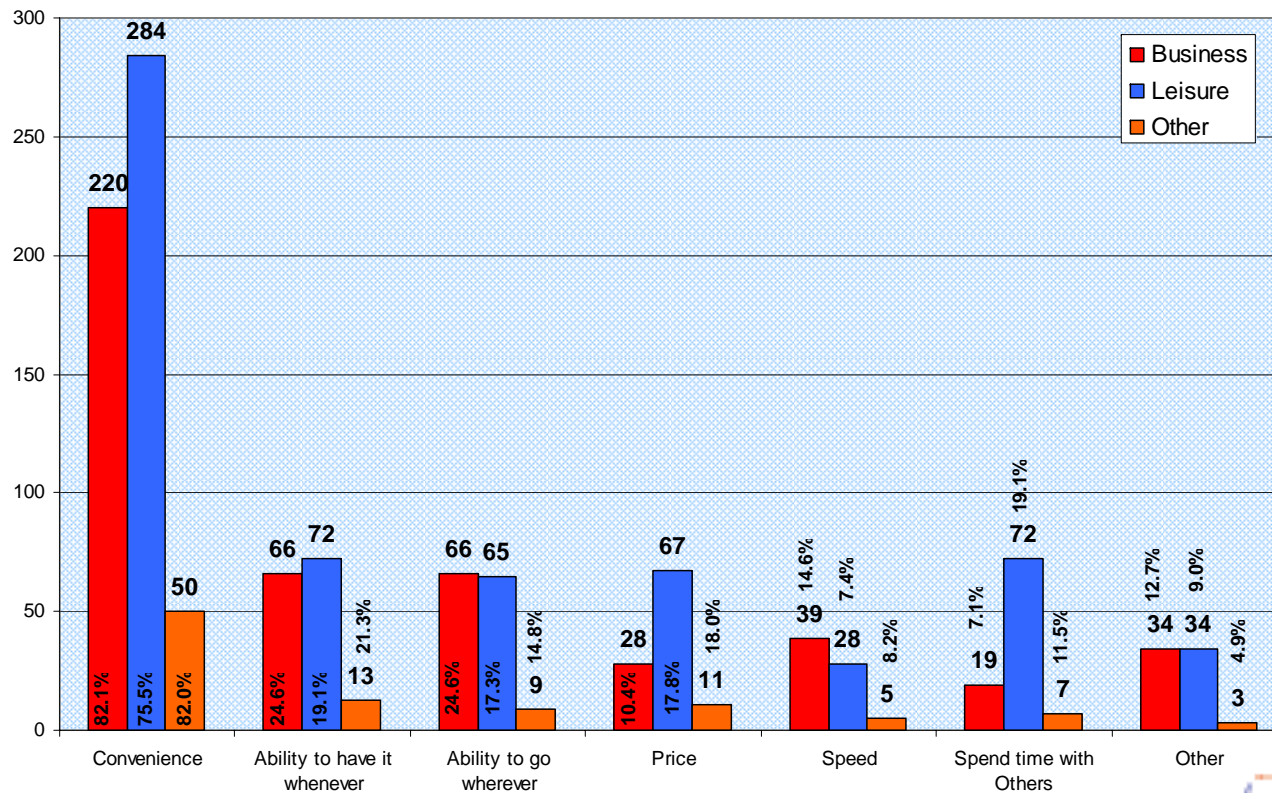
6. What factors make you choose that MOT? (Combined)





# Factors for Mode Selection (Q6)

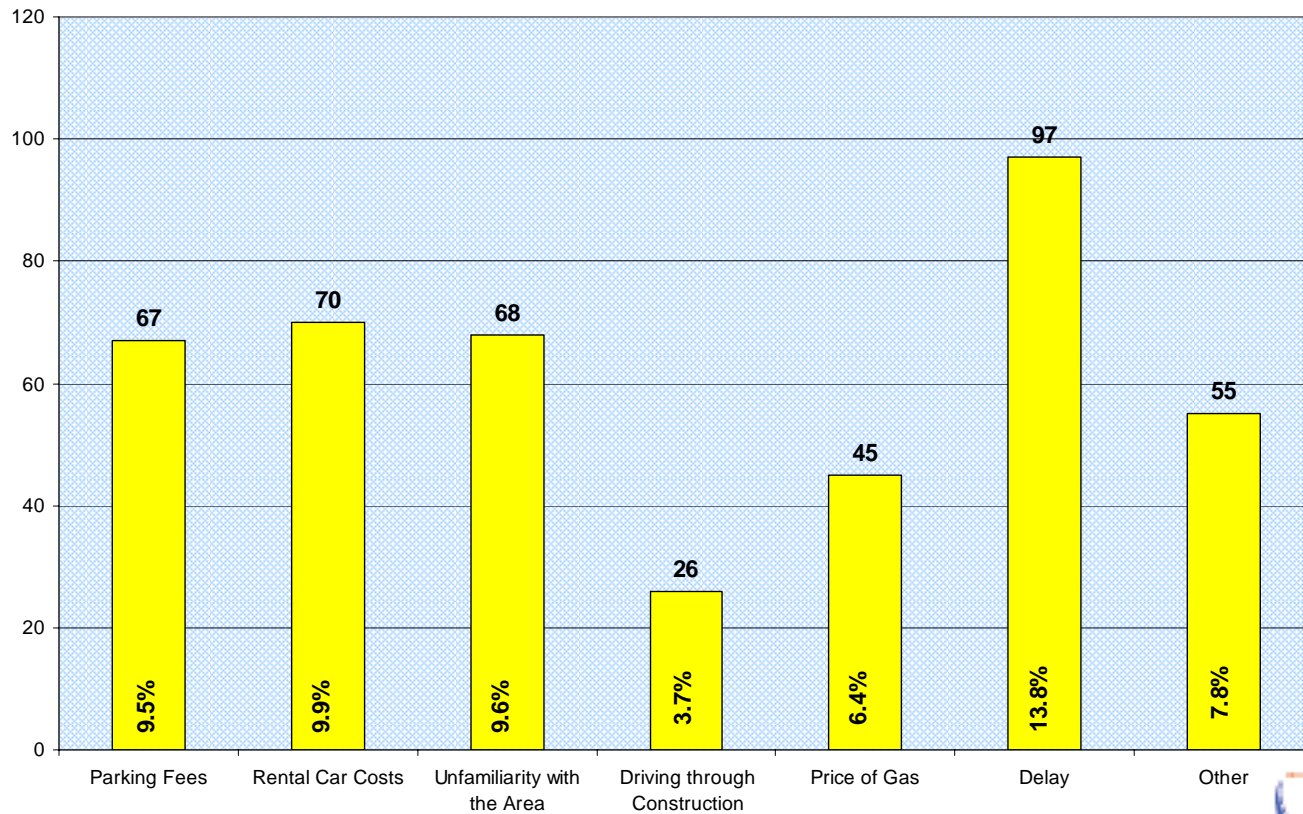
6. What factors make you choose that MOT?





# Drawbacks to Chosen Mode (Q7)

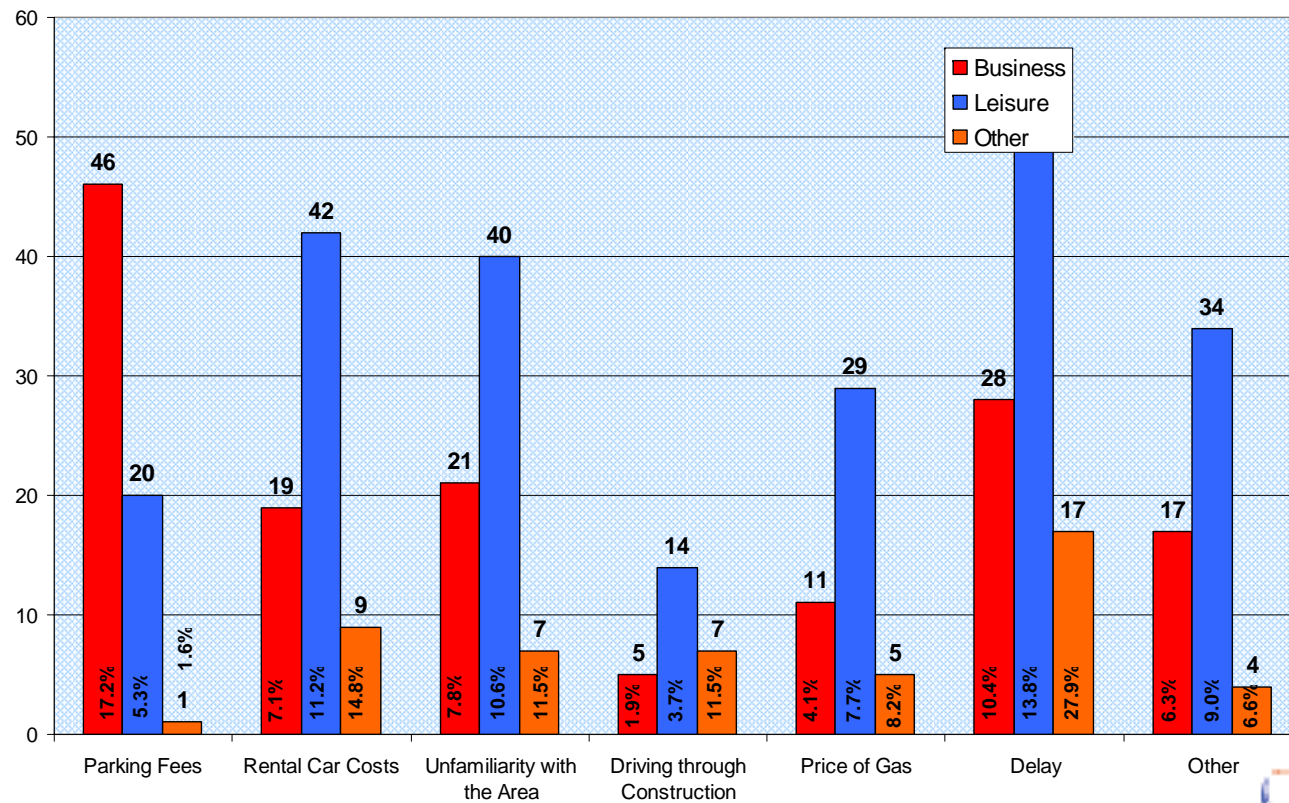
7. What are the drawbacks to that MOT? (Combined)





# Drawbacks to Chosen Mode (Q7)

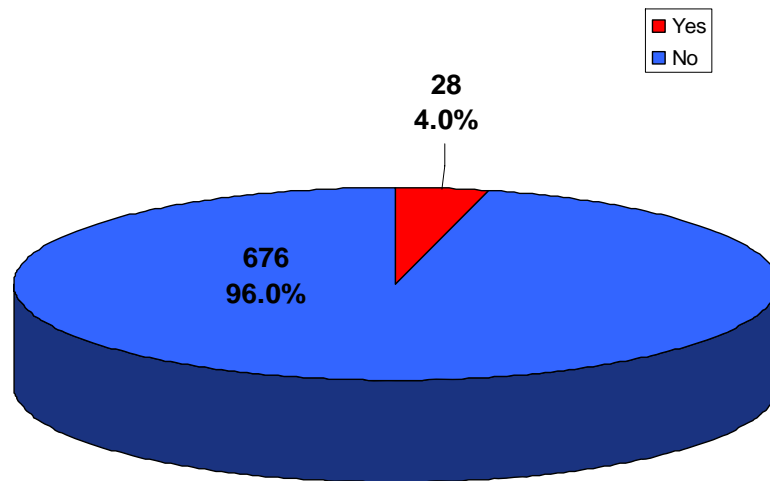
7. What are the drawbacks to that MOT?



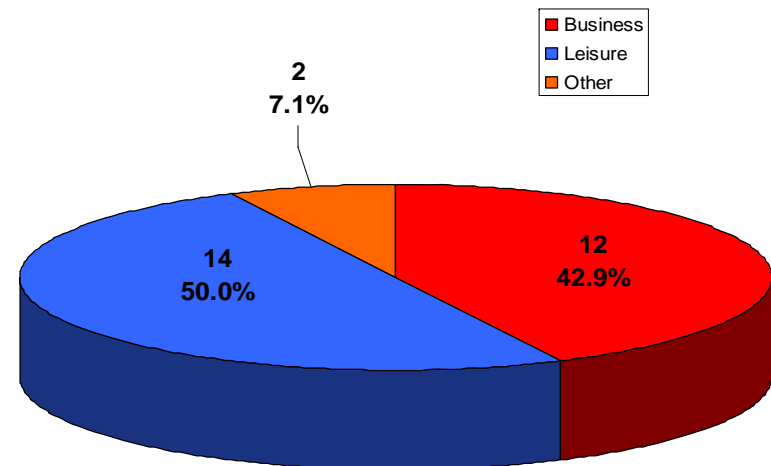


# Past Use of Transit at TPA (Q8)

8. Have you used public transit to get to/from TPA?



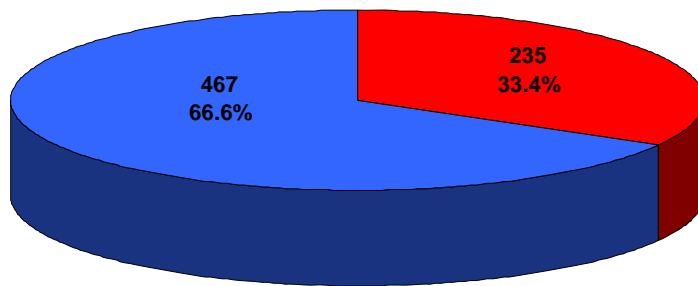
8. Have you used public transit to get to/from TPA?  
\* Graph shows respondents who answered 'Yes'.





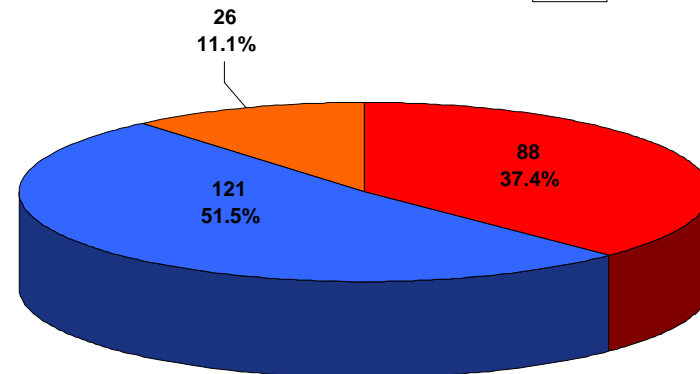
# Transit Use – Other Airports (Q9)

9. Have you used public transit to/from any airport?



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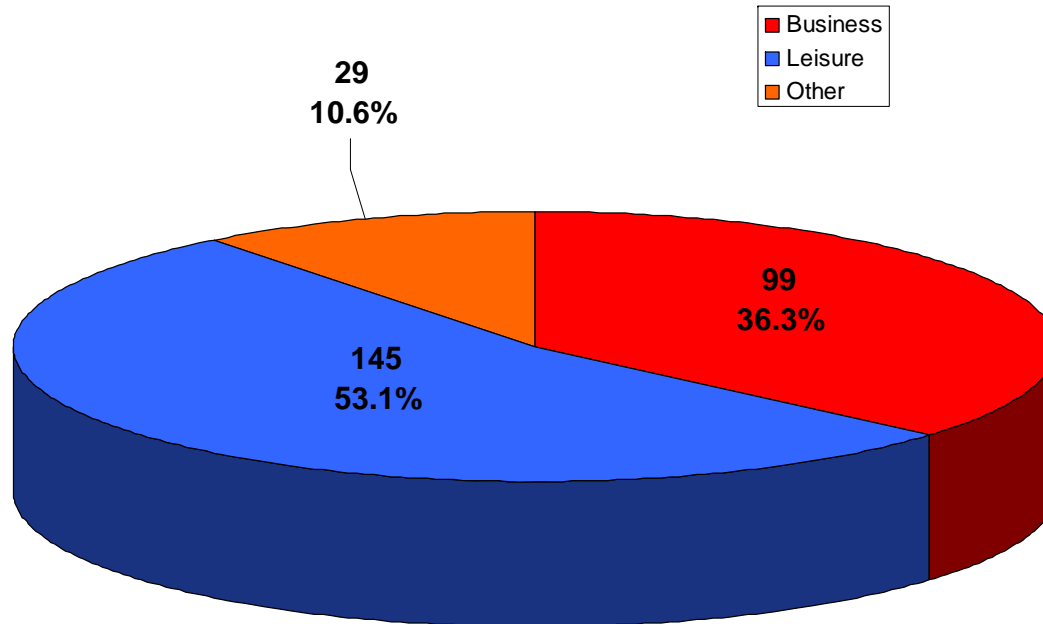
\* Graph shows respondents who answered 'Yes'.





# Use of Transit Anywhere (Q10)

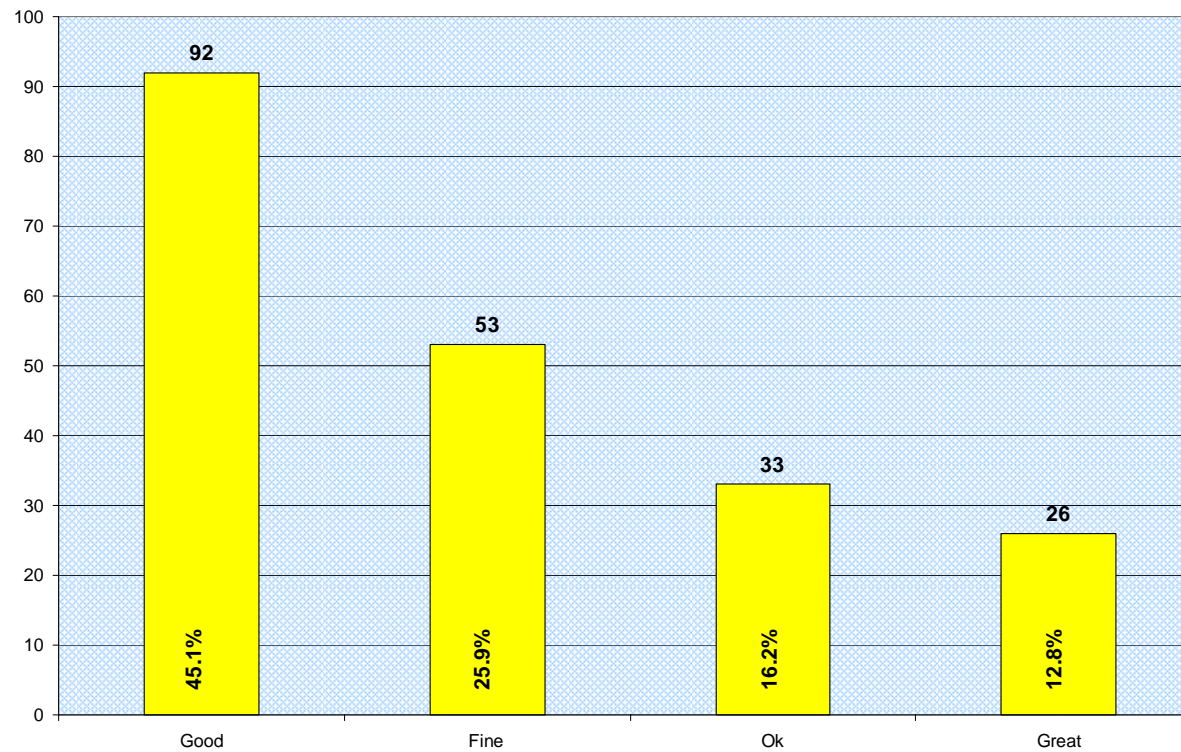
9. Have you ever used any type of public transit?  
\* Graph shows respondents who answered 'Yes'.





# Use of Transit Anywhere (Q10)

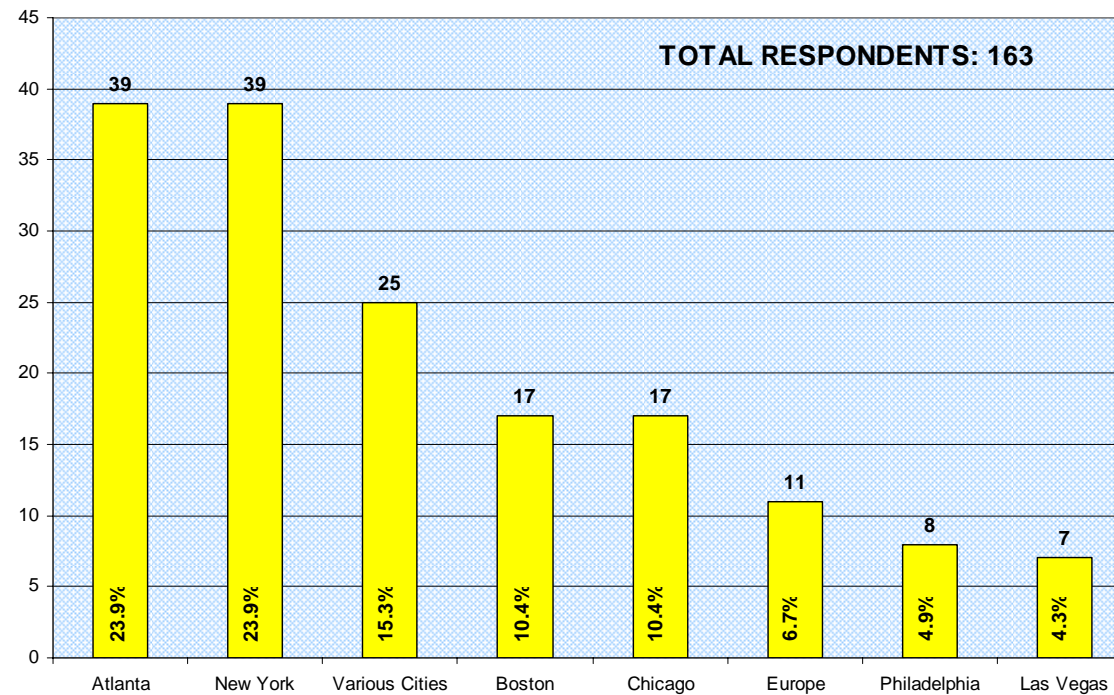
10. How was the Experience? (Top 75% of Answers)





# Use of Transit Anywhere (Q10)

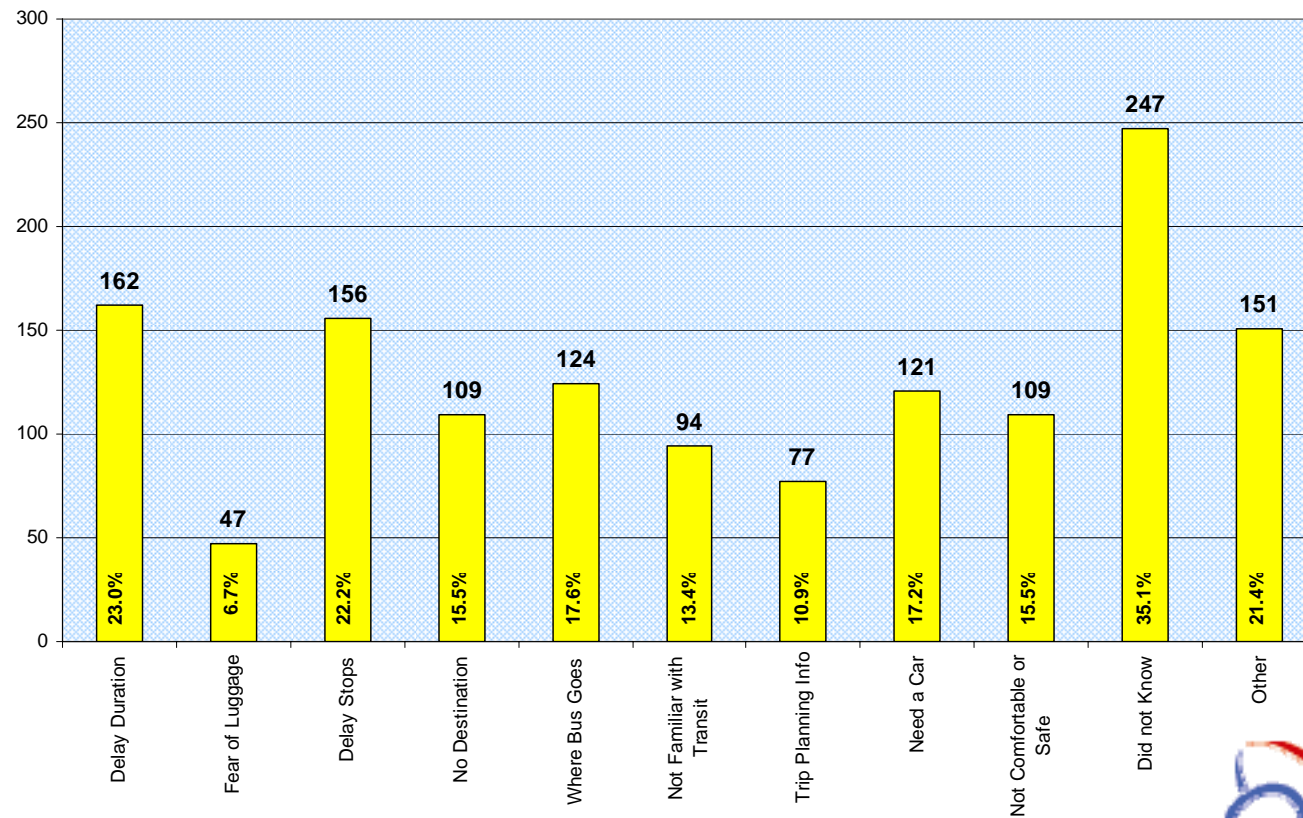
10. Where did you use transit? (Top 60% of Cities)





# Deterrents to Transit (Q11)

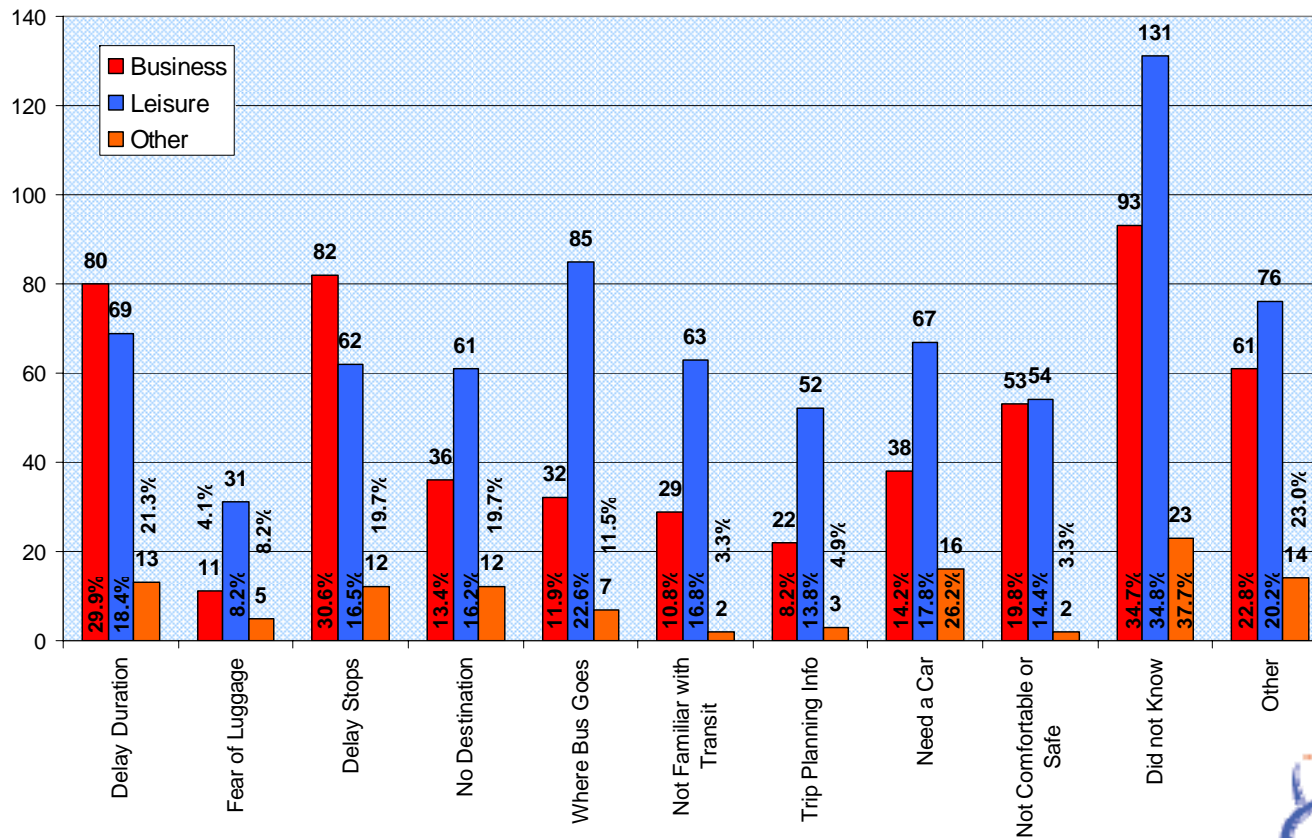
11. What factors keep you from using public transit? (Combined)





# Deterrents to Transit (Q11)

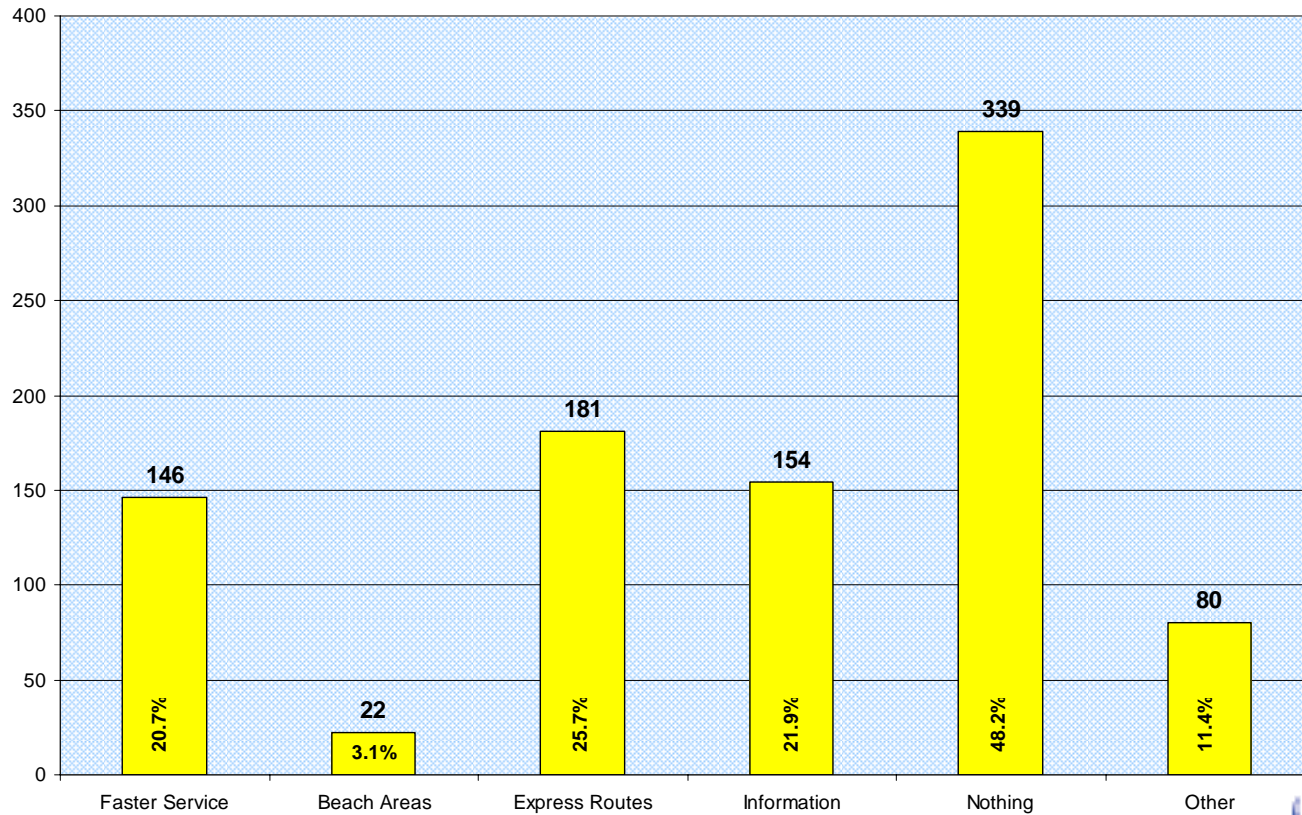
11. What factors keep you from using public transit?





# Incentives to Using Transit (Q12)

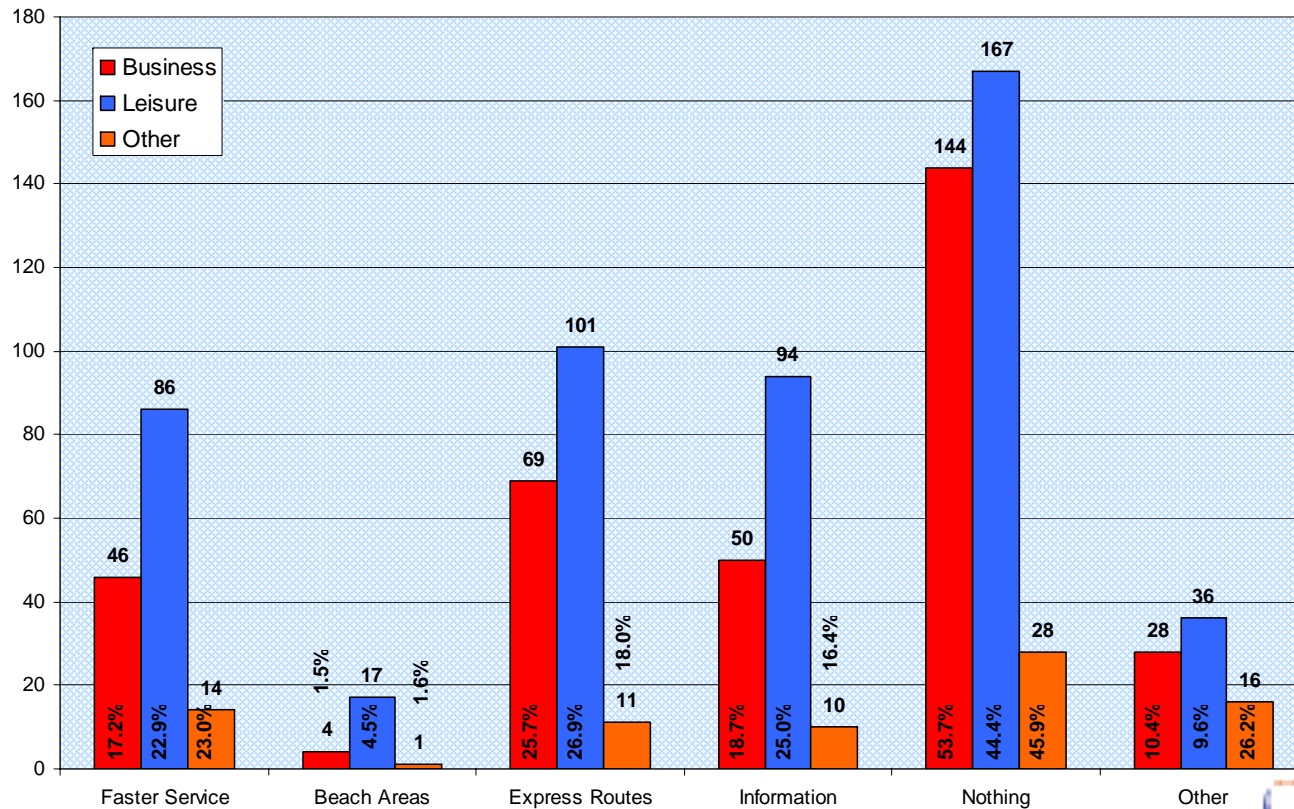
12. What factors would make you start using the bus? (Combined)





# Incentives to Using Transit (Q12)

12. What factors would make you start using the bus?

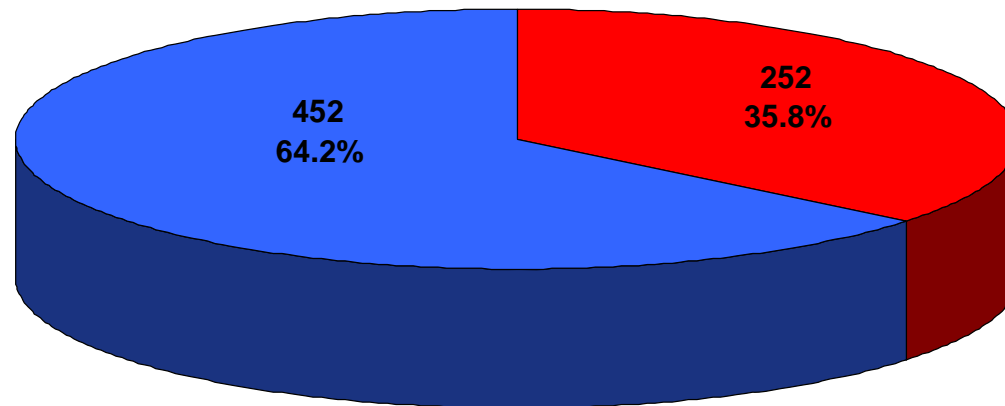




# Transit to Beach Areas (Q13)

13. Would you be interested in an express route to the beach resort areas?

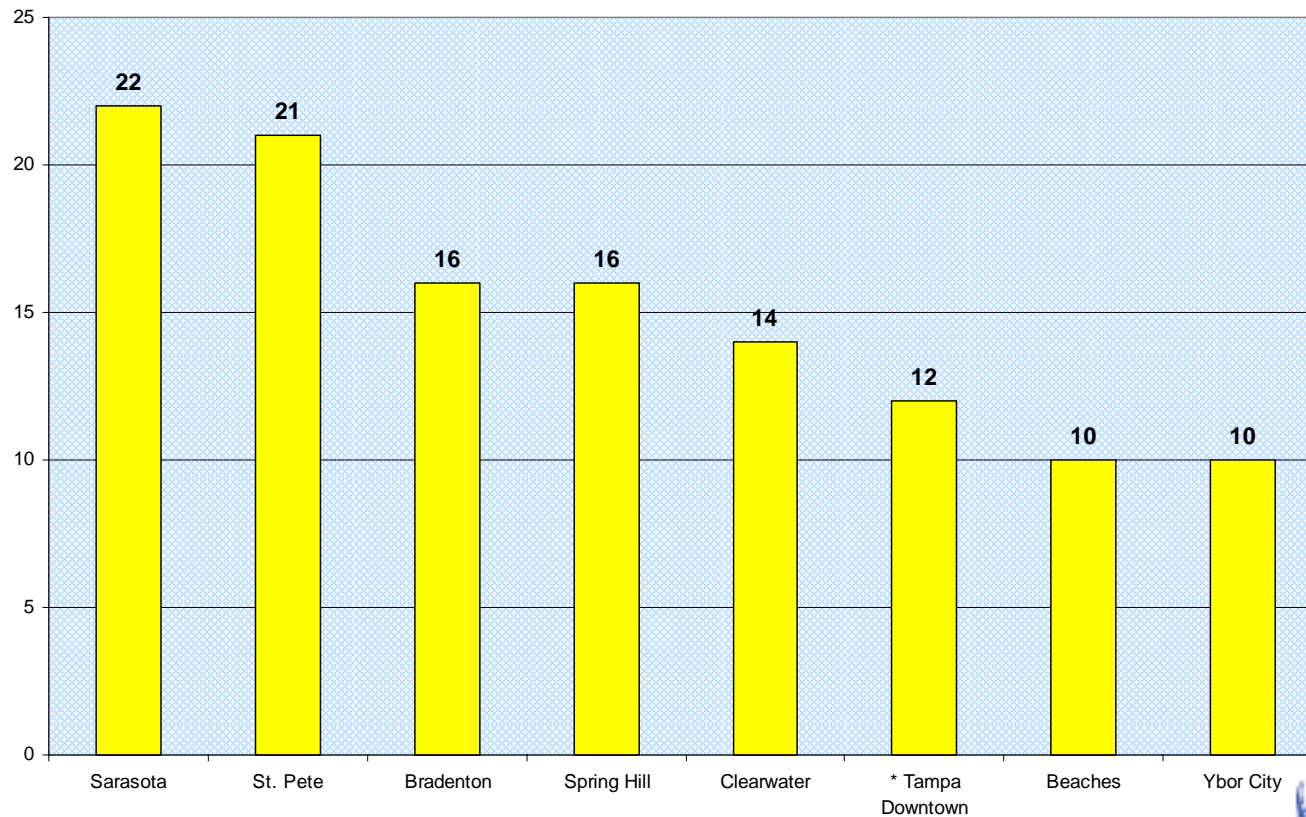
■ Yes  
■ No





# Transit to Other Areas (Q14)

14. What areas would you like to see serviced by express transit service? (Combined)

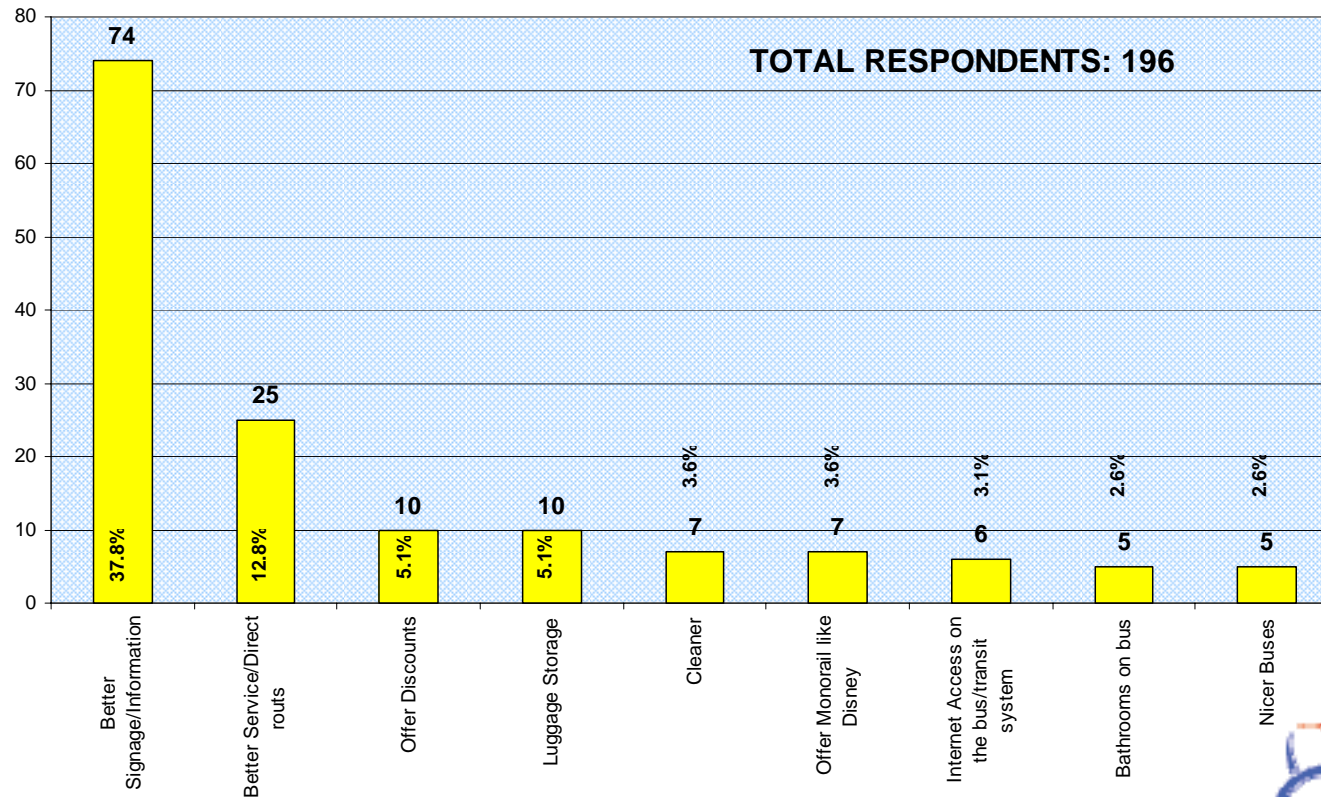




# Recommended Amenities (Q15)

15. What features/amenities could be implemented to encourage you to ride? (Combined)

\* Graph shows features/amenities that 5 or more people wanted.





# Conclusion

- Issues
  - Nearly 90% use personal/rental vehicle
  - Lack of understanding of “public transit”
  - Lack of knowledge of availability – visibility
  - Negative perception of transit (locally)



# Conclusion

- Changing the patterns –  
**UNDERSTANDING** what's behind them
  - Convenience, convenience, convenience!!
  - Price not a big factor
  - Not a lot of drawbacks
    - Delay
    - Parking fees
    - Rental car costs
    - Unfamiliarity with area



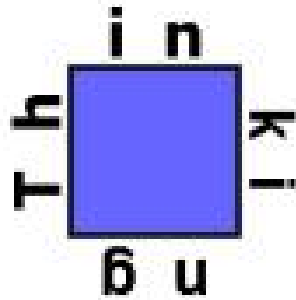
# Conclusion

What's the solution?

- Education
- System Improvements
- Creative Marketing



# Conclusion

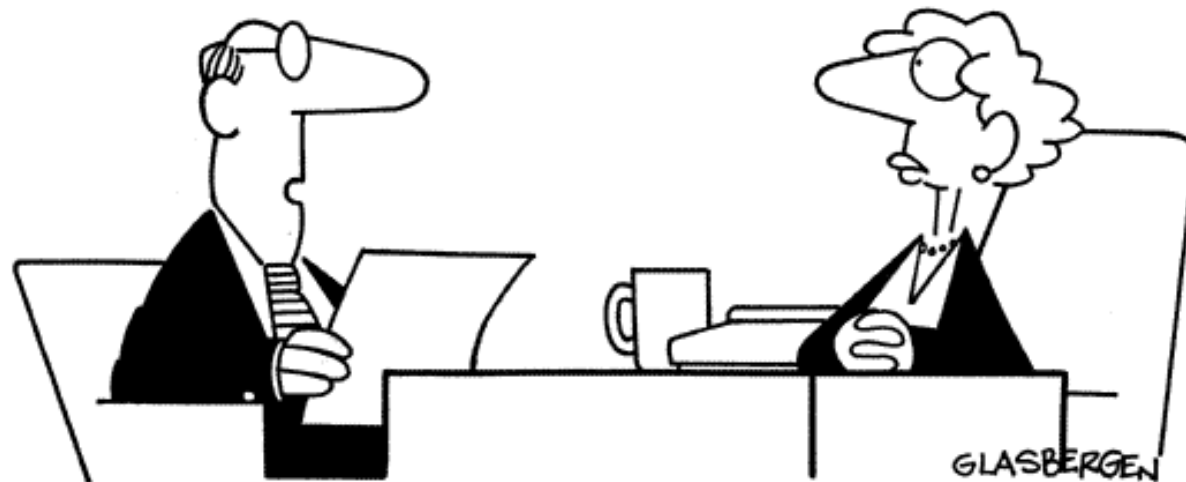


**THINKING OUTSIDE THE BOX!!!**



# Conclusion

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**“My team is having trouble thinking outside the box. We can’t agree on the size of the box, what materials the box should be constructed from, a reasonable budget for the box, or our first choice of box vendors.”**

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INCOMING PASSENGER SURVEYS

  
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## Conclusion – Ideas

- Low-cost, fast, non-stop service
- Increased destinations to/from airport
- Information on Web site – trip planning
- Work with tour groups – planning
- Information kiosks
- Better signage
- Staffed ground transit information booths



## Conclusion – Ideas

- Wireless internet
- Snacks
- Restrooms
- Tour guide/hostess



# Conclusion – Ideas

- Target audience: Leisure
  - Themed experience
    - Theme parks, beaches, cruises – they're in Florida on vacation and they expect to be entertained
    - “Cruise director” on board
    - Bus wraps
    - Decorate interiors
    - Theme music on board

*Variations for Ybor, Channelside, Port, Theme Parks, Beaches, Football Games, etc.*



## Conclusion – Ideas

- Target audience: Business
  - Convenient and Quick
    - Wireless Internet
    - Satellite radio – financial reports
    - Put copies of business publications on board
      - » Wall Street Journal
      - » St. Pete Times
      - » Tampa Tribune
      - » Tampa Bay Business Journal
      - » Maddux Report



## Conclusion – Ideas

- Target audience: Football Fans
  - JTA Stadium Shuttle Service
    - Use team mascots
    - Partner with Bucs/other teams
    - Broadcast pre-game radio shows on the bus
    - Partner with Bucs/NFL for marketing
    - Create packages through Travelocity, Expedia, travel agencies, etc.
    - Partner with local hotels



# Thank You!

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INCOMING PASSENGER SURVEYS



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