

Conferência "Portugal: solução aeroportuária"



Conferência
**Portugal: solução
aeroportuária**

DATE	DESTINATION	GATE	STATUS
29.09	LONDON	SEDE OE	ON TIME
29.09	BERLIN	SEDE OE	ON TIME
29.09	TOKYO	SEDE OE	ON TIME
29.09	NEW YORK	SEDE OE	ON TIME

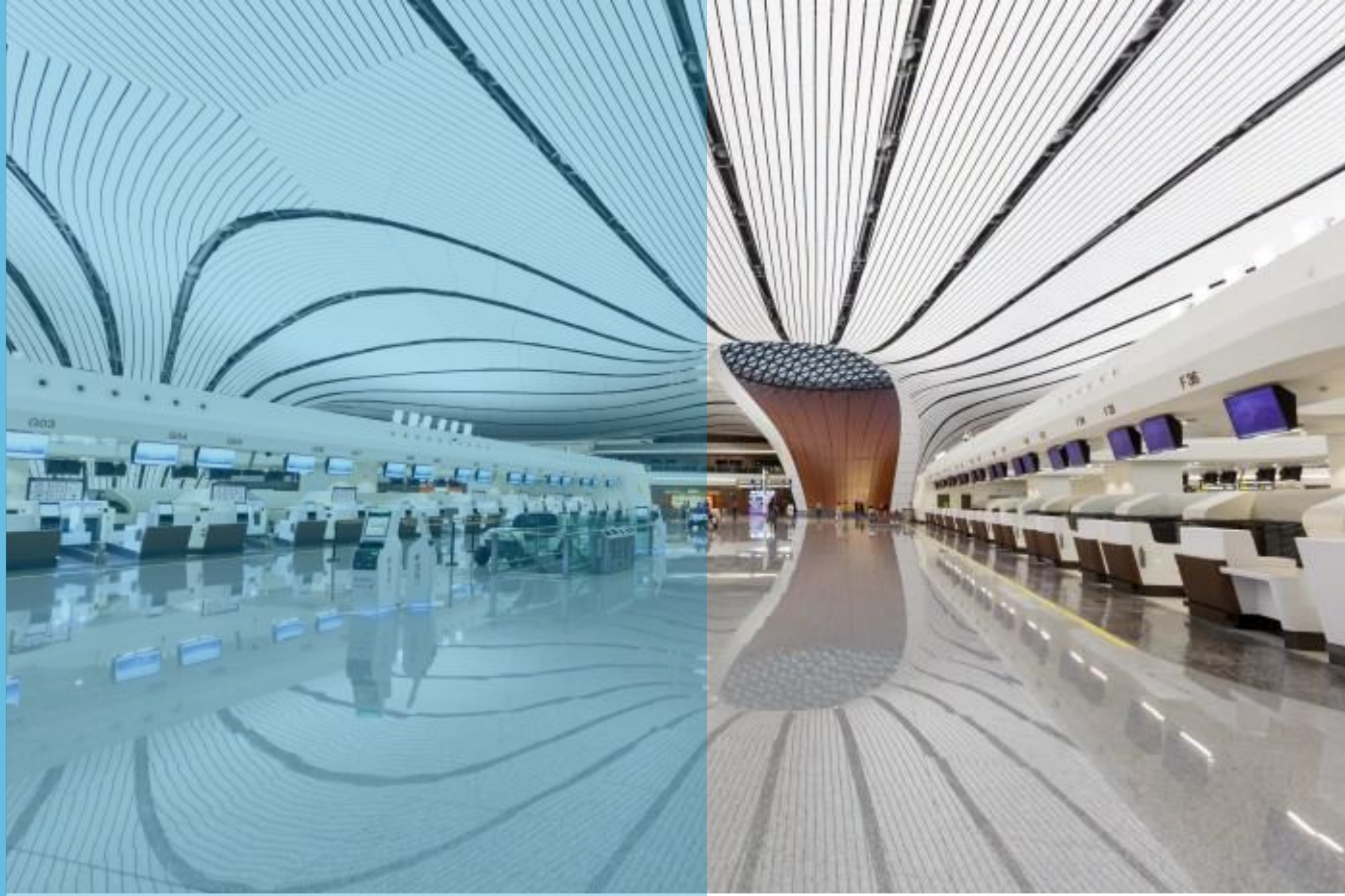
 



29 de setembro de 2022

Ana Brochado | Presidente da Delegação Regional do Centro e Alentejo (DRCA) da Ordem dos Economistas

Custos de oportunidade da não decisão: a perspectiva micro



Aeroporto| two-sided market

Services to Airlines

Aviation services

(fire and ambulance services, fuelling, ground power supply, catering)

Facilities

(check-in counters, gates)

Infrastructure

Handling

(baggage processing, passenger handling)

Aeronautical services

(traffic control, navigation, meteorology)

Services to Air Travellers

Parking Facilities

Transport equipment

Comercial Facilities

Waiting facilities

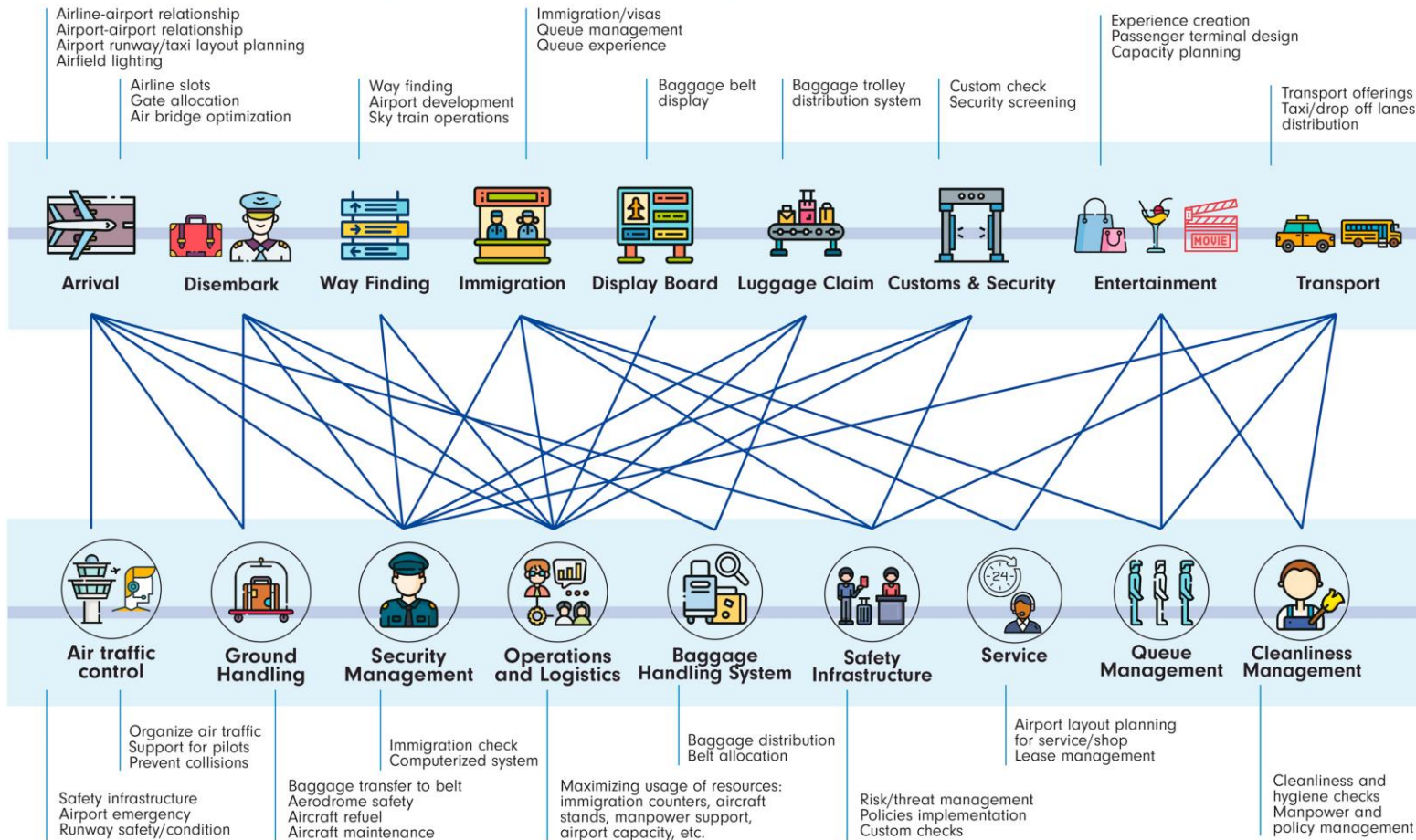
Information services

Car Rental

Hotel and Business facilities

A Experiência do Passageiro ('Passenger Journey Map')

Arriving Passenger User Journey



Icons

- Moment of Truth
- Wow Factor
- Branded Communic...
- Time Sensitive
- Legal Aspect
- Improvement Opport...
- Pain Point


Support

A Experiência do Passageiro

1/10

"Avoid this airport at all cost"

K Emily (United States) 9th June 2022

 **Trip Verified** | Avoid this airport at all cost. This is by far the worst airport I've ever flown through. I've flown internationally plenty of times, and I consider myself to be pretty flexible. I've never seen anything like this. We waited in line at passport control for 4.5 hours, dealing with the rudest airport staff I've dealt with in a long time. This resulted in us, along with hundreds of others, missing flights. Security is rude as well, and they are not willing to accommodate sensitive film that cannot go through x-rays. We flew TAP Air Portugal, and the airline is great, but the fact that you have to connect through Lisbon is not worth it. Beautiful city, terrible airport.

Passa-palavra

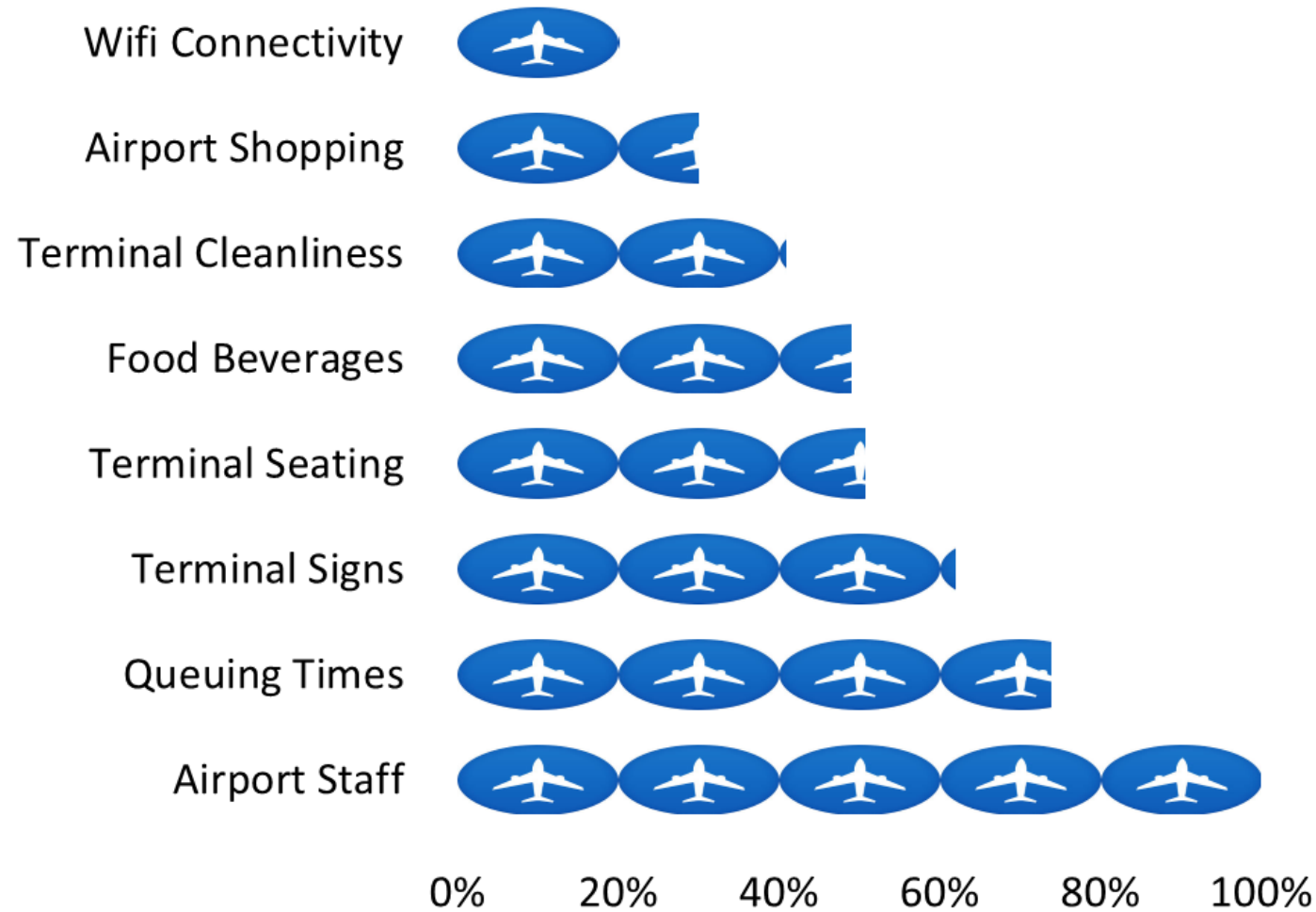
Imagem do destino

Experience At Airport	Transit
Date Visit	June 2022
Type Of Traveller	Solo Leisure
Queuing Times	
Terminal Cleanliness	
Terminal Seating	
Terminal Signs	
Food Beverages	
Airport Shopping	
Airport Staff	
Recommended	

Atitude

Lealdade

Quais as Dimensões mais importantes da Experiência do Passageiro?



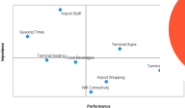
Nota: Elaboração própria; Cálculos efetuados com base em user-generated contents (35,138 Skytrax - Web reviews) e com recurso a ANN (Artificial Network Analysis)

Fonte: <https://skytraxratings.com/>

Importance Performance MAP (Aeroporto de Lisboa)



Q2 | Concentrate Here



Nota: Cálculos efetuados com base em user-generated contents (Skytrax ratings)

Fonte: <https://skytraxratings.com/>

Queuing time

Queuing Times



1/10

"avoid this airport if possible"

Fengqun PI (Canada) 8th April 2022

Trip Verified The worst experience that I have ever had so far at any airports. When I arrived at the Lisbon airport on April 2, 2022, the waiting hall was full of people. At least more than 1000 people were waiting in line to get pass the customs. As I had a connect flight from Lisbon to Porto, I asked a few staff in the airport to see if they can help me to go through the customs ASAP because I would miss my next collect flight if I was still in a line with so many people in front of me. But the staff who worked at the airport was unhelpful, and they still insisted that I had to wait in line. One of the staff told me, "You have to wait in line, if you miss your next flight, then you can buy a new ticket for your next flight." What a horrible experience at Lisbon airport! Try to avoid this airport if possible, Not recommend it to anyone. I would give 0 rating if it's possible.

Queuing Times



9/10

"airport easy to navigate "

Michael Cox (United Kingdom) 6th October 2016

Verified Review | Travelling mid week but airport easy to navigate and checking, security all with no queues and helpful staff. Signage had to be looked for as main area in the terminal has both arrivals and departures which needed to be understood to progress to the gates, otherwise a very good experience.

Airport Staff

10/10

"a great experience"

Gavan Hogan (Ireland) 18th November 2018

Airport Staff



Not Verified | What a great experience of a large airport. I was travelling home from a holiday with my wife and 2 children (2 and 7 years old). On entering the airport, it seemed very busy. But we followed the signs for our check-in desk and found it easily. There was no queue for check-in. We followed signs for the boarding gates. The security check was not busy but we were directed to the fast track channel. I was initially confused by this but was told because we have a young child we should go through fast track. I never had that before. So, my wife did some shopping, everywhere seemed very busy, then we went to passport control. Again, fast tracked even though no real queue at the regular desks. At the gate we had time to relax for a drink and a bite to eat. **And every worker was pleasant** and we even had a guy joking with my son about having to stay in Portugal because he pretended there was a problem with his boarding pass. **Great airport in a lovely friendly country.**

1/10

"the worst airport I have seen"

N Kayschun (United States) 1st June 2022

Airport Staff



✓ Trip Verified | Lisbon Airport is the worst airport I have seen. They treat people like sheep, place them for same flight in the one place, separated by ribbon and policemen. It does not matter it's too crowded and no place to sit, you have to stay in that place. And if next place is totally empty they do not allow you go and sit or be there. Specifically today in gate 44 they collect few hundred of passengers to US, most of them were standing more than hour, and same time next gate 44A for future Toronto flight was totally empty. Woman employee came and asked some people who were sitting next gate just leave and go to their crowded gate to stay. And she was extremely rude, even she did call police for these passengers. **Very unprofessional, unfriendly and rude.** Never saw anything like that in any other airport. Don't mention about huge lines everywhere in airport.

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