



**DULUTH  
INTERNATIONAL  
AIRPORT**

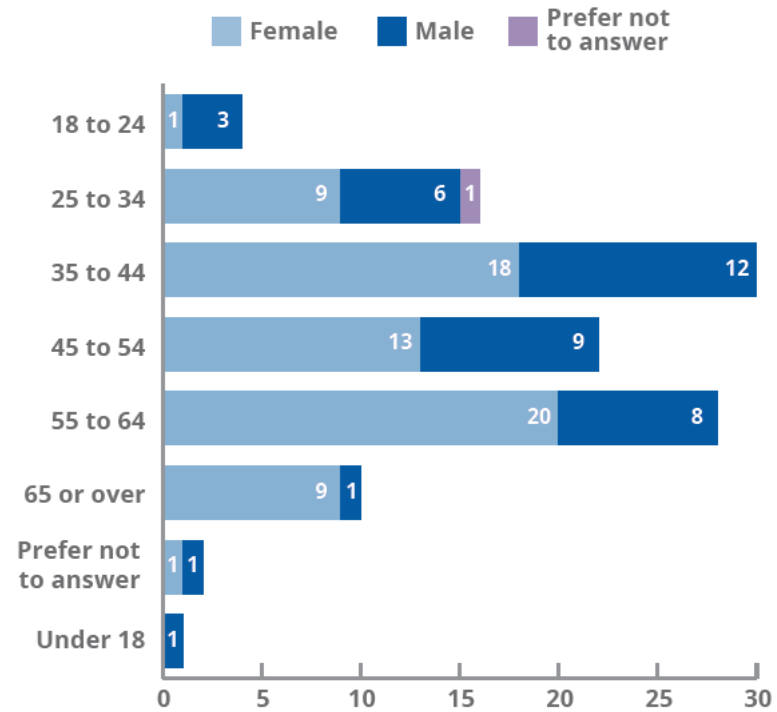
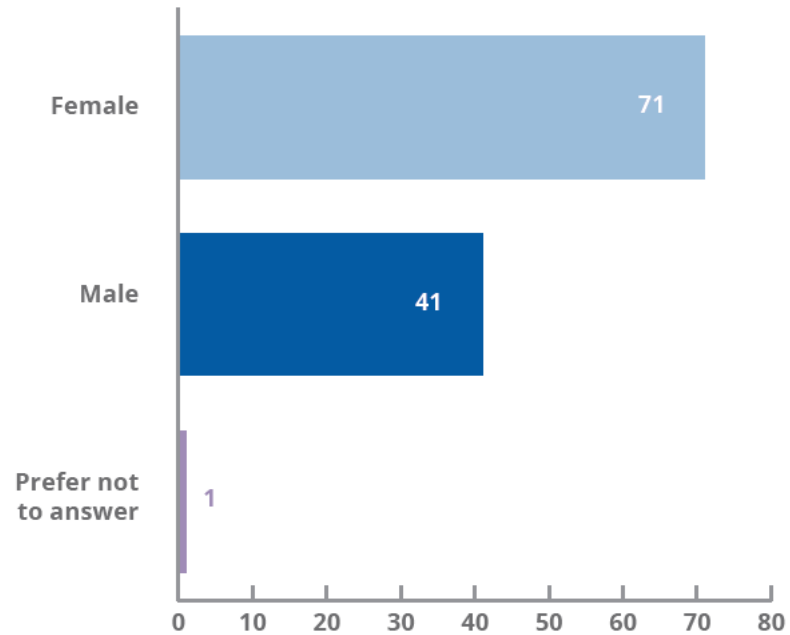
**Customer Survey**

# Introduction

## Objectives

- Understand how travelers feel about their experience with DLH.
- Understand DLH positioning and consumer attitudes relative to MSP
- Learn how people make travel decisions.
- Understand what matters to the customer.

# Demographics

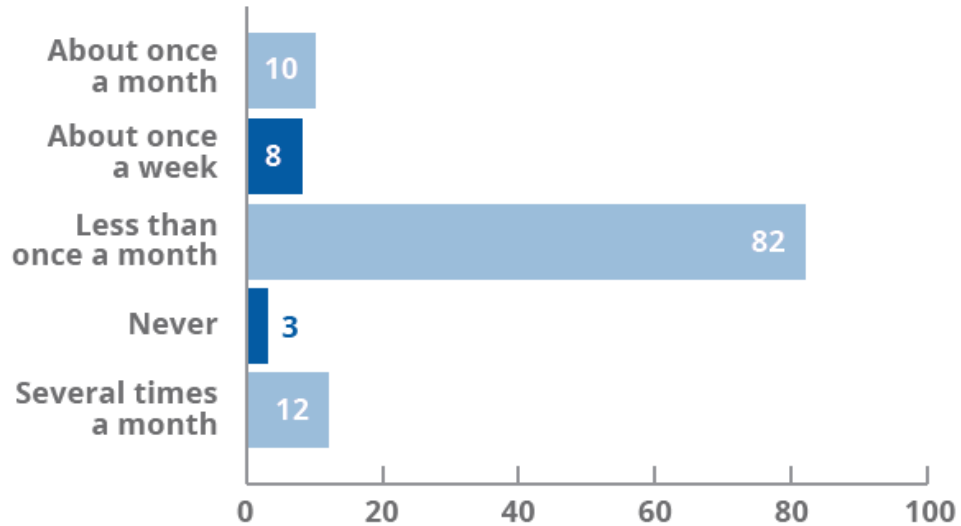




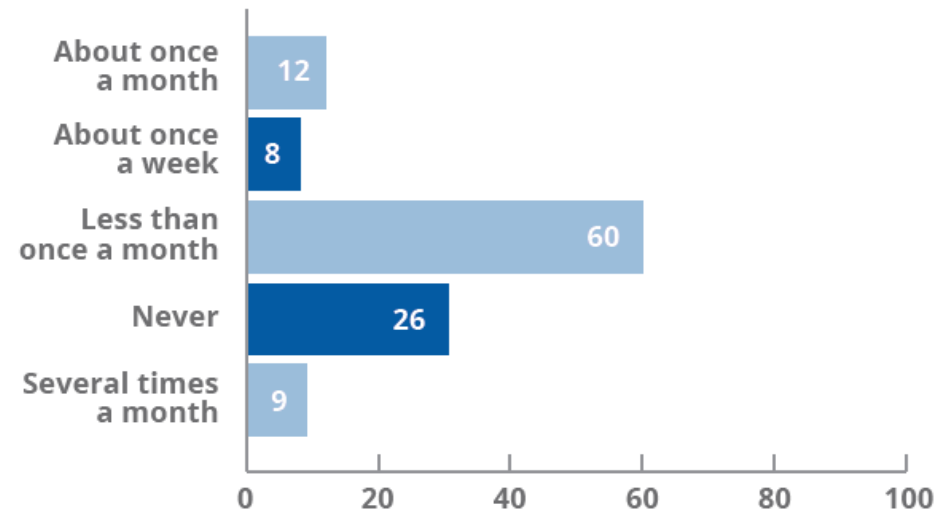
# DULUTH INTERNATIONAL AIRPORT

## Key Findings

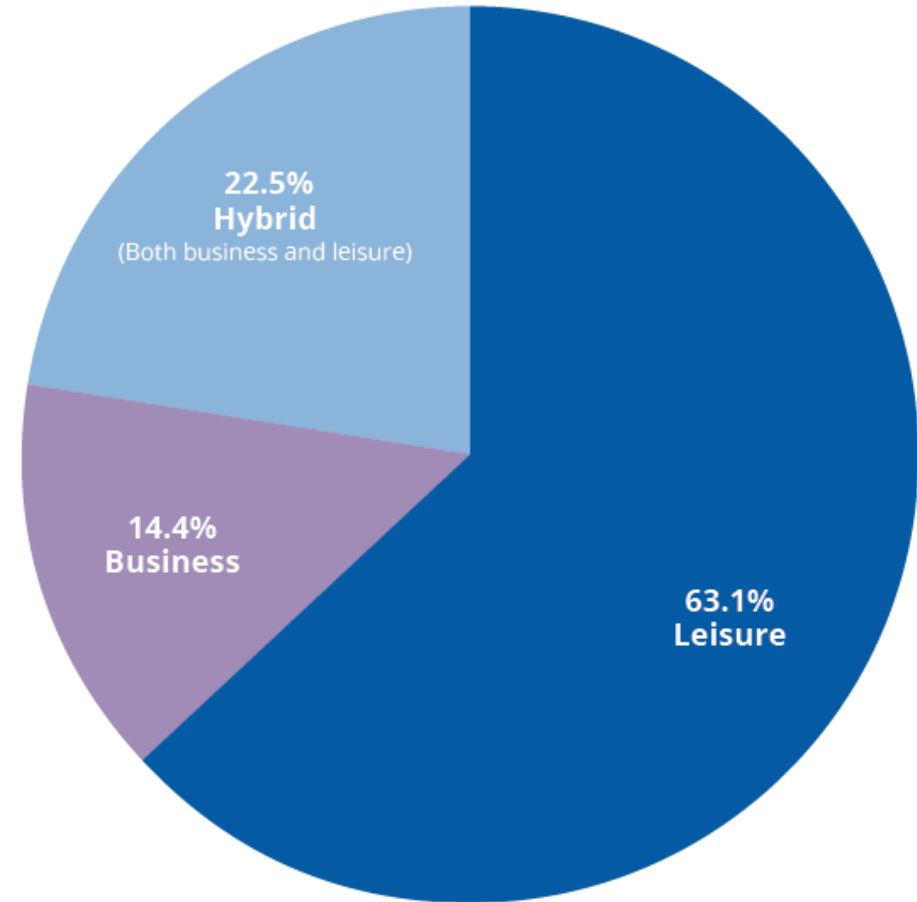
## In the past year, how often did you fly?



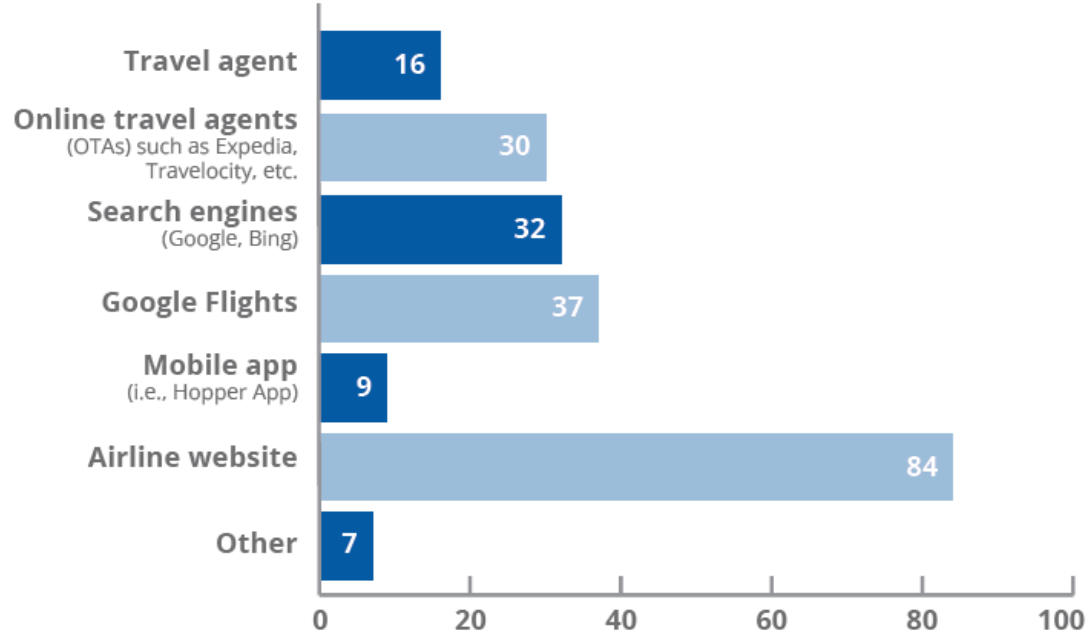
## In the past year, how often did you fly out of DLH?



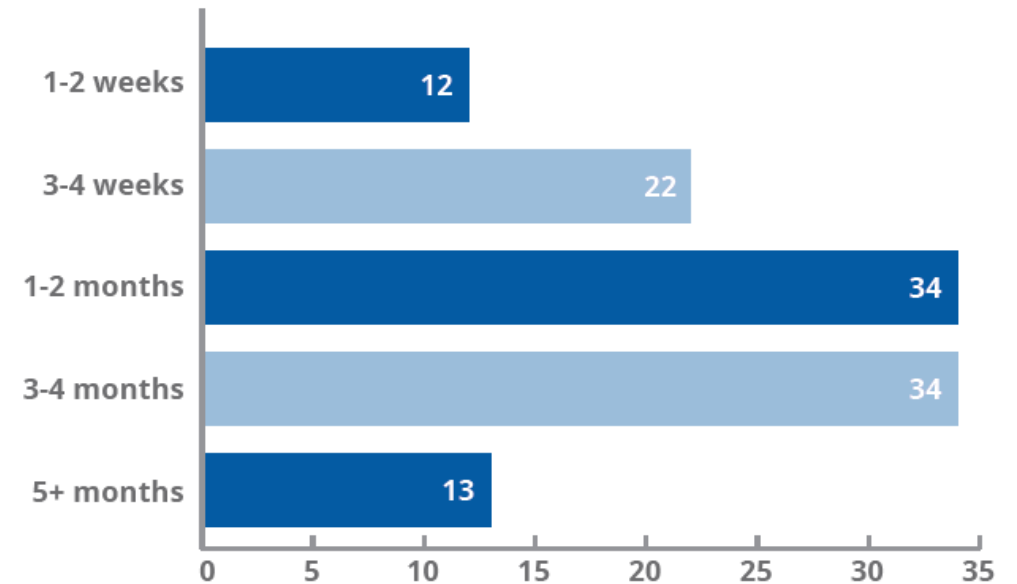
In the past year, what is your primary reason for flying?



## Which sources do you use when making travel plans?

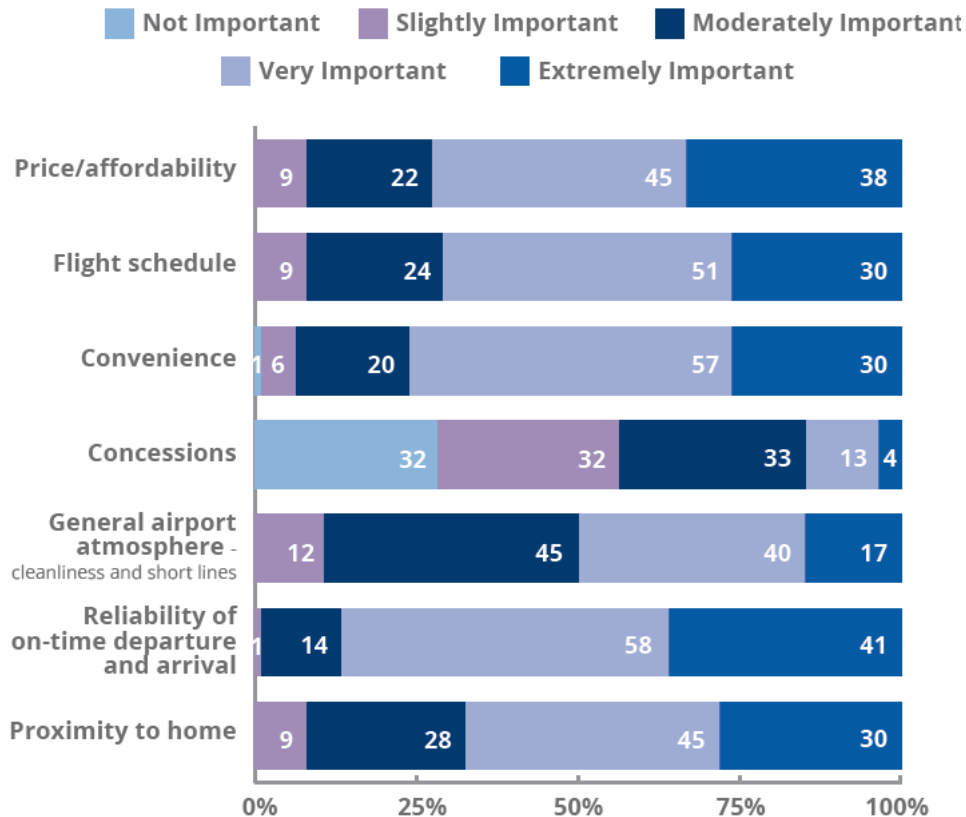


## How far in advance before your trip do you book travel when flying?

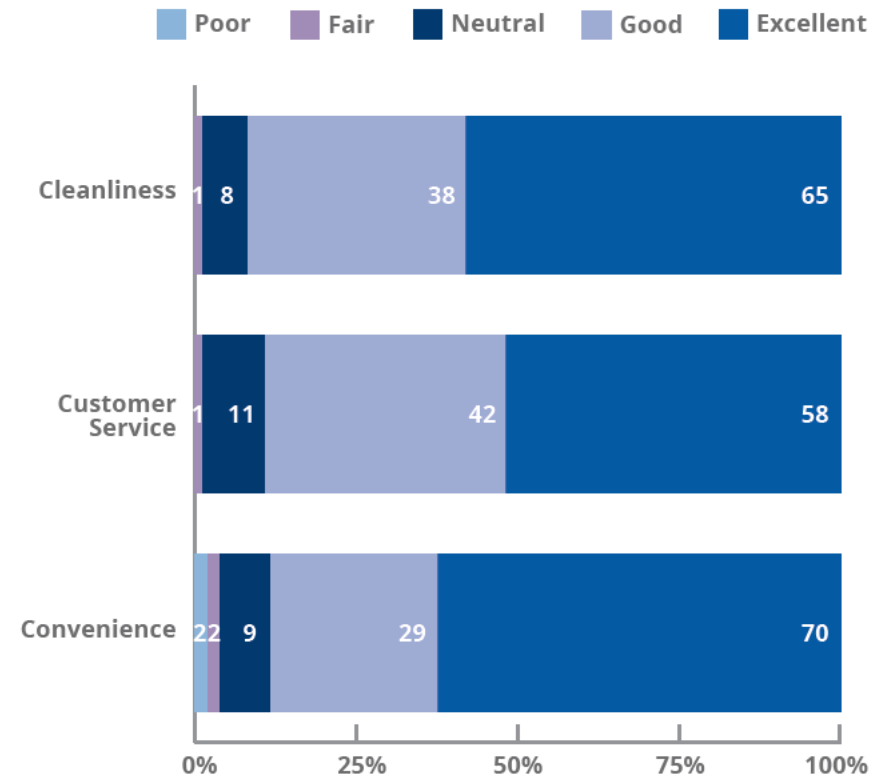


# Ranking Questions

On a scale of 1-5, please rank how important each factor is when choosing an airport.

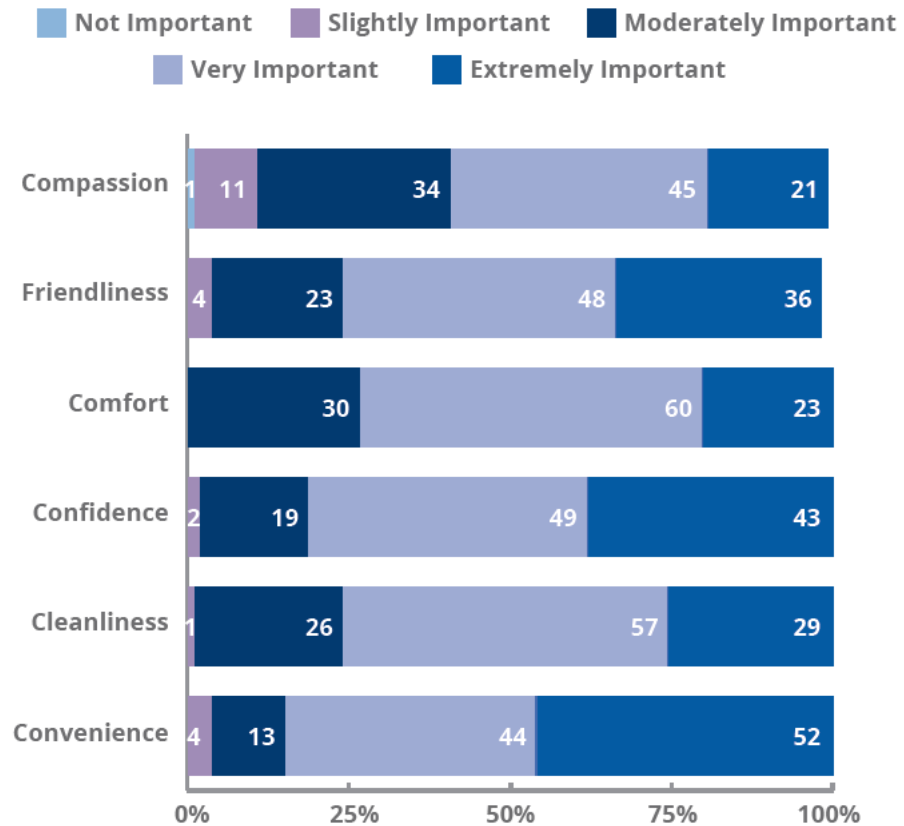


On a scale of 1-5, when thinking about your airport experience, please rank the following overall.





## On a scale of 1-5, how important are each of the following DLH attributes?



## Open Response:

### What are you expecting when you travel out of DLH?

#### Major Themes

- Shorter wait times
- Ease and speed of travel
- Convenience.

Being able to “breeze through security” and enjoy “less crowding than at bigger airports” creates smoother travel experiences.

Respondents also appreciate DLH’s friendly, helpful staff and the overall cleanliness of the airport.

Most responses were positive in nature, DLH’s limited number of flights each day can create scheduling challenges for travelers, with one respondent noting, “There are times I have to sit in the MPLS airport for 5-8 hours.” Ticket prices are also an important factor when making travel decisions. For some, high prices are deterrents:

“I would LOVE to fly out of DLH, but it’s just not cheap enough”

“We always try to fly out of DLH but too often lately the cost is much more expensive than flying out of MSP”

For others, the convenience of a regional airport is worth the price:

“I’ll pay higher ticket prices for exchange of time and hassle”

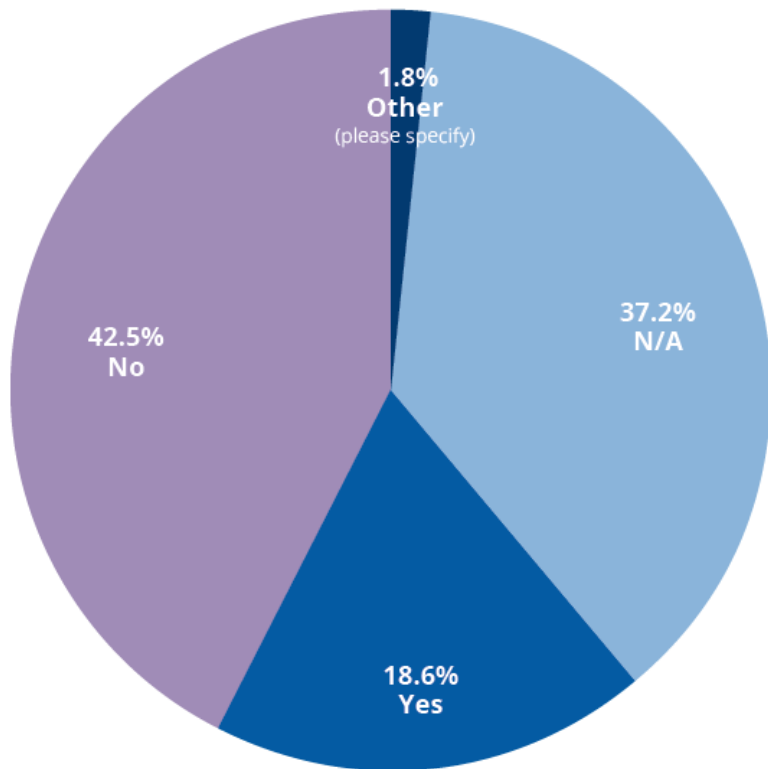
## Open Response:

### What airport do you use if you do not fly out of DLH?

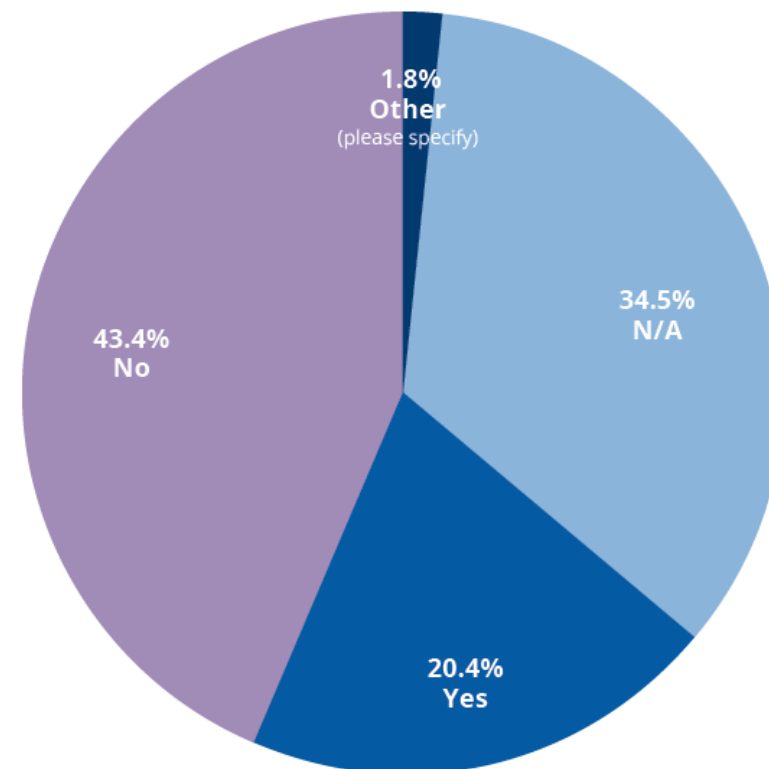
### Why is that your desired airport?

Travelers overwhelmingly fly out of MSP when they don't or can't fly out of DLH. 85% listed MSP as their desired airport after DLH for its convenience, proximity, flight pricing, destinations, and direct flight options. 7% listed Range Regional Airport (HIB) and 5% reported that if they cannot fly out of Duluth, they won't fly. Other airports listed included Bemidji Regional Airport (BJI) and International Falls Airport (INL).

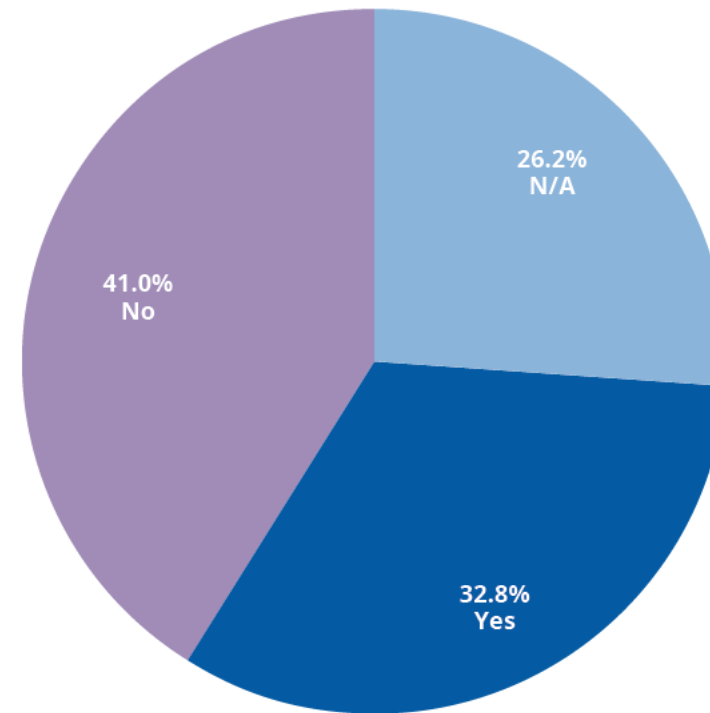
## Has working from home impacted your business travel routine?



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Have you “Hybrid Traveled in the past 24 months (business and leisure on the same trip)?



# Conclusion

This survey confirmed what the DAA suspected regarding traveler behavior and preferences, and suggested that DLH is generally seen as a high-quality, preferred airport choice for residents of northern Minnesota.

Most respondents flew through DLH for leisure trips, and those leisure travelers were largely spread across the 35-64 age ranges. Continuing to promote direct flights to well-connected airport hubs like Minneapolis and Chicago for vacations and getaways will help attract similar-minded new travelers and create opportunities for DLH to explore adding new airlines with direct flights to popular destinations. Additionally, most travelers prefer to book their flights several months ahead of traveling. Understanding when key audiences want to book their plans can help DLH communicate promotions appropriately across marketing channels:

DLH was clearly the preferred airport of most survey respondents. When respondents couldn't fly out of DLH, they often listed MSP as their second choice, albeit reluctantly, because it offers less expensive flights on a broader range of airlines. Overall, the sentiment was that they wished they could fly from DLH always, but cost and availability of flights to specific destinations were prohibitive.

Lastly, travelers report that the ability to work from home and improvements in video conferencing capabilities no longer have significant impacts on business travel routines. Only about 1/3 of survey respondents flew from DLH for business travel (~14% traveled for business, ~22% hybrid traveled, combining business and leisure travel in one trip), which aligns with only 18% of respondents reporting that the ability to work from home impacted their business travel routine, and 20% reporting that video conferencing impacted their business travel routine.