



## NCR Survey Shows Today's Travelers Make the Airport Part of Their Vacation Equation

September 7, 2011 at 9:02 AM EDT

**Widespread adoption of self-service technology has expedited the check-in experience, giving travelers more time in the terminal to shop, eat, relax and sightsee**

DULUTH, Ga., Sep 07, 2011 (BUSINESS WIRE) --

For today's traveler, summer vacation may start at the airport. A survey conducted by ORC International for [NCR Corporation](#) (NYSE: NCR), the leader in [self-service travel solutions](#), finds that consumers have ample time once they clear security to take advantage of a growing number of airport amenities.

"Airports, once a transition point, are now becoming more of a destination, seeking to drive additional revenues by catering to travelers' needs," said Tyler Craig, general manager and vice president, NCR Travel. "As more airlines implement kiosk, web and mobile technologies to speed the check-in process, airports are finding they can cash in on the time people spend waiting for their flights with more numerous and targeted offers."

[Airports Council International](#) (ACI) reports that non-aeronautical revenues - those generated by retail, parking and concessions - now account for nearly half of all airport income. NCR survey results show that consumers have the time and inclination to take advantage of these offers, with more than 1 in 3 travelers (38 percent) reporting they have at least one hour between clearing security and boarding their flight.

Less lines means more lounging...According to survey results, after clearing security, travelers are ready to relax and shift into vacation mode:

- 57 percent would visit a restaurant/bar
- 39 percent would surf the Internet
- 32 percent would shop

Who wants to wait at the gate?...Beyond the typical airport concessions, results indicate travelers would like additional entertainment options to pass the time, if offered, including:

- 44 percent would take in a history, science or cultural exhibit
- 16 percent would get a massage or spa treatment
- 12 percent would visit a playground with their kids

Moreover, the survey shows that targeted offer delivery may significantly impact incremental airport revenue, with 60 percent of respondents likely to redeem coupons for a meal, coffee, spa treatment, or other in-airport services if delivered to their mobile device while at the airport.

While many travelers seem interested in exploring airport shopping, dining and other entertainment options, nearly a quarter of respondents (23 percent) say they're reluctant because they're afraid they'll get lost or miss their flight.

"This hesitation could result in lost revenue for airports, many of which are undergoing expansion and renovation projects that could make it even more difficult for travelers to find their way around," said Craig. "With air traffic expected to double over the next decade, airports that invest in common use technology to expedite passenger processing as well as things like interactive wayfinding, digital signage and personalized mobile offer delivery can further drive incremental revenue while improving the passenger experience."

This online survey of 1,010 U.S. consumers was conducted in July of 2011 by ORC International, a leading global market research firm.

### About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR ([www.ncr.com](http://www.ncr.com)) is headquartered in Duluth, Georgia.

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