

Missoula International Airport

Survey Results

January 3, 2008

A survey of the membership of the Missoula Area Chamber of Commerce was conducted the last two weeks of December 2007. The intent of the survey was to glean out information on improvements that could be made at our airport. We were given 9 questions by the airport management that pertained to the use, why we use the Missoula airport, parking, ease of operation, access, security, and customer service. The response to the survey was quick as 204 respondents answered with in the limited time frame. Although the responses are not surprising, the survey does give reinforcement to many of our suspicions. Missoula travelers, overall are very satisfied with the Missoula Airport, but would like to see a few changes that would help with operations, flights costs, security flow, and general services. Following are the results to the specific survey questions.

Question 1:

During the past 12 months, how many times have you flown FROM the following airports:

Missoula International	Answered average	4.5 times
Glacier Park International	Answered average	0 times
Spokane International	Answered average	.66 times
Jackson Hole	Answered average	0
Bozeman	Answered average	.09
Billings	Answered average	.2

Question 2:

Please rank the TOP THREE reasons why you choose an airport (in order), or specify other reasons:

Cost of Airfare	Answered average	1.5	out of 0-3
Frequency/Time of Flights	Answered average	1	out of 0-3
Specific Airline	Answered average	.4	out of 0-3
Cost of Parking	Answered average	0	out of 0-3
Proximity	Answered average	1.99	out of 0-3
Terminal Convenience/Service Level	Answered average	.44	out of 0-3

Question 3:

What is your MOST FREQUENT purpose for travel?

Business	52%
Leisure	48%

Thank you to our Visionary Level Members



Question 4:

Please specify the average number of people (besides yourself) who come to the Airport when you are:

Picked up from the airport	Answered average	1	251 out of 203
Dropped of at the airport	Answered average	1	246 out of 203

Question 5:

On a scale of 1 to 10, (with 10 being the best), please rate Missoula International Airport in the following categories:

Terminal Ease of Use:	Average rating	8
Security is too far away and requires using two flights of stairs.		
Customer Service:	Average rating	8
Airport lacks information desk and availability late in the day. Need better display of flight arrivals/departures.		
Flight Availability:	Average rating	5
Need more flight options.		
Parking Availability:	Average rating	8
Parking is maxing out, long term seems to be the most critical at this time.		
Rental Car Availability:	Average rating	N/A
Locals do not use, so comments were very limited.		
Waiting/Lobby Area:	Average rating	8
Most like waiting areas, mixed comments on the remodel and the art work. Seems to be a need for more seating in the baggage claim area. Several suggestions to increase the food available after security check.		
Security Process:	Average rating	8
Most fliers do not like the time it takes to go through security, the extent that is checked, ant many comments on the personalities of the TSA personnel, although mixed.		
Airport Access Roads:	Average rating	8
Few comments about the access roads, the ones that we received would like better signage.		

Question 6:

Missoula is my:

Primary Residence:	99.5%
Secondary/Vacation Residence	.5%

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Question 7:

Please select you Zip Code in Missoula:

59801	16%
59802	15%
59803	28%
59804	9%
59806	1%
59807	.5%
59808	16%
59812	0%
Other	14%

Question 8:

Please select you gender:

Male	56%
Female	44%

Question 9:

Please provide suggestions on how you feel the Missoula International Airport can be improved:

Overwhelmingly the consensus was that Missoula needs to attract a low cost carrier to bring in more service and competition to our market. Southwest was the carrier of choice.

The Missoula Area Chamber of Commerce and the Missoula Airport Authority extend our appreciation to those who took the time to respond to the survey. The information collected is of great value to the planning process currently being conducted in the form of a long range airport plan.

Gary Bakke
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