

Heathrow Food & Beverage Tracker – Briefing notes December 2024

Introduction

The Food & Beverage tracker provides feedback on passenger experiences in different food and catering outlets. The feedback is used to ensure a great experience for customers and address any issues.

Overview of the research

- The interviews are representative of departing passengers, carried out in the gate rooms – make sure you approach every 1 in 3 or 1 in 5 passengers in each gate room, depending on the size of the flight
- Split between those who have visited a café or restaurant (c.7 minute interview) and those who have not visited a café or restaurant (4 minute interview) – we will interview every 1 in 5 non visitors. Non visitors may have visited Boots or WH Smith to buy something to eat or drink and that is fine (these are considered Retail outlets so don't count to the quota for visitors to catering outlets)

The questionnaire

The questionnaire is structured as follows:

- Section A – Introduction & visiting behaviour (café/restaurant visitors & non visitors), evaluating of Boots/WH Smith if have bought food/drink from these outlets
- Section B – Context around café/restaurant visit (visitors only)
- Section C – Café/restaurant evaluation (visitors only)
- Section D – Hot Topic (visitors only)
- Section E – Profiling (both visitors and non visitors)

Section A:

- This includes standard information including details of gate number, flight and destination
- **A6** – rating of selection of food & drink available. Throughout the survey we are asking passengers to evaluate a number of aspects using a 5 point extremely poor to excellent scale.
- **A7** – this question confirms whether passengers are café/restaurant visitors (code 2) or non visitors (not code 2). Both visitors and non visitors may have visited a

shop such as Boots and WH Smith to buy food or drink and we are interested in capturing this information. At this question, when asking about what they've bought in a shop, it's really important that you ensure the passenger is talking about any **food or drink**, not anything else they may have bought.

- **A8a – 8d** – questions to understand more about what food or drink they have bought from Boots or WH Smith (if relevant). They will be asked these questions separately for each store if they have visited both.
- **A8e** – show the screen to record all the reasons why they visited Boots or WH Smith. Please probe to record everything that was relevant. *Please note that the answer options have been refined from January 2025*
- **A8f** – this question then confirms the main reason for visiting, from all those they have mentioned
- **A8g/A8i** – evaluation of Boots/WH Smith on detailed dimensions.
- **A9** – for non café/restaurant visitors – capturing the reasons they haven't visited a catering outlet. We would like you to show the passenger the screen at this question
- **A10** – to classify which outlet the passenger has visited. If they have visited more than one outlet, you should record this. In the next section they will just be asked about 1 outlet they have visited – the interview will select which one we want them to answer about.

Section B:

- **B3 – B4** – questions to classify if they ate in or took away and if the latter, where they consumed/will consume the food/drink
- **B5** – show the screen to record all the reasons why they visited the outlet. Please probe to record everything that was relevant. *Please note that the answer options have been refined from January 2025*
- **B6** – this question then confirms the main reason for visiting, from all those they have mentioned

Section C:

- **C2** – evaluation of the catering outlet on detailed dimensions. Please note these vary slightly between different types of outlets and *incorporate some changes from the beginning of 2025*
- **C4a** – evaluation of service at the outlet – again the dimensions vary slightly by outlet and *incorporate some changes from January 2025*
- **C5** – overall rating of their experience in the outlet
- **C7** – how much in total their travelling group spent at the outlet. *Please note we have tightened up on this question from January 2025 to allow you to enter the precise amount they spent. Please also ensure you record the amount spent by their **entire travelling group in pounds and pence***

- **C9** – Whether went on to buy anything else at the airport after their food and beverage visit. We are interested here in **any other types of shops they bought from**
- **C9a** – This is a new question to ascertain why they didn't buy anything else. This is a single code answer.
- **C9b** – this is to record how much those who bought from other shops spent. Again please record their response in **pounds and pence.**

Section D:

This section will change every 3 months – 6 months.

- **D6a** – This is an open question to record any **offers or promotions** on food and drink passengers would like to have taken advantage of at the airport. The kinds of things we are interested in recording are if 'kids eat free', a breakfast deal, pastry and coffee offer etc. are mentioned. Could you therefore probe this carefully and it's really important that the information is entered as accurately as possible and is recorded to accurately synthesize what has been said as this feedback will be going directly to the retail team who will use this information to improve the outlet offerings.
- **D13** – This is to see which types of food passengers are most interested in eating at Heathrow in the future
- **D14** – This is an open question to record any **food and drinks brands** or outlets passengers would like to see at Heathrow
- **D15** - open question to record the one thing passengers **enjoyed** about the **food and beverage offering** in the terminal and the one thing that could be **improved**. **We want you to get as much detail as possible here so have included some probes to help you e.g. What do you mean by that? Can you tell me more?**

The passenger may refer to their **experience in the outlet** e.g. saying 'the service was really good'. In this case we want you to probe further to understand what they meant by that. So they might then say 'the service was really good as the staff bought my food really quickly'

Or they may say something **more general about the terminal** such as 'there are not enough coffee shops in the terminal' or 'there were too many queues for sit down outlets'. If this is the case we'd again like you to probe further so we understand which coffee shops they want to see in the terminal, or which outlets had queues.

This information is much more useful as it is now very clear what they mean.

Section E:

Profiling section including a lot of the questions you are used to seeing on other surveys. Questions to note particularly include:

- **E3** – show passenger the screen to help them classify themselves into one of the answer options. *Note: there are two new options from January 2025*
- **E5** – we are asking the main reason for the trip in a slightly more detailed way to help you get the relevant information

Finally, to complete the interview, record the respondent's gender.