



Terminal Ambience For A Differentiated Experience

Julian Jäger, Joint CEO & COO, Vienna Airport

Passenger Experience

- Vienna Airport has emphasized the passenger experience post-Covid by focusing on a holistic quality improvement initiative.
- Part of this initiative is a designated *Passenger Experience* department that oversees the digital & terminal infrastructure.
- Satisfaction levels, critical touchpoints and cleanliness are monitored continuously on a daily basis to ensure quality standards.
- In just 3 years, ASQ overall satisfaction increased from **3.73** in Q2/2023 to **4.14** in Q2/2026.
- In 2025, Vienna Airport achieved the **highest OTP** of any airport over 30 million passengers in Europe – demonstrating the efficiency of the entire airport operation.
- The implementation of Self Bag Drop has allowed Vienna Airport to **reduce waiting times** not only at check-in, but also right after at the security check – illustrated by the 2025 waiting times: 93% of passengers were processed within five minutes and 99% within ten minutes.



Terminal Ambience

- Our Customer Experience Promises form the basis for all passenger-related terminal projects – and are closely linked to terminal ambience.
- Passengers rate ambience as the most important factor for overall satisfaction.
- Terminal ambience encompasses many different aspects. Passenger Focus Groups conclude that ambience reflects the following:
 - Cleanliness
 - Comfort of waiting & seating
 - Light and temperature
 - Services and facilities such as charging options and entertainment



What Do Passengers Need?



Make it easy for me



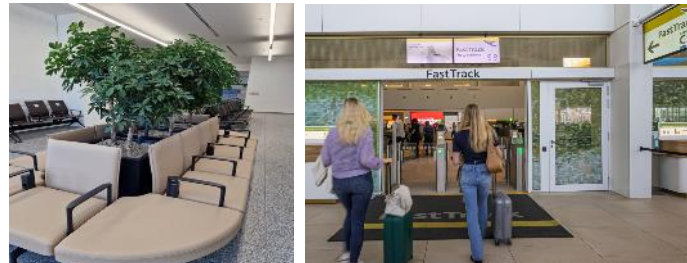
Talk to me



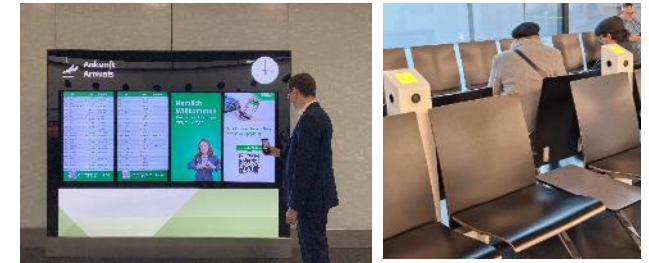
Understand my needs



Keep me entertained



Make me feel special



Curate my digital life

Example: Waiting Area



- The D Gates are the oldest gate area at Vienna Airport.
- A newly designed off-gate waiting area provides a sense of place and differentiated ambience.
- Great passenger feedback: „I think the best experience was the chairs and sitting place”

	Q2/23	Q2/26
Comfort of waiting	3.50	3.90
Ambience	3.64	3.99

Example: Washroom Initiative

- Data shows a strong correlation between overall satisfaction and the cleanliness & availability of washrooms.
- Thus, Vienna Airport started an ambitious project to upgrade the washroom facilities over 4 years.
- The project scope includes the addition of 3 new bathroom facilities as well as the modernization of 21 facilities.

	Q2/23	Q2/26
Availability of washrooms	3.54	4.03
Cleanliness of washrooms	3.33	4.13



Example: Entertainment



- A pop-up entertainment area during the FIFA EURO 2024 lead to our Entertainment Gate due to popular demand.
- The entertainment gate features three distinct zones across 350m² for different target audiences
 - Kids Zone
 - Gaming Zone
 - Sports Viewing Zone
- Kids playgrounds across all gate areas and free newspapers and magazines compliment the entertainment offer.

	Q2/23	Q2/26
Entertainment & Leisure Options	3.09	3.68

Golden Heritage Design

Vienna Airport conveys a sense of place through its Golden Heritage design – inspired by Otto Wagner’s *Art Nouveau* style that shaped Vienna around the *Fin de Siècle*.

Golden Accents

Green & Gold

Typography & Patterns

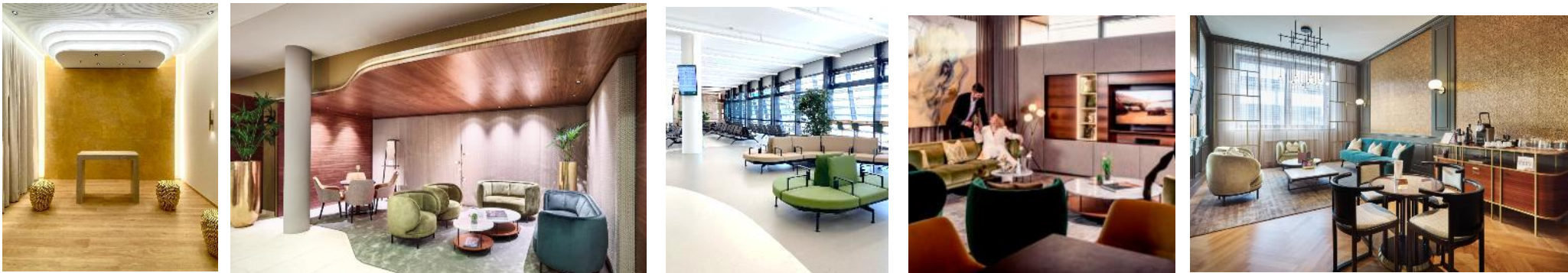
Neutral Heritage References



Golden Heritage Vienna Airport

The Golden Heritage Design has been incorporated across Vienna Airport's existing infrastructure over the years to emphasize a **sense of place**. Gold and green details, the hallmark chandeliers, heritage typography, patterns that reflect Viennese architecture all come together to colour the ambience as **typically Viennese**.

The New Terminal 3 Experience will tie the Golden Heritage Design together.



New Terminal 3 Experience



- 70,000 m² additional Terminal Area
- 10,000 m² Commercial Area
- 6,000 m² Lounge Area
- 13 Gates
- New Central Security Check

Sense Of Place Through F&B

- Around 30 new outlets will especially highlight Austrian culinary heritage & Vienna's dining scene.
- The Golden Heritage design concept is also mirrored by F&B outlets to create a seamless Viennese experience.



Sense Of Place Through F&B



5 Star Airport

All of our efforts - strong emphasis on punctuality, focus on service quality & terminal ambience, high passenger satisfaction and short processing times especially thanks to the ongoing expansion of SBD and new CT scanners - are part of our **strategy** to achieve a fifth star.

→ Together, we're on track to becoming a **5 Star Airport**

