



# Concession Owner's Forum

January 24, 2023



A photograph of a modern building interior. The ceiling is made of horizontal wooden slats. A large tree with light-colored blossoms is in the foreground. Several colorful paper birds are flying around. The text 'Welcome' is overlaid on the left side.

# Welcome

Zenola Campbell  
Vice President, Concessions





# Together towards Tomorrow

## Panel of Speakers:

- Sean Donohue, CEO
- Ken Buchanan, EVP, Revenue Management & Customer Experience
- Zenola Campbell, VP, Concessions
- Milton De la Paz, VP, Airline Relations
- Sharon McCloskey, VP, Customer Experience
- Martin Rubinstein, AVP, Communications & Marketing

## Topics:

- Maximizing Business Performance
- Customer Engagement
- Employee Engagement
- Sustainability
- Achieving Operational Excellence



# Sharing Solutions

Vendors:

- Zippin
- Farmers Brothers
- US Cooler
- Texas Capital Bank
- Hood Boss
- Eiland Coffee Roasters
- J&J Construction
- Jani-Pro
- EPI-Rational
- Walnut Creek Farm

Take your Passport to the vendors for stamps – and enter for a chance to WIN!



# Opening Remarks

Sean Donohue, CEO





# Revenue/ Customer Experience Highlights

Ken Buchanan

Executive Vice President, Customer Experience and Revenue Management



# DFW Airport Strategic Plan







# Success is our new Normal

## Maximizing Business Performance:

- Air Service Highlights
  - New Service
  - FY23 Outlook
- Revenues





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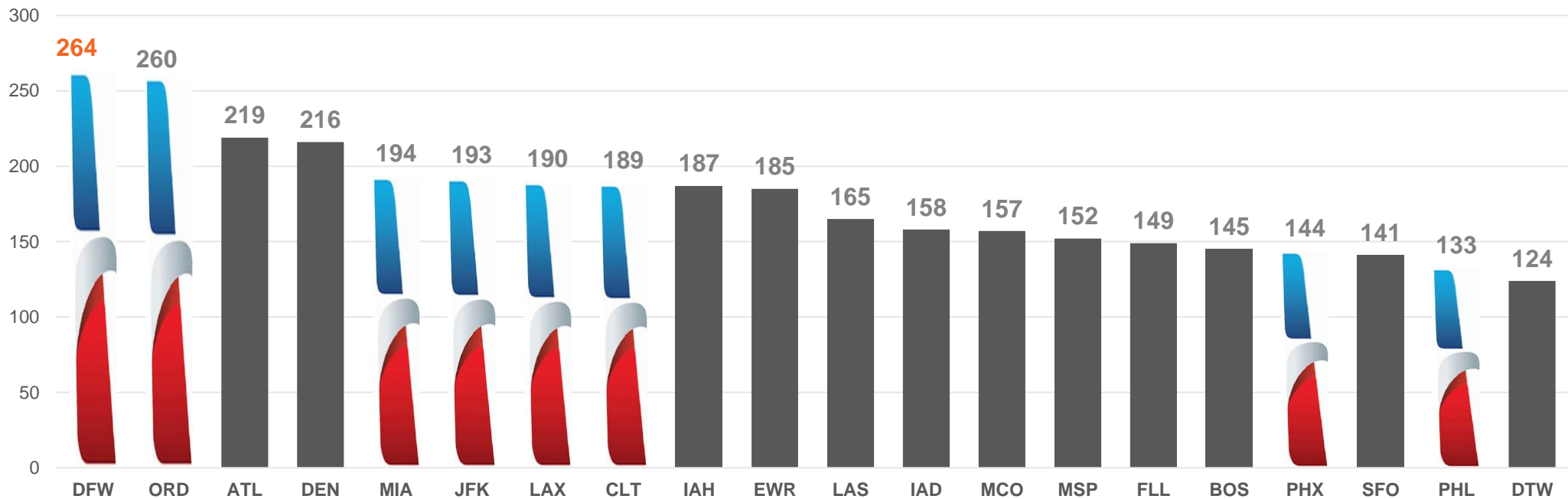
# Maximize Business Performance: Air Service Updates

Milton De la Paz - Vice President, Airline Relations



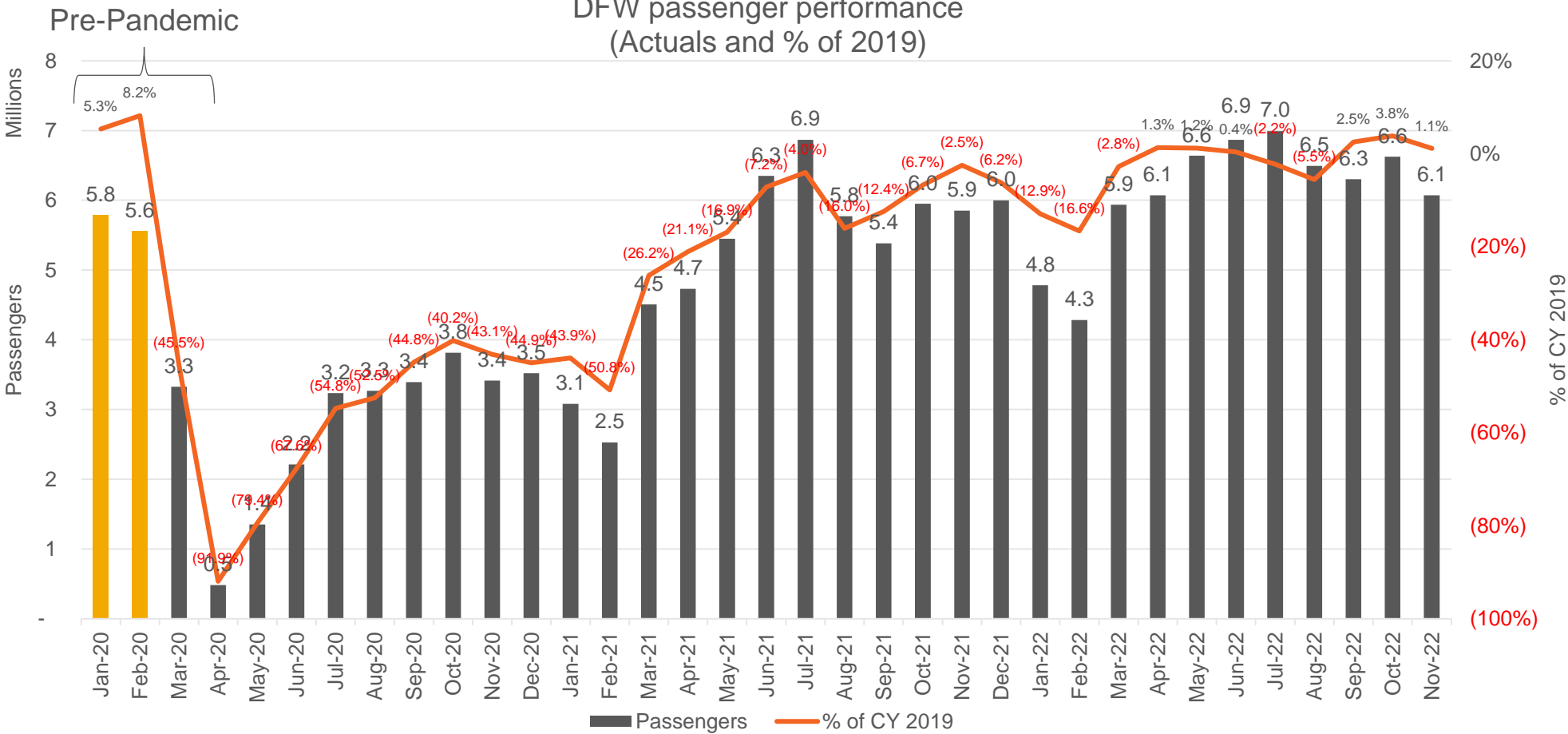
# DFW leads all US airports with 264 total destinations

# Destinations for major US airports  
(YE Dec 2022)





# DFW's passenger traffic has recovered strongly since last spring

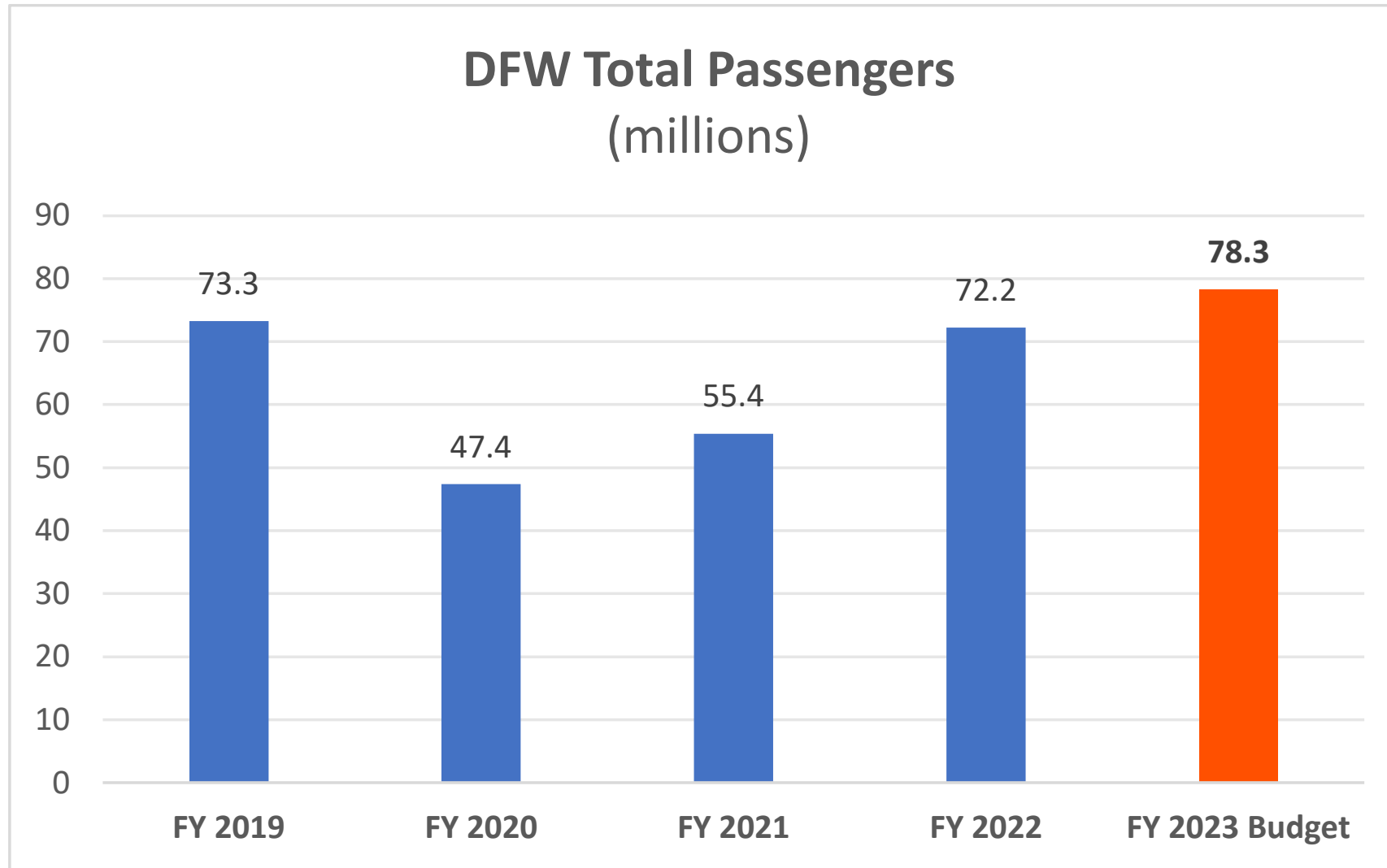


Source: Internal Statistics  
 Note: All figures vs. Calendar Year 2019





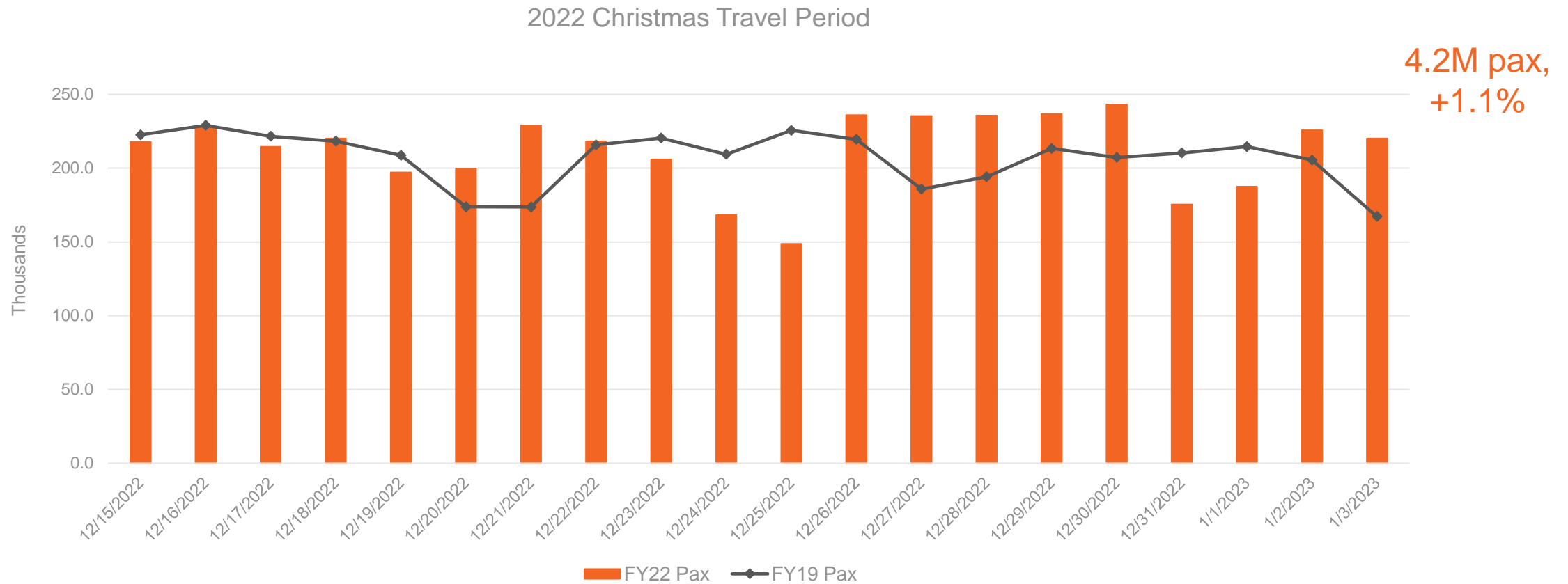
# FY22 total pax reached 99% of 2019 levels, and FY23 is expected to exceed 2019



Source: DFW internal statistics/estimates

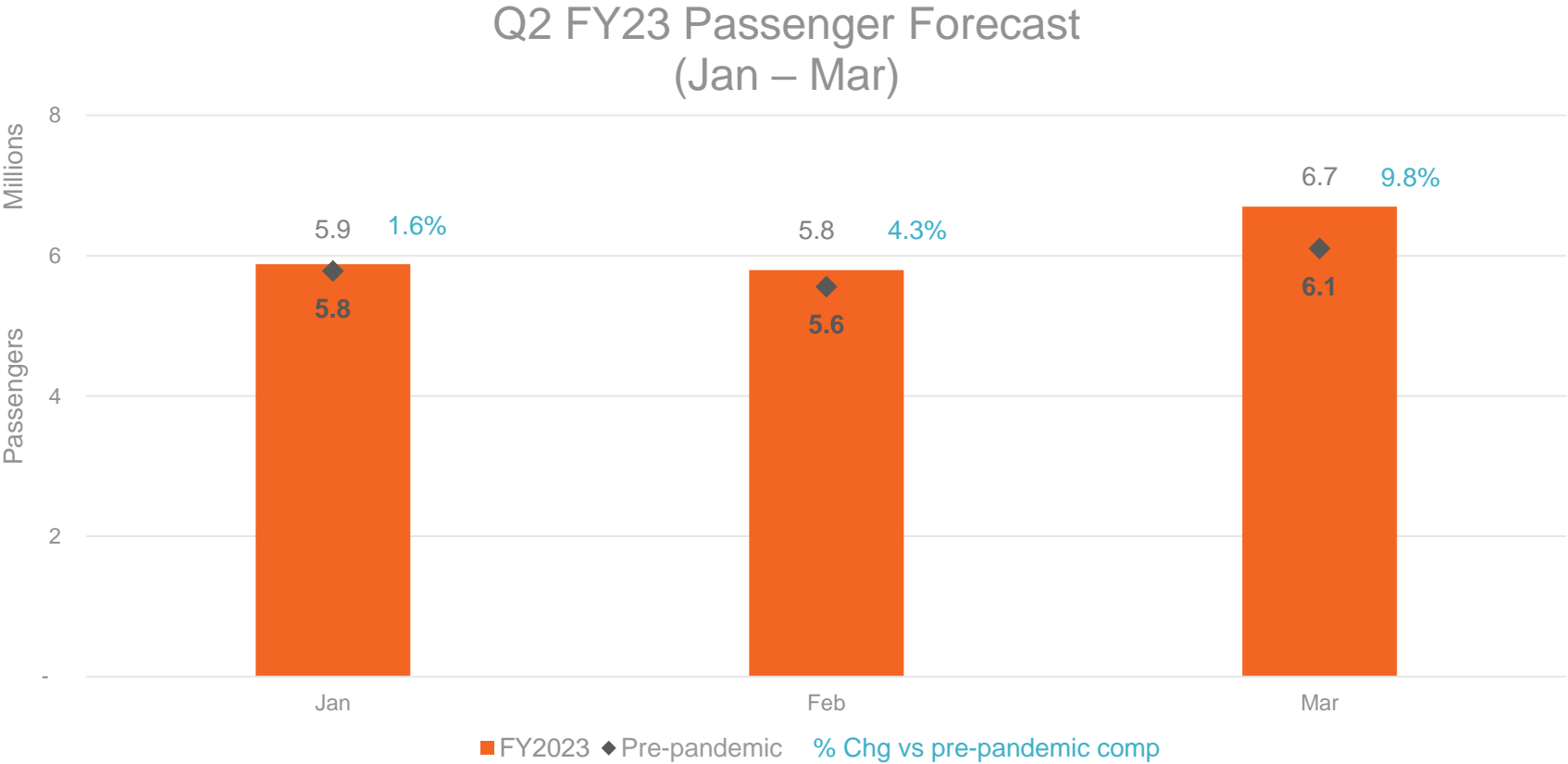


# Christmas traffic 2022 4.2M pax, +1.1% vs 2019

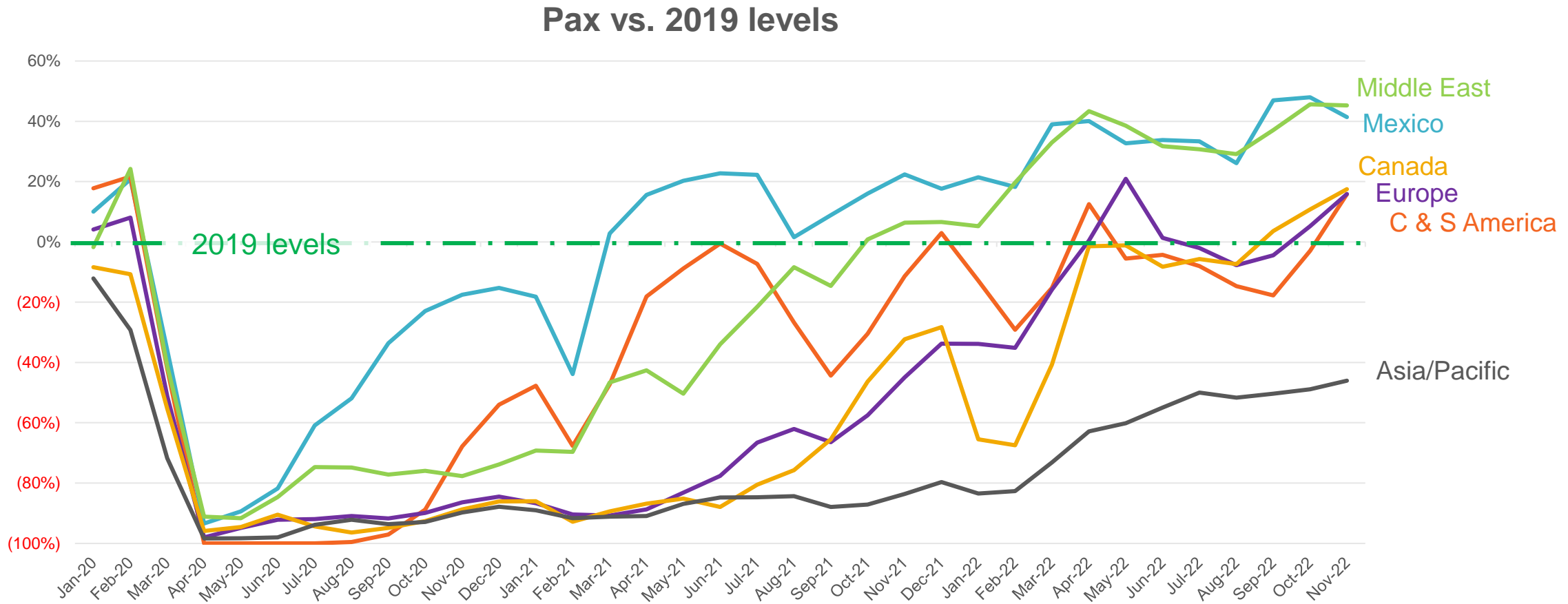




# Q2 FY23 pax is projected to remain strong compared to pre-pandemic volumes



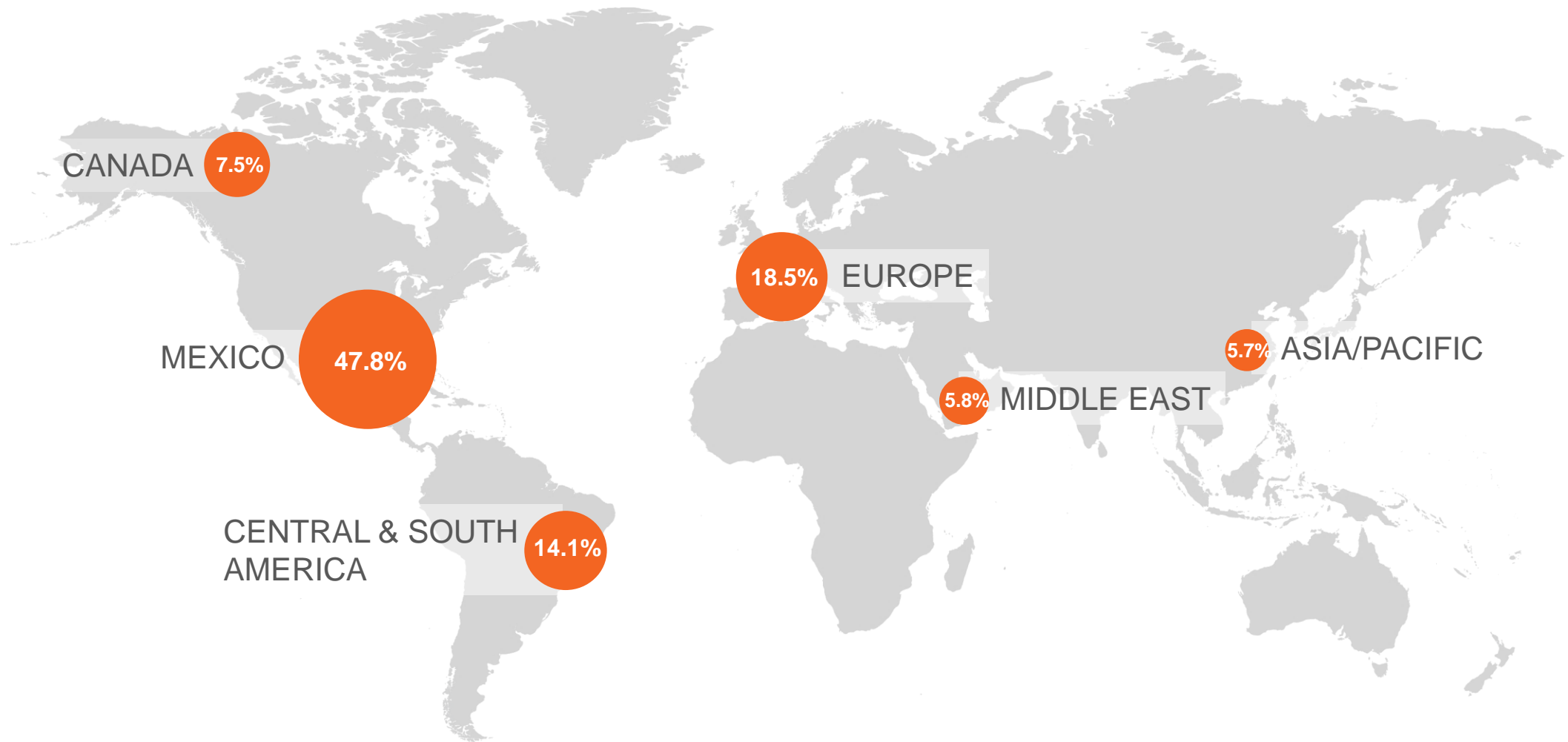
# International regional traffic is better than pre-pandemic levels with exception of Asia/Pacific



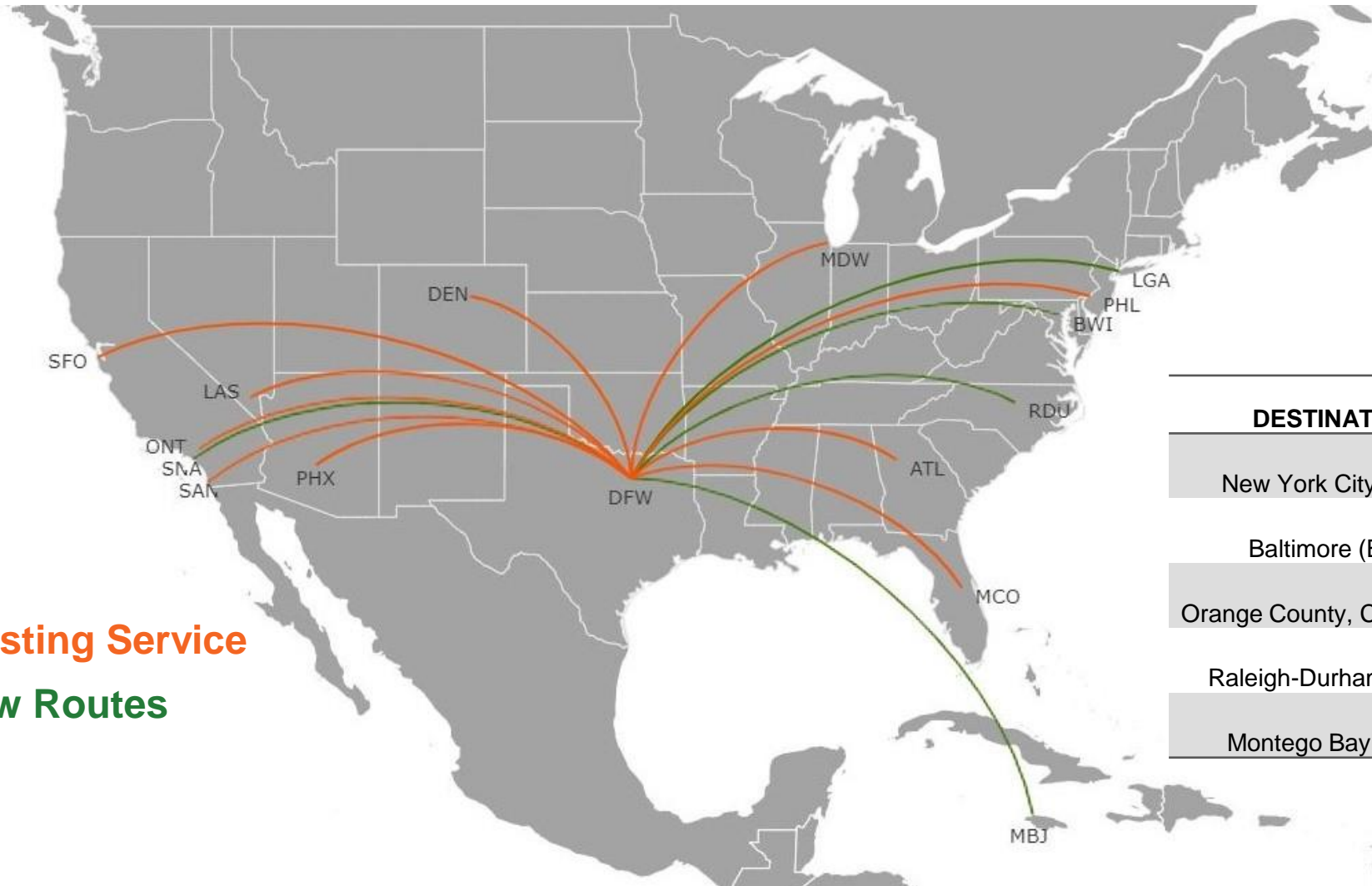


# FYTD Nov 2022 Intl Pax Share by Region

Mexico traffic represents nearly 1/2 of all international passengers



# Frontier Airlines to open new crew base at DFW



Existing Service

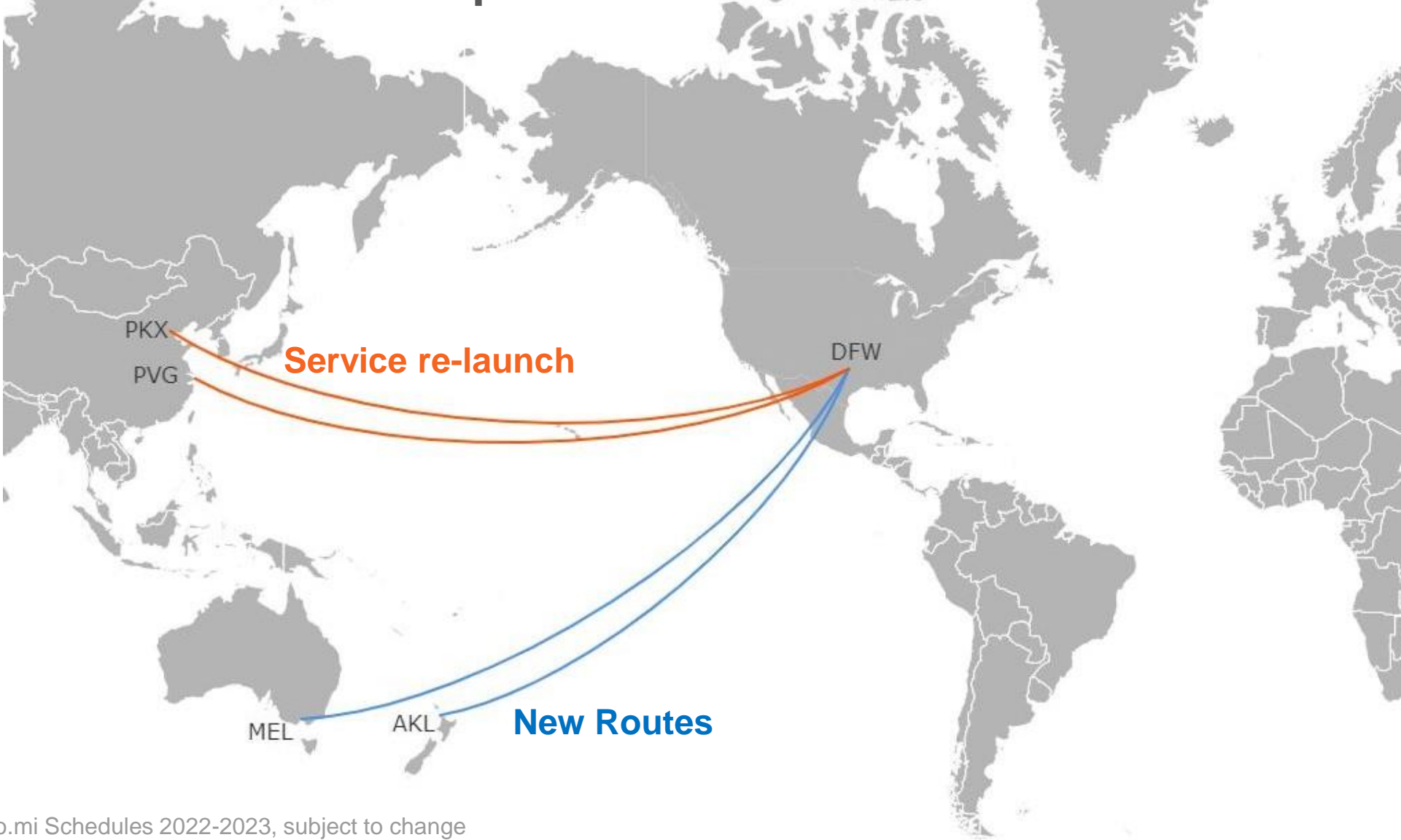
New Routes



DESTINATION	SERVICE START	FREQUENCY
New York City (LGA)	April 18, 2023	Daily
Baltimore (BWI)	May 21, 2023	4x/week
Orange County, Calif. (SNA)	May 21, 2023	Daily
Raleigh-Durham (RDU)	May 22, 2023	4x/week
Montego Bay (MBJ)	May 22, 2023	3x/week

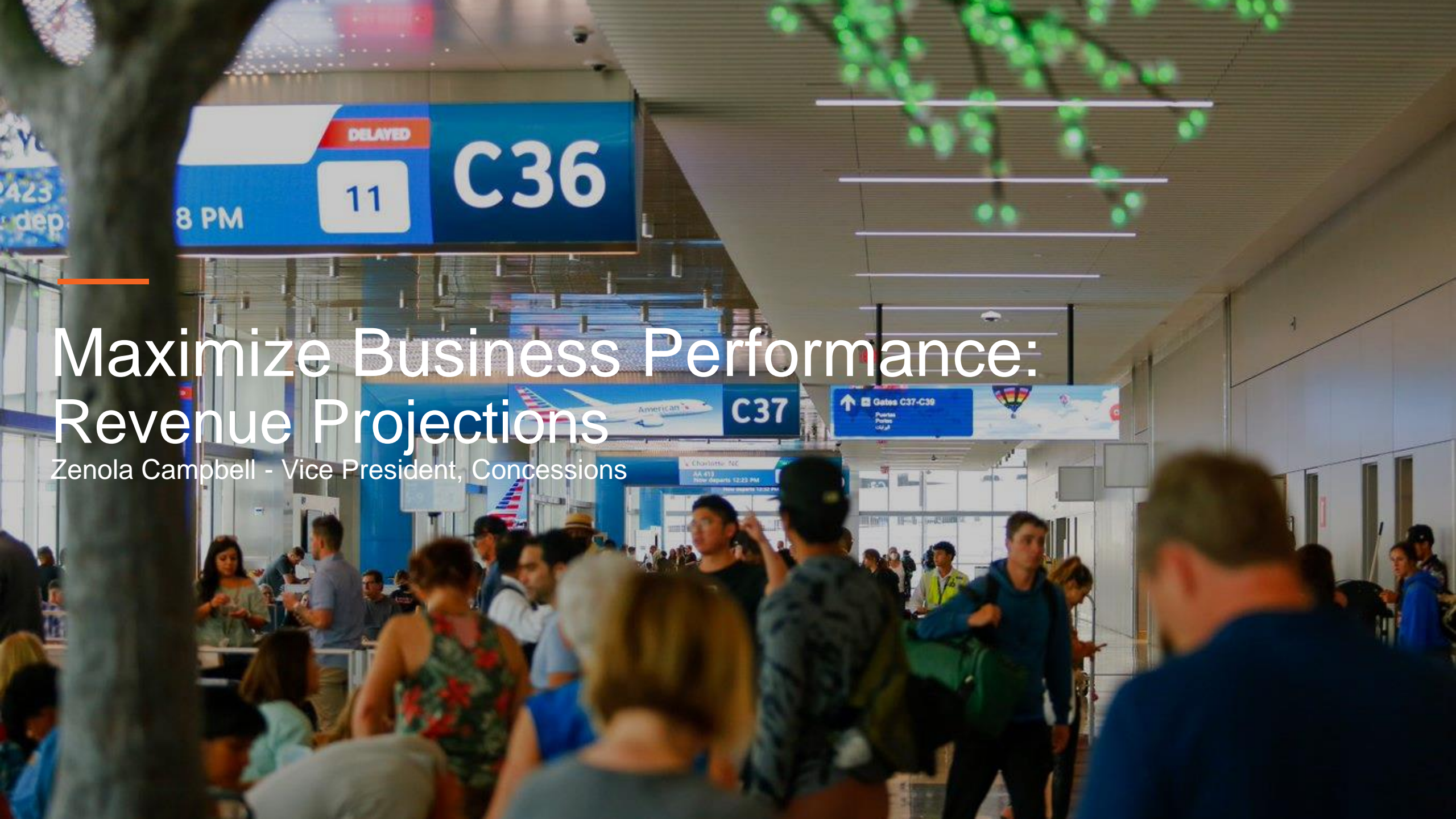


# International service launch locations and dates planned 2022-2023



Source: Diio.mi Schedules 2022-2023, subject to change





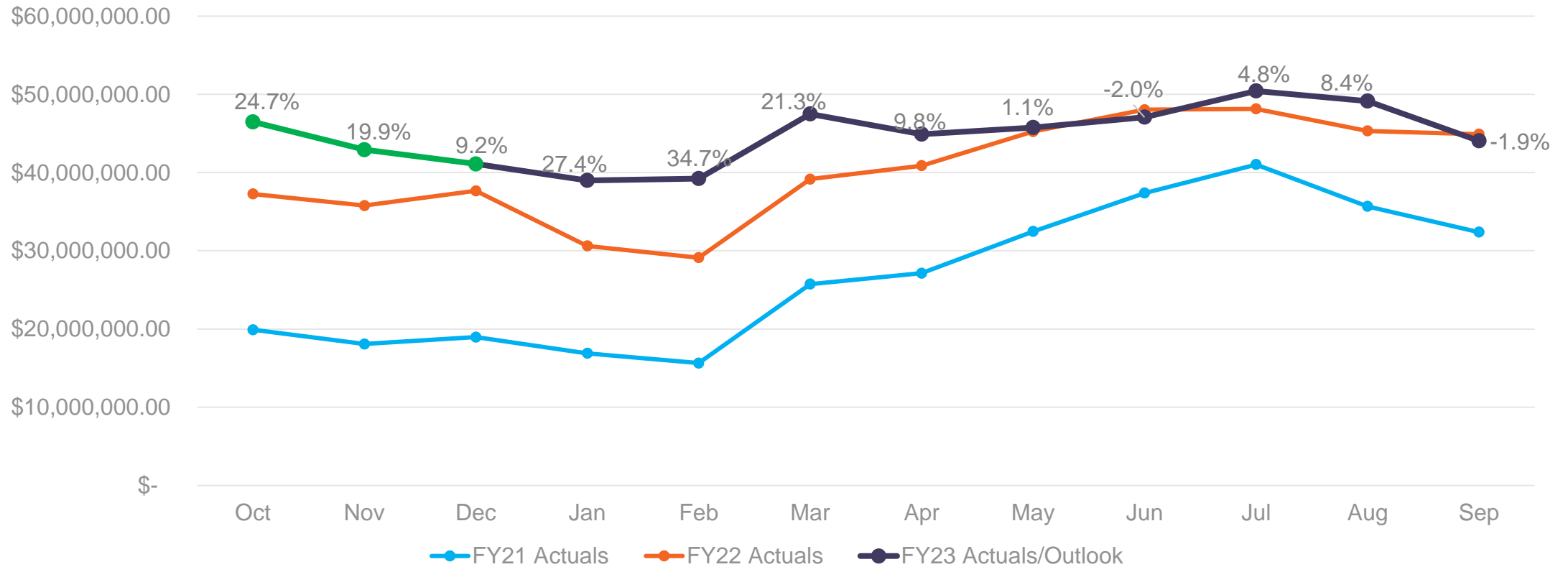
# Maximize Business Performance: Revenue Projections

Zenola Campbell - Vice President, Concessions



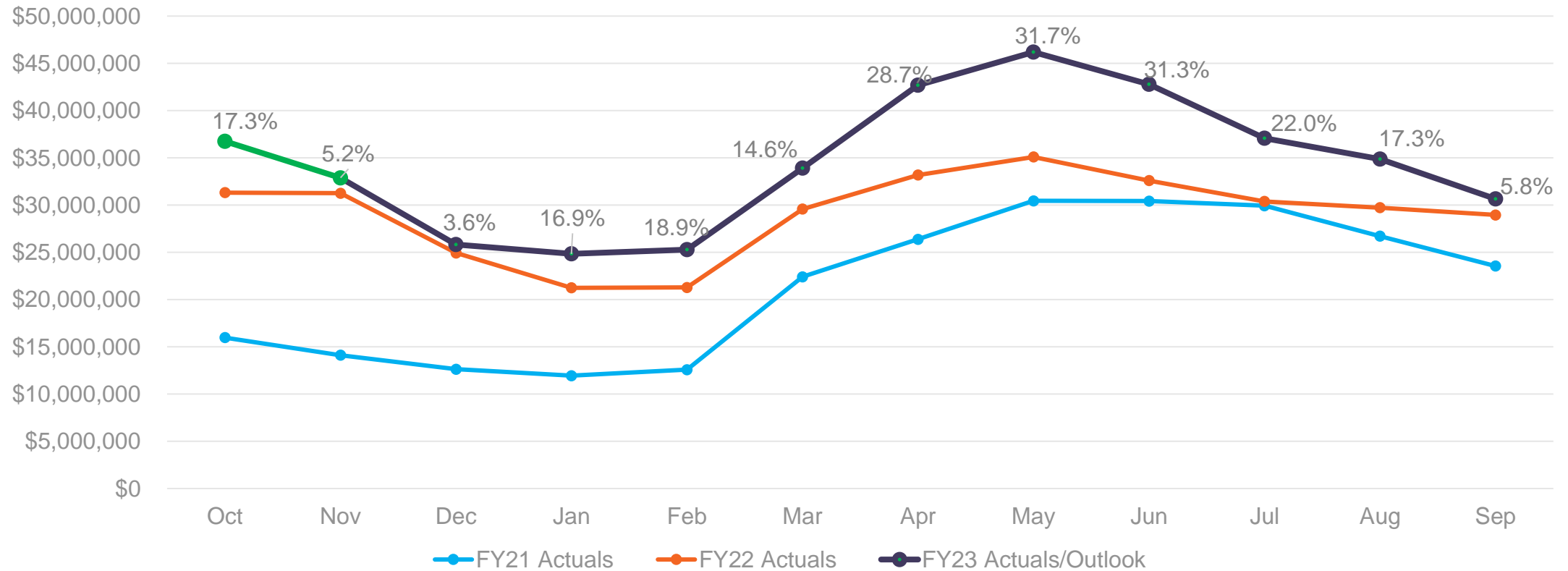
# FY23 Total Gross Receipts

FY23 Gross Receipts are up 11.5% vs FY22; up 67.3% over FY21



# FY23 RAC Gross Receipts

FY23 Gross Receipts are up 18.4% vs FY22, up 60.9% vs FY21







# In It To Win It

## Customer Engagement:

- Business & Leisure Travel
- Customer Satisfaction
- Rental Car Center
- #OneDFW Update

# #OneDFW and Airport Customer Satisfaction

Sharon McCloskey  
Vice President,  
Customer Experience





# Business and Leisure Trends





# The Blended Business Traveler is growing.

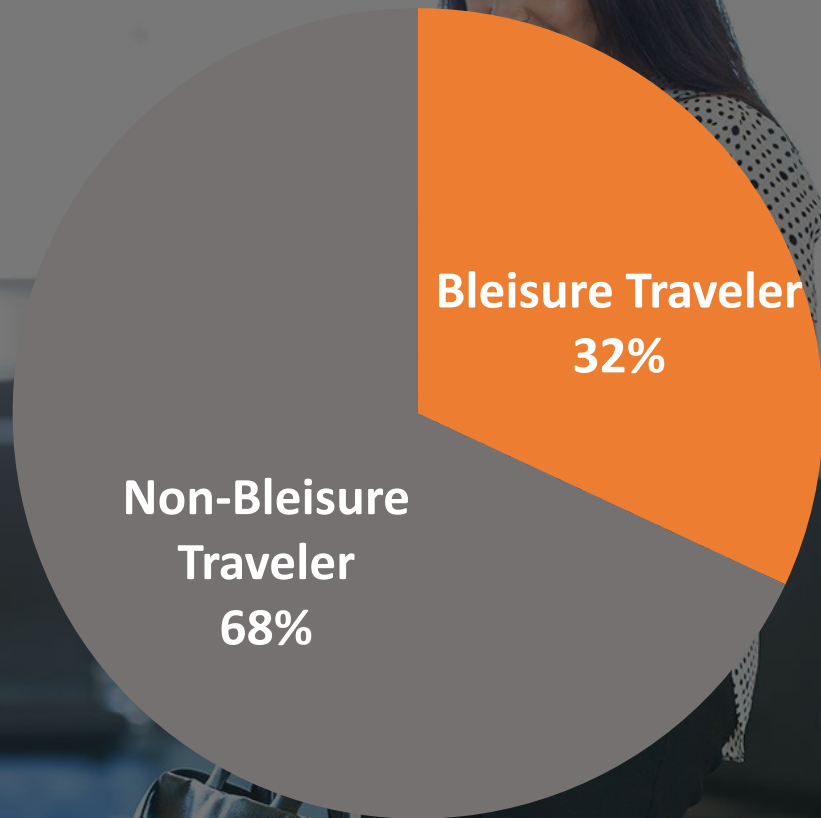
**Bleisure** is a growing vocabulary speaking to the business traveler who combines their travels with non-business-related travel.

- According to a recent Forbes article, 82% of employers believe their workers are interested in Bleisure travel.
- American Airlines executives say the blended-passenger is the start of a long-term change in passenger makeup.

Sources:

- How Covid Changed Business Travel Forever (forbes.com)
- American Airlines Points To Post-Pandemic 'Blended' Passenger Trend | Routes (routesonline.com)

## % of Bleisure Travel



From our study, Bleisure travelers make up almost a third of the passenger base.



# Customer Satisfaction



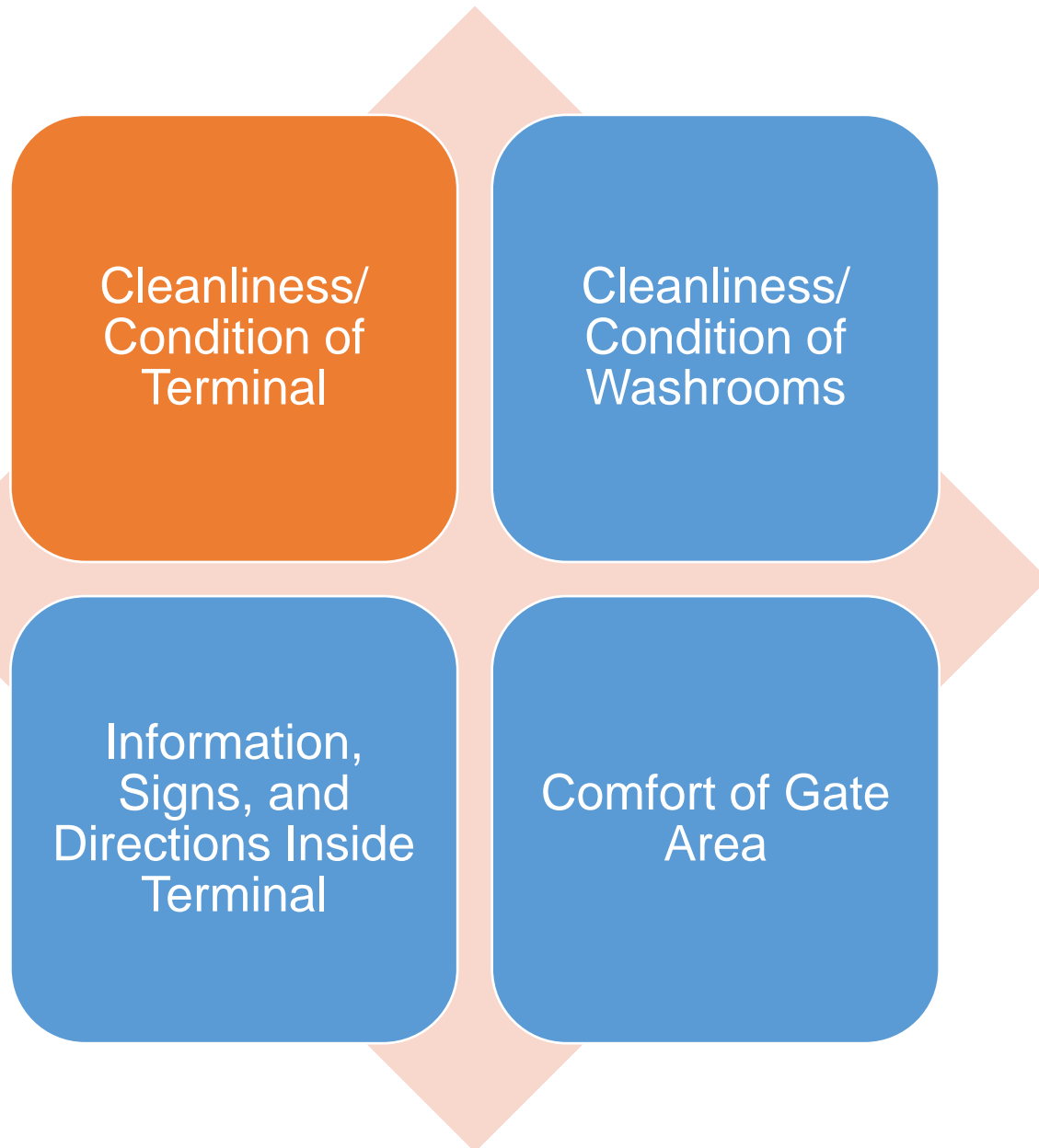
# Customer Satisfaction

Satisfaction Variables	Goal
Overall Satisfaction	4.38
Cleanliness/Condition of Terminal	4.35

## Considerations:

- Passenger volume of 78 million
- Terminal B mainline conversion project
- Terminal C garage construction

## FY23 Key Drivers of Overall Satisfaction

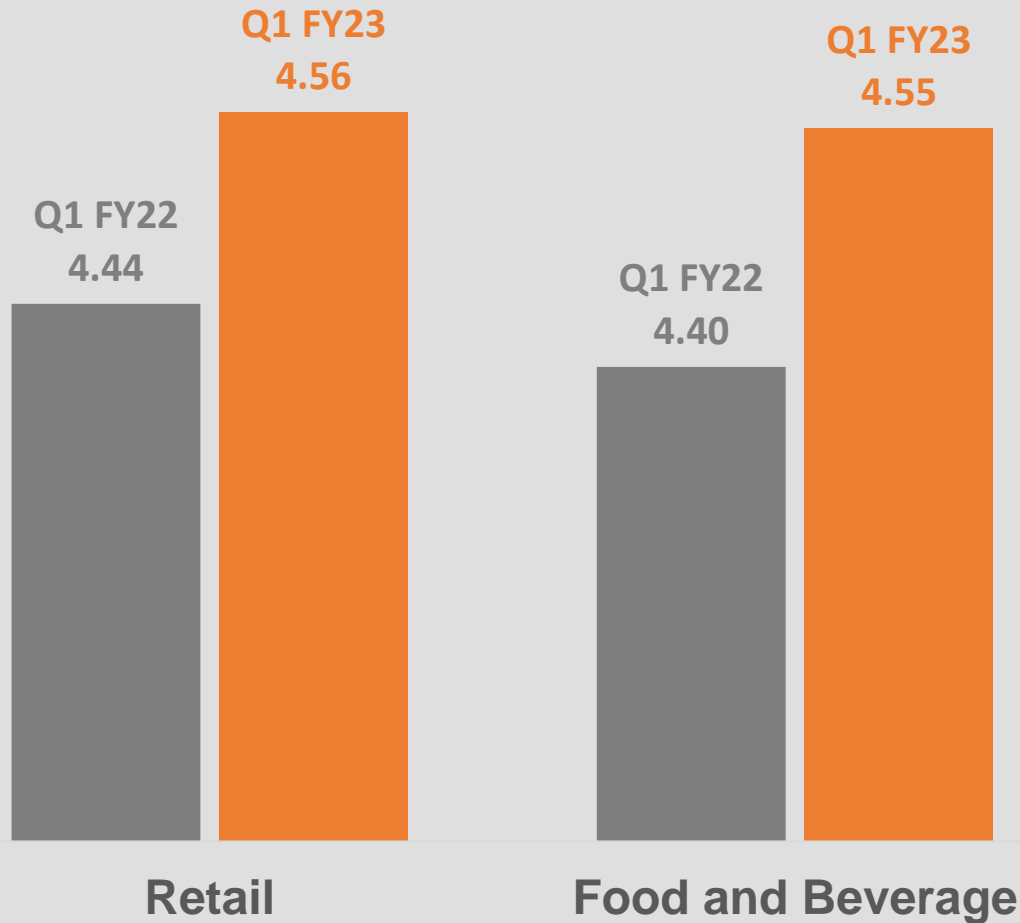


In FY23, cleanliness of the Airport continues to be a key driver of overall customer satisfaction.

A focus on cleanliness in the concessions areas is especially important in achieving our goals for this year.

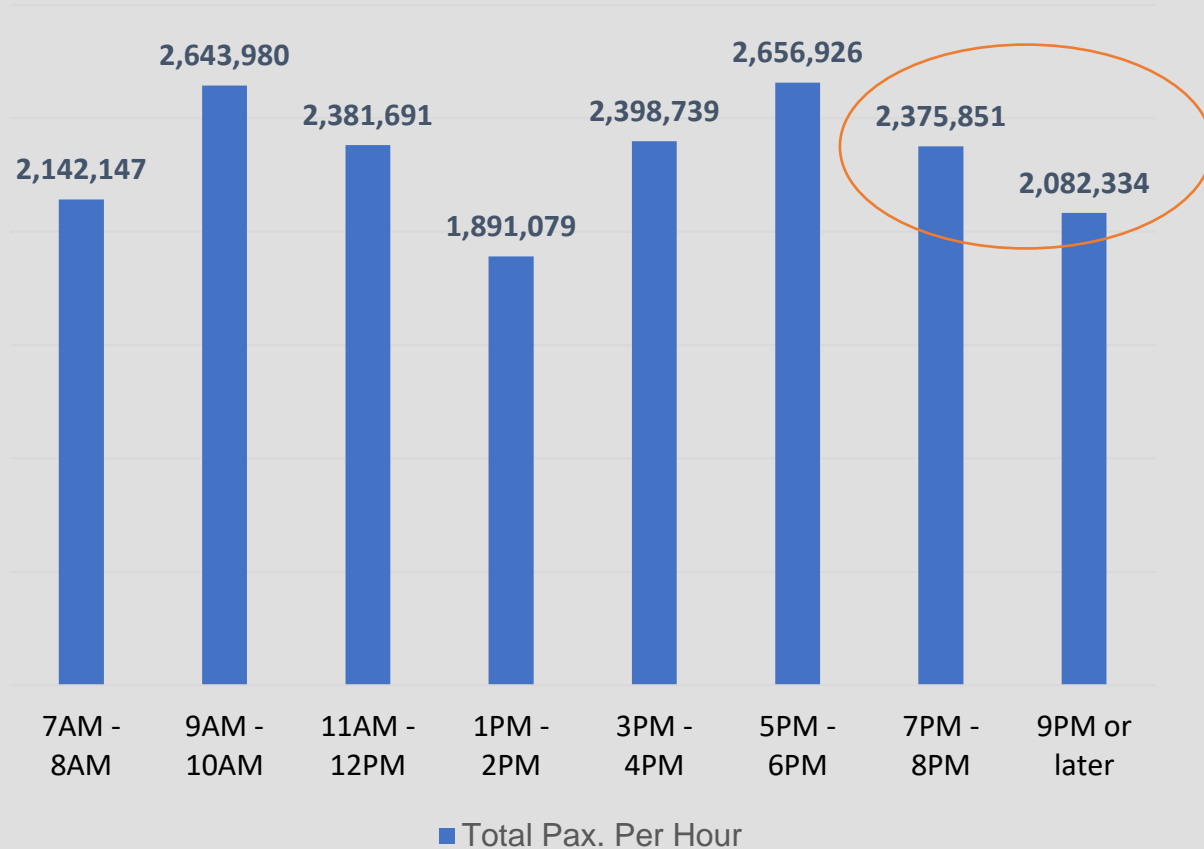


## DFW Customer Satisfaction Study Concessions Cleanliness and Condition Ratings



Cleanliness ratings of both retail and food and beverage locations at the Airport have increased year-over-year. Keep up the good work!

DFW Total Passenger by Time of Day  
Q1 FY23



This year, we are seeing passenger volumes in the evenings that are comparable to the rest of the day.

IN THEIR OWN WORDS

# Passengers want more food and beverage options to be open later in the day.

*“Would like to have more open restaurants in the terminal.”*

*Female Leisure Traveler, Terminal A*

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*“Have food options open later at night for connecting passengers.”*

*Male Leisure Traveler, Terminal E*

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*“More options to eat later during the day“*

*Female Leisure Traveler, Terminal E*

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*“Food vendors need to stay open later.”*

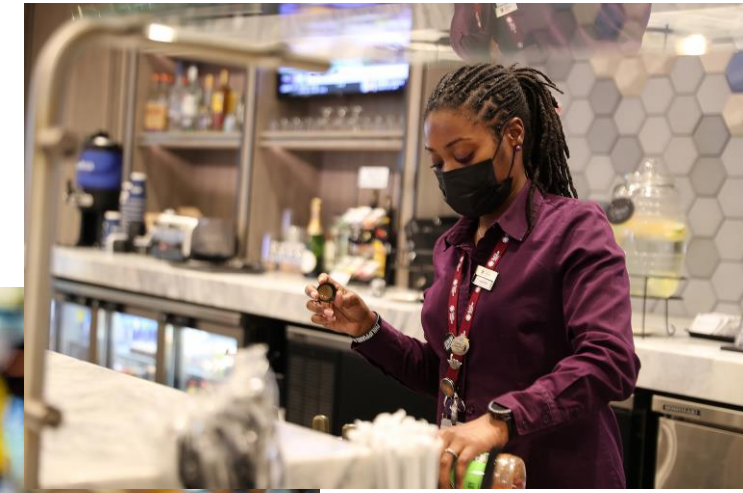
*Female Business Traveler, Terminal D*

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*“Have more places to eat. Keep restaurants open later. Most of them were closed this evening when we arrived.”*

*Female Leisure Traveler, Terminal B*

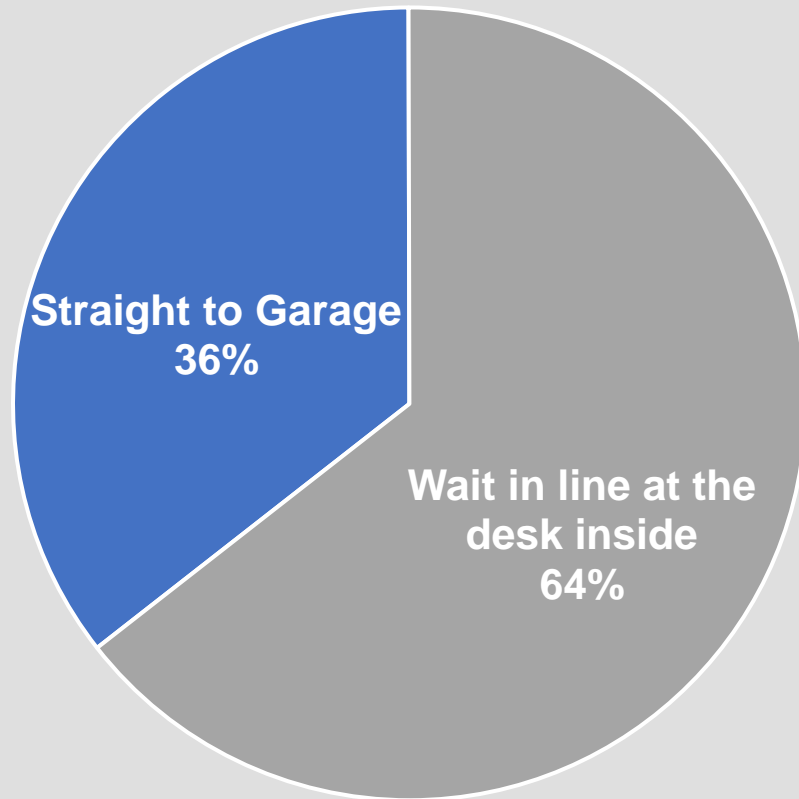
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# Rental Car Center

## Rental Car Pick Up Method

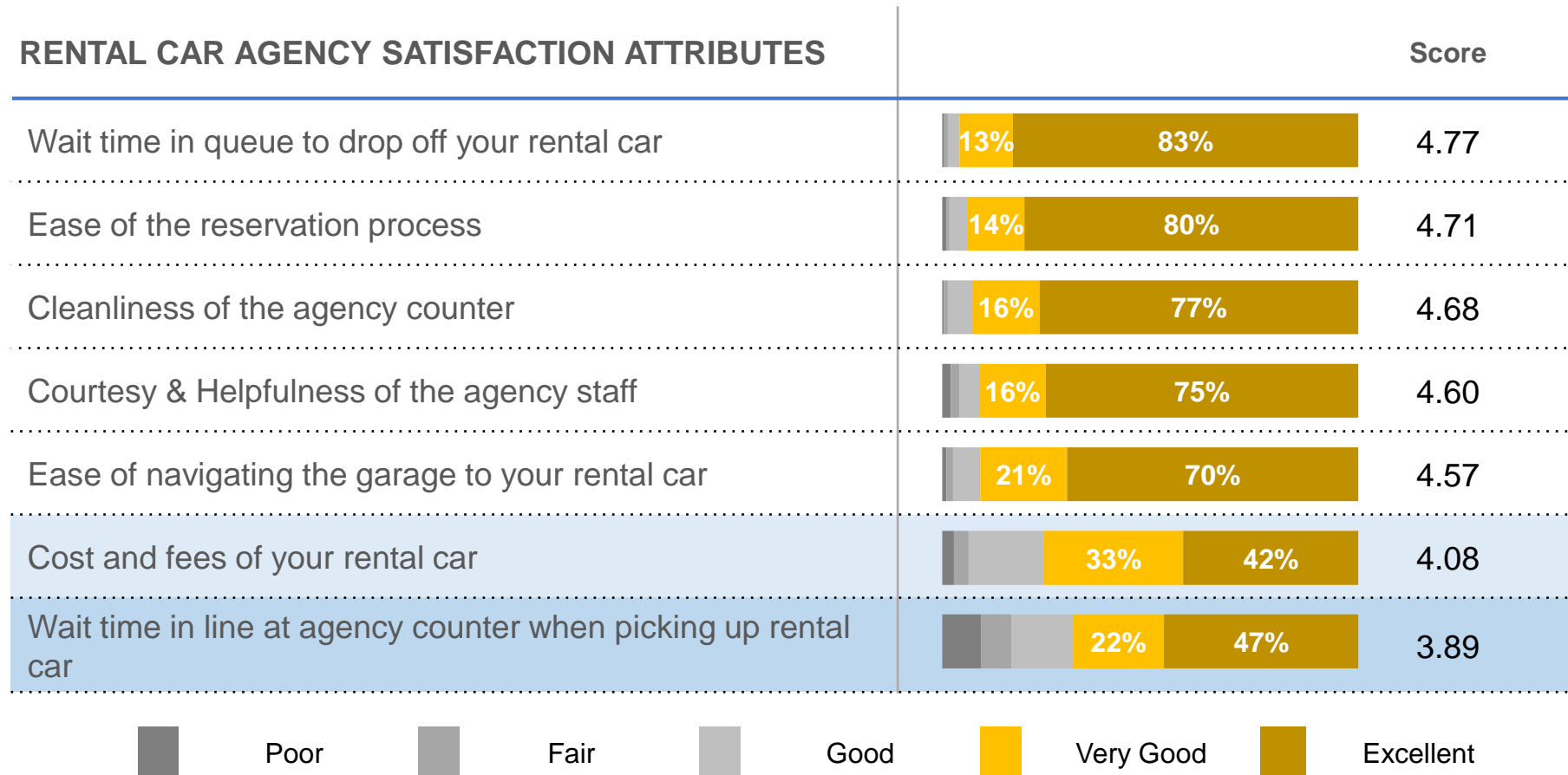


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Just over one-third of customers went straight to their rental car without stopping at the agency counter.



Customers were generally satisfied with their rental car agency experience. However, focus can be placed on wait-time in line at the counter and costs of the rental car.





# #OneDFW Update





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# Building a #OneDFW Community



## Winter Appreciation Event

- On November 10<sup>th</sup> and 14<sup>th</sup>, 2022, the #OneDFW team hosted a Pre-Holiday Surprise and Delight Employee Appreciation event providing hot beverages, ornaments, and “thank you’s” to the entire Airport employee community.



## Upcoming Events

- The #OneDFW Core Team is planning for the next employee appreciation event to be held in early May.
- More details coming soon!





*Patricia Johnsons is not just cool under pressure; she keeps everyone else cool by buying ice to ensure customers' experience continues to be excellent even when the ice machine is out of order.*

**Patricia Johnsons**

Drew Pearson's Sports 88 E5



*From one location to the next, ensuring customers are taken care of is what Perry Gaines does best. Not inclined to just provide service with a smile, Perry often provides service with a song.*

**Perry Gaines**

Caribou Coffee B30

# Fall Quarterly Winners

## Going Above & Beyond for Our Customers

Approximately 120 nominations were submitted for the fall quarter and 7 winners were selected by random drawing.

**Fall Winners**

*"Going Above and Beyond for our Customers"*

Each quarter, DFW Airport recognizes our employees and our partners' employees who go above and beyond on the job.

Thank you all for being great #OneDFW team members and making a difference every day for our customers!

Bekele Tafa Yadete  
Baggage at Int'l Arrivals

Jojen Sam  
Parking Business Unit

Yodit Gebremedhim  
Terminal Experience

Sandra Rios  
Customer Experience

Patrice Johnsons  
Drew Pearson's Sports 88

Eddie Torres  
DFW Valet

Perry Gaines  
Caribou Coffee

Dallas Fort Worth International Airport (DFW)  
46,821 followers  
6d · 🌐

From bright personalities to retrieving a lost credit card in another terminal — we're proud to recognize our employees for going above and beyond in ways both big and small every day. Thank you for everything you do and for being #OneDFW. ❤️

👍❤️🔥 58      5 comments · 5 reposts

👍 Like    💬 Comment    🔄 Repost    ➦ Send

👤 Add a comment...

Most relevant ▾


#OneDFW | DFW





**See Say Airport**  
DFW International Airport



 Report a Problem

 Call Police



# #OneDFW Resources For You

## See Say App

- App-based tool for reporting issues to the Integrated Operation Center (IOC), such as for:
  - Custodial needs
  - Maintenance issues
  - Technology problems
  - Suspicious activity

## Cultural Awareness E-Learning

- Custom training for DFW Airport front-line teams, contractors and partners to support the global customer
- Topics include cultural differences and similarities, verbal and non-verbal communication, cultural sensitivity, and scenario-based examples
- Available Spring 2023 online as an e-learning module with helpful tips and best practices

Both resources coming to [dfwairport.com/onedfw](https://dfwairport.com/onedfw) soon.



# A Whole New World of Possibilities

Employee Engagement:

- Recruiting & Retention Marketing Efforts
- Online ordering



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# Employee Engagement

Martin Rubinstein

Assistant Vice President, Communications & Marketing



DFW

ICE  
Terminal D - Gate 24  
Services

2022 Business Excellence  
Large Operator

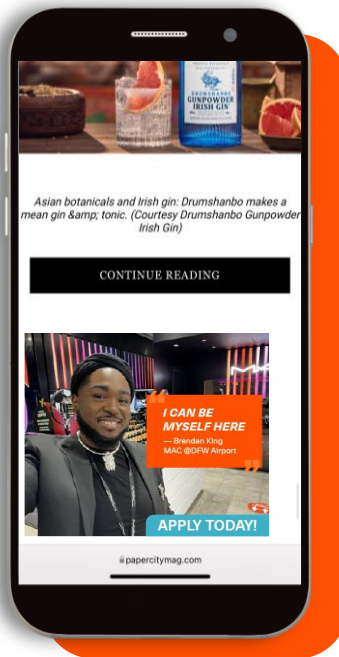


# Concessions Recruiting

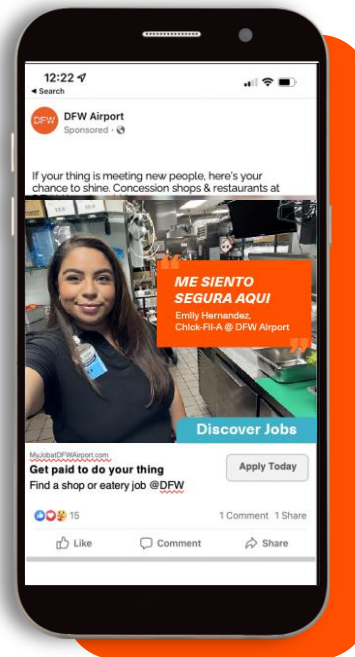
From 3/15/22 – 6/30/22 (campaign run) → 180 Applications via the button on the website

From 3/15/22 – 1/18/22 → 300 Applications via the button on the website

Digital Display



Paid Social



OOH – DART/TRE



- Staffing is vital to improving Customer Experience
- #1 complaint about Concessions on Social Media → restaurants aren't open in the evening

# Concessions Advertising



- Pre-travel awareness is crucial to increase online ordering
- **Pre-travel audience (within 14-days of travel) convert at a higher rate than travelers or on-site**

- 8,407 clicks to DFW Market
- ≈4,000 incremental orders
- ≈22 MM impressions to Pre-Travelers

# In-Terminal Advertising

**ORDER FOOD**  
FAST AND EASY.

SCAN CODE TO PICK UP FOOD OR HAVE IT DELIVERED TO YOUR GATE  
DFWOrderNow.com

DFW MARKET

**ORDER FOOD.**  
FAST AND EASY.

SCAN CODE TO PICKUP FOOD OR HAVE IT DELIVERED TO YOUR GATE  
DFWOrderNow.com

DFW MARKET

**ORDER FOOD**  
FAST AND EASY.

SCAN CODE TO PICK UP FOOD OR HAVE IT DELIVERED TO YOUR GATE  
DFWOrderNow.com

DFW MARKET

Newly deployed ads for consistent messaging



# Marketing Research



- Capture the **voice of the customer**
- AAU – Awareness, Attitudes, and Usage Study
- We're looking at the factors we can control to ensure we offer the products and services customers want



# The Challenge of Change

**DFW's Aspirations for a Resilient, Future-Proof Airport**

Responsible Sourcing and Consumption:

- Reduce
- Reuse
- Recycle





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# Sustainability

Robert Horton, P.E.

Vice President, Environmental Affairs & Sustainability





# Sustainability North Stars

*DFW's Aspirations for a Resilient, Future-Proof Airport*

**Climate Action**  
*Net zero carbon by 2030*

**Energy Performance**  
*100% clean,  
resilient energy by 2030*

**Water & Biodiversity**  
*Water and nature positive  
by 2040*



**Circular Economy**  
*Zero waste by 2040*

**Health, Safety,  
& Wellness**  
*Enhanced employee and  
customer wellness*

**Equity**  
*Culture of diversity  
and inclusivity*

# Sustainability North Stars

*DFW's Aspirations for a  
Resilient, Future-Proof  
Airport*

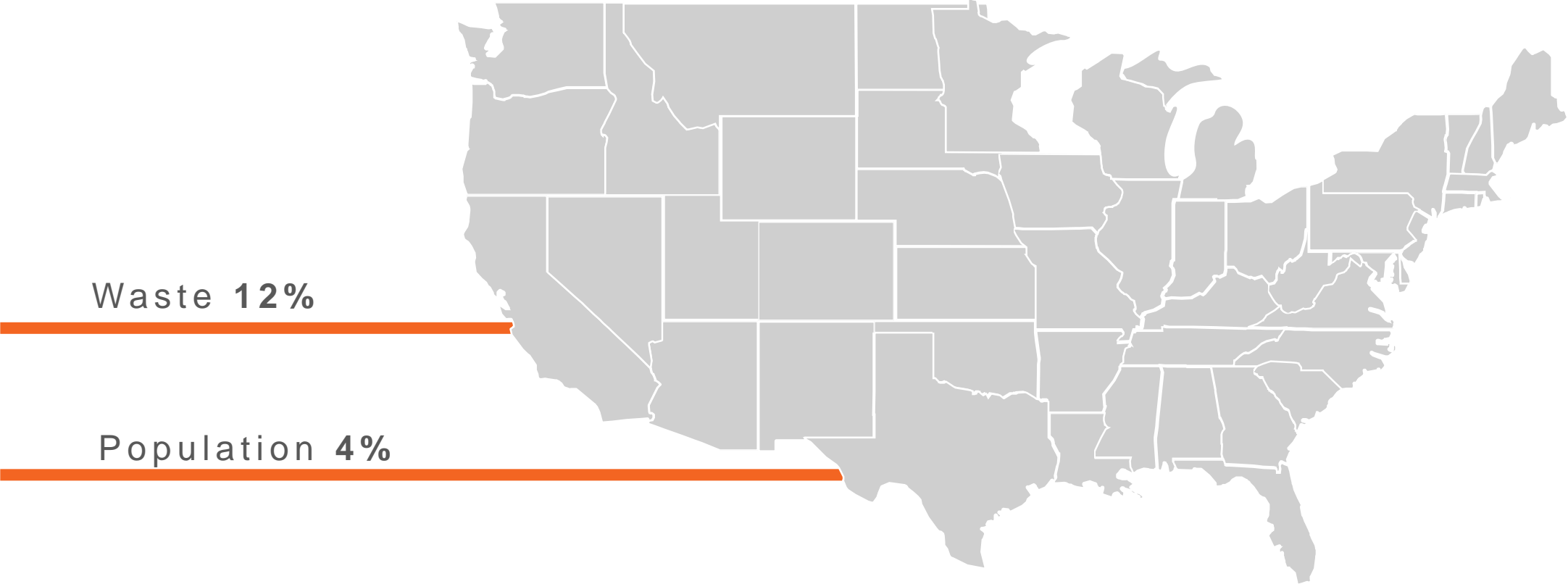
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# Why is this an issue?



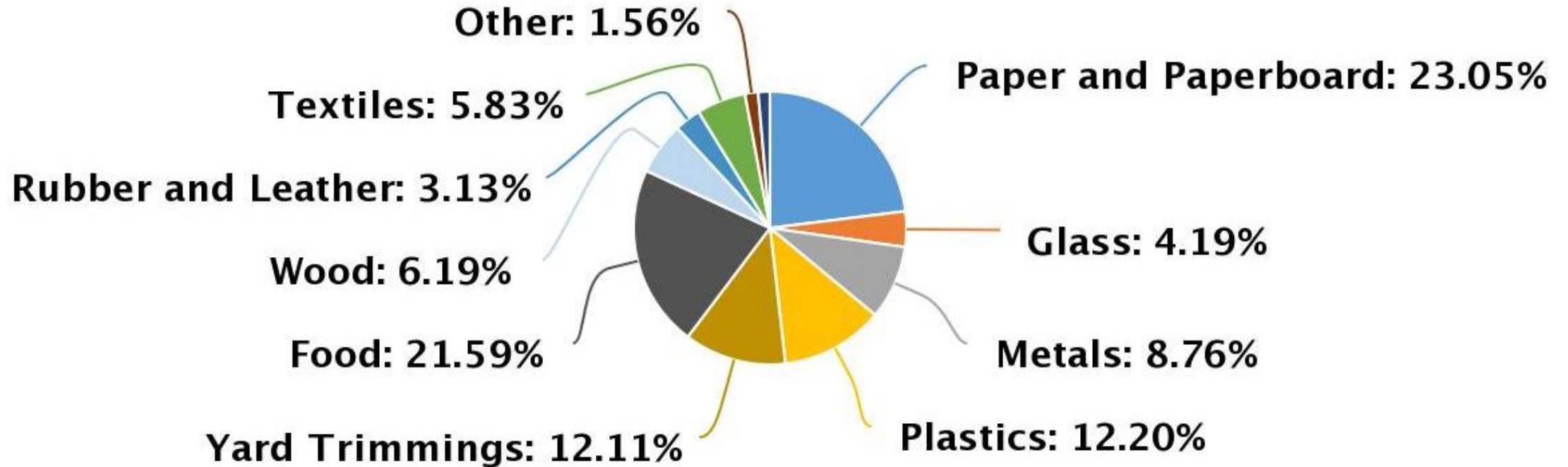


# Waste Generation in the United States



# Waste Generation in the United States

292 Million Tons in 2018



# Waste Disposal in North Central Texas



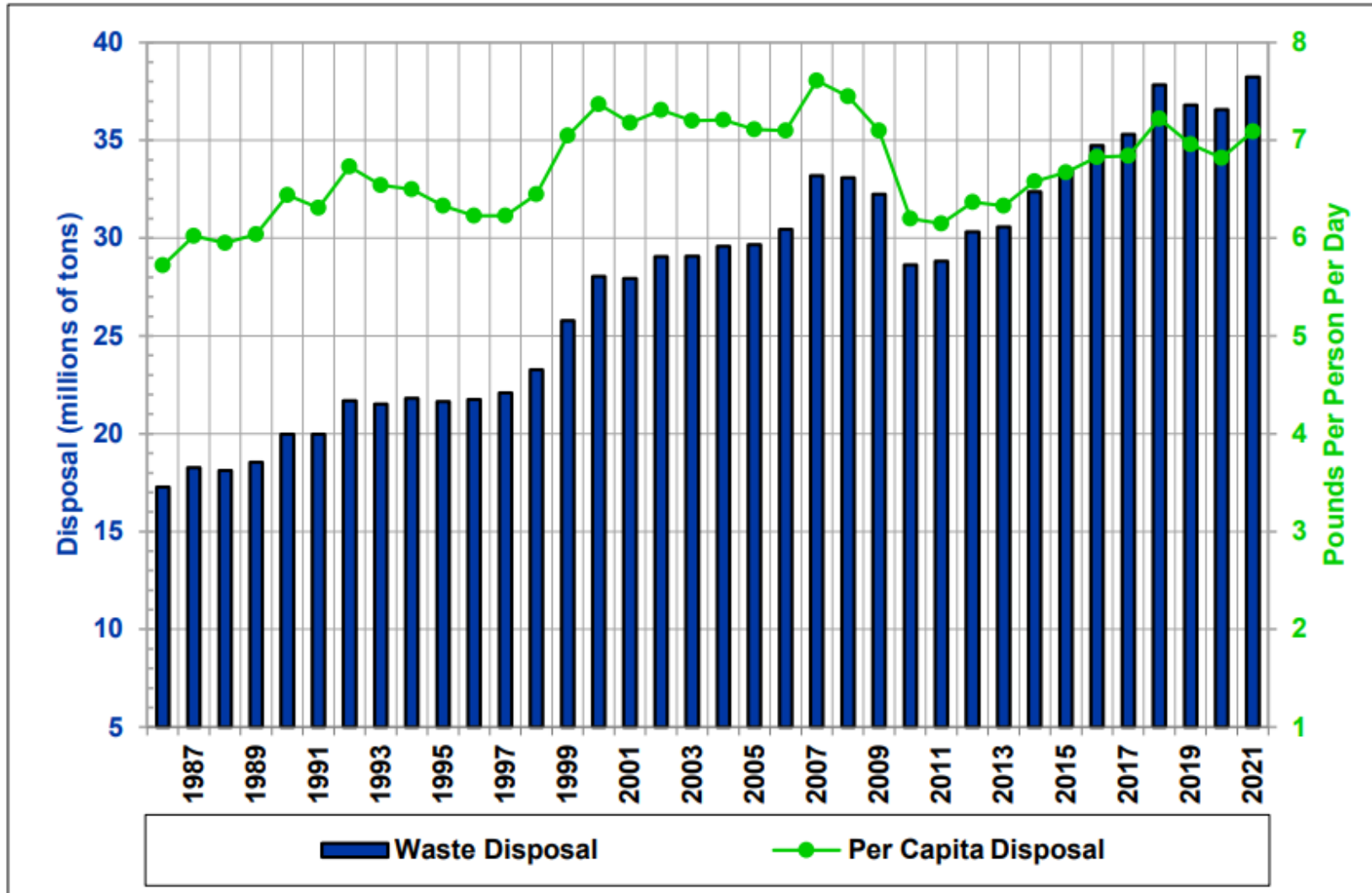
11 Million tons of waste disposed in 2021

**7.7 pounds per person per day**

30% of the state's total waste



# Waste Disposal Trends in Texas



SOURCE: Texas Commission on Environmental Quality FY2021 Annual Waste Report



# CIRCULAR ECONOMY

Responsible Sourcing and Consumption

Reduce, Reuse, Recycle

# Composting





# Grease Recycling





# Recycling

A large stack of compressed cardboard boxes, known as bales, is shown in a recycling facility. The bales are stacked in a grid pattern, with several rows and columns visible. The cardboard is brown and appears to be made of recycled material, with some colorful fragments of paper or plastic visible. The background shows a concrete floor and a wall, suggesting an industrial setting.



# Circular Economy & Waste

Zero waste  
by 2040

## KEY STRATEGIES

**01** Zero waste strategy

**02** Construction materials management

**03** Organic waste recovery

**04** Green procurement



This illustration highlights a selection of tactics we are implementing or exploring to achieve our goal.

- 1 Transition from single-use packaging:** Work with concessionaires to phase out single-use plastics in favor of compostables
- 2 Maximize diversion of recyclables:** Enhance waste collection and separation infrastructure and procedures to divert waste going to landfill
- 3 Construction materials management:** Expand materials management site to accommodate broader construction waste streams for reuse in future projects
- 4 Design for deconstruction:** Consider materials reuse in project design processes to enable deconstruction and end of life
- 5 Organic waste collection:** Continue to expand and enhance capabilities to separate and collect organic waste from concessionaires, terminals and aircraft
- 6 Anaerobic digester:** Convert organic waste to renewable fuel for use in facilities and fleets
- 7 Green procurement:** Reduce waste by purchasing durable and reusable materials and phase out the purchase of single use materials and materials that cannot be reused, recycled or composted



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# Vendor Highlights

Zenola Campbell

Vice President, Concessions



Go frictionless for a better shopping experience

Zippin’s cashierless stores and retail solutions reduce the time it takes to buy a drink or snack from 20 minutes to 20 seconds. Zippin’s AI-powered platform uses machine learning and sensor fusion technology to boost retailer profitability with our entirely checkout-free shopping platform.

“

Zippin is the way of the future, and not just in the stadium environment, but in any environment where you have a large crowd that needs to be serviced quickly.”



Alison Birdwell, President of Aramark Sports and Entertainment

“

(We) partnered with Zippin and have our American Express shop on the concourse which was our first frictionless activation. Because the activation was so popular we have expanded that to four additional locations.”



Adina Erwin EVP Operations, BSE Global General Manager, Barclays Center



10% – 50%

Zippin-powered stores increase their sales per square foot by 10% – 50%.



10% – 50%

Zippin-powered stores increase their sales per square foot by 10% – 50%.



5% – 20%

Zippin-powered stores decrease their labor costs by as much as 20%.





# Farmer Brothers®



## Sustainability Is Part of Our Core Values

From helping growers use sustainable farming methods at origin, through our supply chain and eliminating waste at our facilities; Farmer Brothers ensures sustainability is at the core of every decision we make.



### ICE TEA

From classic black, to flavored and sweetened, we have the iced teas your customers crave.



### HOT TEA

Offer your customers the soothing taste of hot tea with our variety of premium blends and specialty Artisan Collection teas.



### COLD BREW

From concentrates to BIB and Toddy systems; we have the smooth, sweet cold brew coffees your customers will love.



### COFFEE

Farmer Brothers is known for our coffee. Classic, flavored, premium, specialty, or organic – we have the brew for you.



### SPICES

Our high quality spices and herbs are sourced and produced with the same great care you put into every dish.





**U.S. COOLER**

# OVER 35 YEARS OF QUALITY

U.S. COOLER® HAS OVER 35 YEARS OF EXPERIENCE CREATING HIGH QUALITY WALK-IN COOLERS AND FREEZERS.



Unparalleled Customer Support



Quality Refrigeration



Custom Design,  
No Custom Price Tag



Fast Shipping



Quality Walk-ins

## Operable Glass Wall Fabrication, Installation, Maintenance and Repairs

### Customizable maintenance agreements

#### Inspection

- Tracks, Trolleys
  - Supports
- Misalignment/Plumb
- Horizontal Rail Tightness
  - All Pivot Closures
- All hinges, Latches, Locks



#### Maintenance

- Cleaning and lubrication of Tracks
  - Adjusting track supports for alignment
- Lubrication of Trolleys, hinges and all moving parts
- Adjusting all panels to plumb condition
- Tighten loose hardware, hinges, panel trim and trolleys
- Cleaning of Locking mechanism

**Service for Hufcor, Renlita & other brands**

#### Damage Repair

- Any Unsafe Condition
- Panels out of level or plumb
  - Replacement of Worn/damaged/broken components







# Texas Capital Bank

Creating relevancy to fuel growth

We believe that providing products that are relevant to your specialized industry can help your business grow.



## Branded Retail

Owner-operators, national retail chains and franchisors.



## Energy

Oil and gas, renewable energies and infrastructure.



## Financial Institutions

Banks, credit unions and other financial firms.



## Governments & Nonprofits

Public sector entities and NFP, including healthcare.



## Healthcare

Medical providers and healthcare technologies.



## Media & Telecom

Communication, entertainment and media technologies.



## Technology

Ecommerce and tech, startups, and robotics.

## What sets us apart

When you work with our team, you'll be working with specialists who understand your business because they are a part of a segmented and aligned market team that has been assembled based on your annual revenue and specific industry vertical.

With our full suite of [treasury solutions](#) and [credit services](#) under one roof, you'll be able to run your business more confidently, more productively and more profitably.





Commercial Kitchen Equipment For Texas & Oklahoma

[2255 Stone Myers Pkwy. #105](#)   [Grapevine, TX 76051](#)   [817-552-5500](#)



**Scotsman**



*centerline*



**doughXpress**

*Berkel*



**Traulsen**



# JAN-PRO™

## CLEANING & DISINFECTING

Jan-Pro Cleaning & Disinfecting knows how important a positive customer experience is to the success and reputation of your restaurant. When you choose Jan-Pro Cleaning & Disinfecting for restaurant cleaning services, it is more than just a professional cleaner. Your cleaning team partners in your business's success, offering everything you need to keep your restaurant healthy, safe, and spotlessly clean. The cleaners who deliver Jan-Pro Cleaning & Disinfecting restaurant cleaning services are experts in restaurant cleaning thanks to our five-week JAN-PRO SIGNATURE CLEAN® training program.

## Restaurant Cleaning

For restaurants, clean practices can make or break a business. When you choose JAN-PRO for restaurant cleaning, we're more than just professional cleaners — we're partners in your business's success, offering everything you need to keep your restaurant healthy, safe, and spotlessly clean.

David Hindman,  
Kids Zone Day Care and Learning Center

"We use EnviroShield throughout the center but especially in areas where we have carpets and rugs. It will wrap around to clean and disinfect everything, ensuring the safety and health of our children. This is one of the few companies that have helped us be successful."

## How We Quote

Jan-Pro Cleaning & Disinfecting understands that no two businesses are the same, which is why customized quotes are provided to better suit the cleaning needs of your business and your budget.

Adam Bieck,  
Bieck Management Inc.

"JAN-PRO has been such a pleasure to work with as their professionalism, quick response time and attention to detail while cleaning has proved them to be an asset for us in the property management industry."

## JAN-PRO Cleaning & Disinfecting in Dallas/Fort Worth

We mean clean





## *How We Are Revolutionizing the Industry*

More than 1200 clients in the DFW Area trust Hood Boss and Boss Fire Protection for their Exhaust System needs. With the addition of our Austin Office, we are continuing to grow in Central Texas.

No matter the region, our goal is to render your exhaust hood system free from any grease accumulation to reduce fire hazard as well as keep your system in compliance with the guidelines set out by the NFPA 96.

- *Same Day Detailed Photo Reporting*
- *Industry Leading Technology*



We roast **Single Origin, Fresh** coffee.

We sell to shops, hotels and restaurants all over DFW.

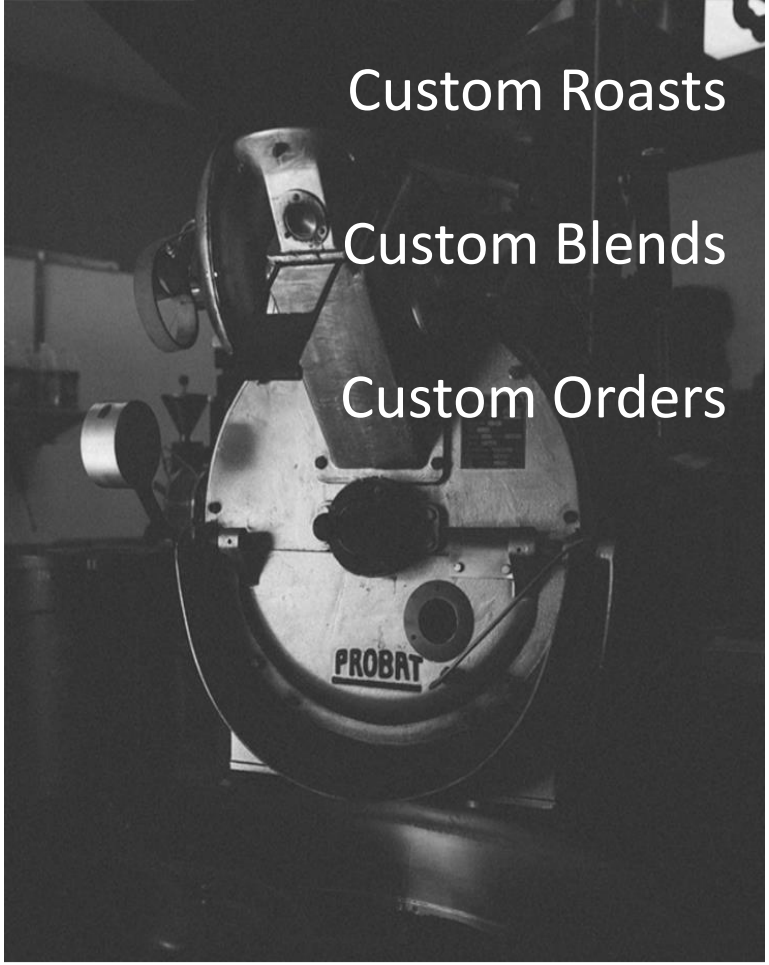
We use **the Best** coffee roaster made.

We believe in our **Coffee** and the **People** who drink it.

Our Eiland Coffee family has become a place for people to come and enjoy a cup and chat about life.



Roasting in Richardson TX since 1998.







# Walnut Creek Farm

WCFTXFOODS.COM \* ORDERS@WCFTXFOODS.COM

PHONE:  
817-783-7864

## Fresh Cut & Packaged Produce

Wholesale Beef, Poultry, & Produce. Including Processing & Packaging.

### Grower, Processing, Distributer

Walnut Creek Farm not only grows the produce, but we also process it, package it, and deliver it, right to your school or business. Growing operation maintaining and harvesting over 3000 tomato plants, 900 cucumbers plants, romaine lettuce, arugula, basil, parsley, red leaf lettuce, green leaf lettuce, oak leaf lettuce, strawberries, and more 24/7, 365 days a year!

#### • Sourcing • Packaging • Shipping •

- State of the art Vertical Bagging and Weighing Equipment
- Chopping, Slicing, & Dicing – Fresh Fruit and Vegetables
- Packaging available for a variety of products – Nuts, Dried Fruit, Beans, Cut Produce, Snack Varieties, & More
- Packaged in a top-quality facility using strict food safety standards



#### Custom Packaging

- 2oz to 10lb
- Individual Servings
- Food Service – 1lb to 10lb Bagged
- Sealed Food Service Trays
- Bulk Packaging
- Cartons, Cases, & Palletizing

### Why Package with Walnut Creek?

- Reduce Labor Costs • Make Products Stand Out •
- Flexible Sizing Solutions • Reliable Daily Delivery •

**Let's Talk. Call Now!**

#### Walnut Creek Packaging

6521 Asher Rd. Alvarado, TX 76009  
817-783-7864 | [www.WCFTXFoods.com](http://www.WCFTXFoods.com)

**Available for runs of any quantity! – 1,000 units to 1,000,000+**

# Passport to Success



Farmer Brothers®



J & J Construction

TEXAS CAPITAL BANK



OWNER'S FORUM

VENDOR  
PASSPORT

NAME: \_\_\_\_\_

PHONE #: \_\_\_\_\_

VISIT ALL 10 VENDORS FOR A CHANCE TO WIN!





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# 30 Minute Break

Visit Vendors – Get a stamp in your passport



# Overview: Concessions Strategic Plan/Goals

Zenola Campbell  
Vice President, Concessions



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# Success through Synergy

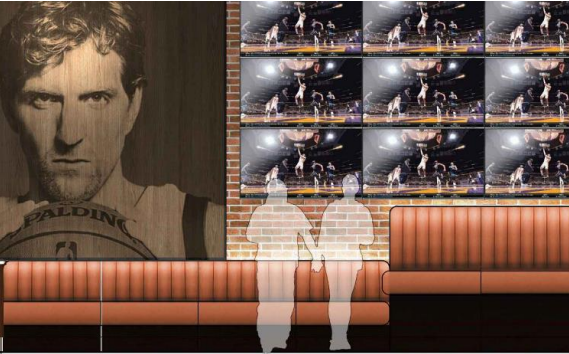
Concessions and Partners FY2023 Goals



# Maximizing Business Performance

Achieve Annual Revenue and Gross Receipts

Open 6 “net new” locations



Nowitski Bar



Jimmy John's



Ampersand



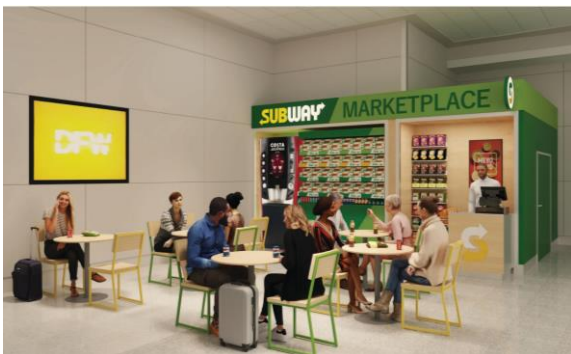
McAlister's



Buffalo Wild Wings



The Bridge



Subway Kiosk



Fox



# Maximizing Business Performance

Achieve Annual Revenue and Gross Receipts



Leveraging Grab & Go

# Maximizing Business Performance

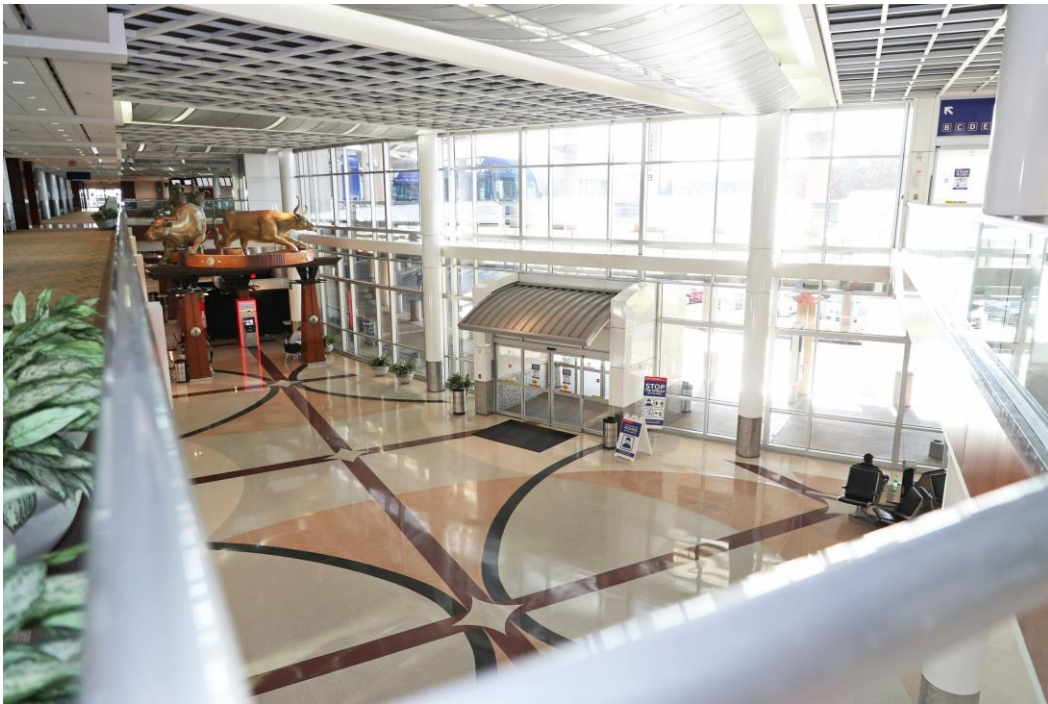
## Conduct Quarterly Business Reviews





# Maximizing Business Performance

Achieve Annual Revenue and Gross Receipts



Reimagine RAC Facility Plan



EV Charging Stations

# Achieving Success through Synergy

## Maximizing Business Performance

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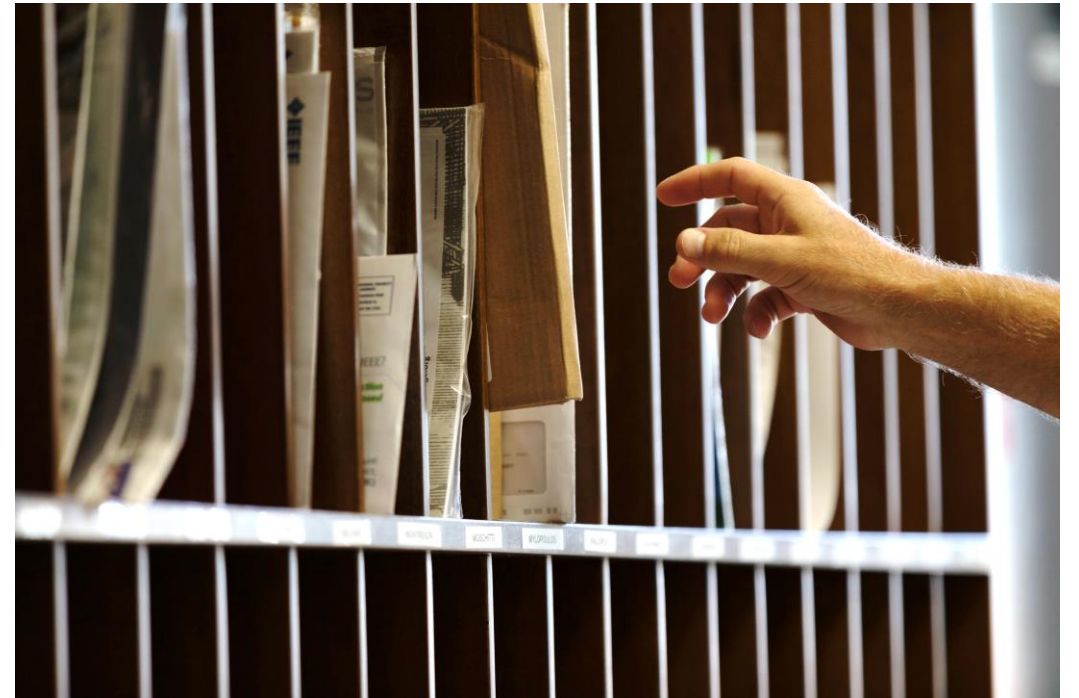
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# Employee Engagement



# Employee Engagement

Fill Critical Leadership and Support Positions



# Employee Engagement

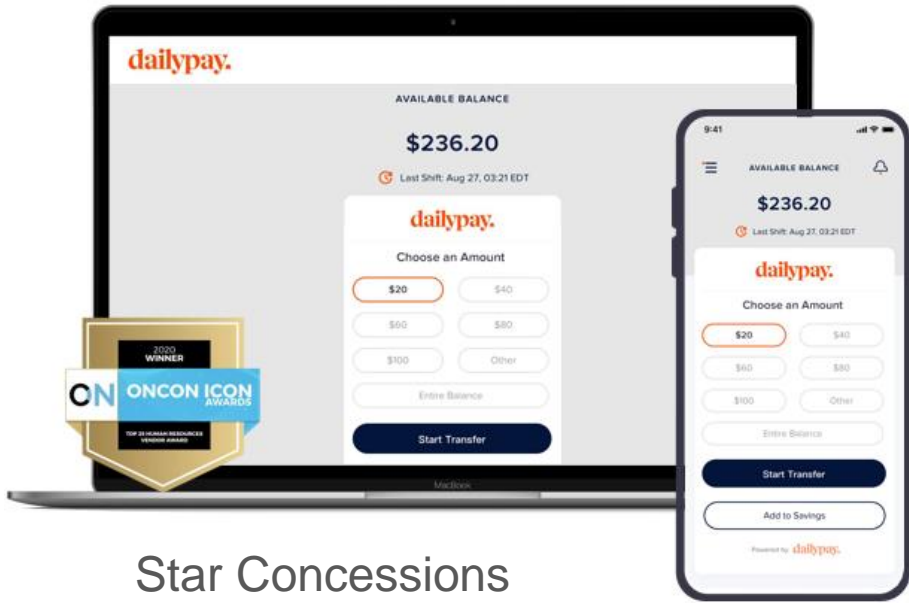
## Recruiting & Retention Marketing Campaign





# Achieving Success through Synergy

## Employee Engagement



Star Concessions













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# Driving Operational Excellence

# Driving Operational Excellence

Develop innovative collaborative processes combined with leading-edge technology to achieve operational excellence

DFW 

 7-Eleven Terminal C View on Map >	Open	 Be Relax Terminal B View on Map >	Closed
 Auntie Anne's Terminal C View on Map >	Open	 Cousin's Back P... Terminal B View on Map >	Closed
 Auntie Anne's Terminal B View on Map >	Open	 Cousin's Bar-B-Q Terminal B View on Map >	Closed
 Banh Shop Terminal C View on Map > <a href="#">Order online</a>	Open		

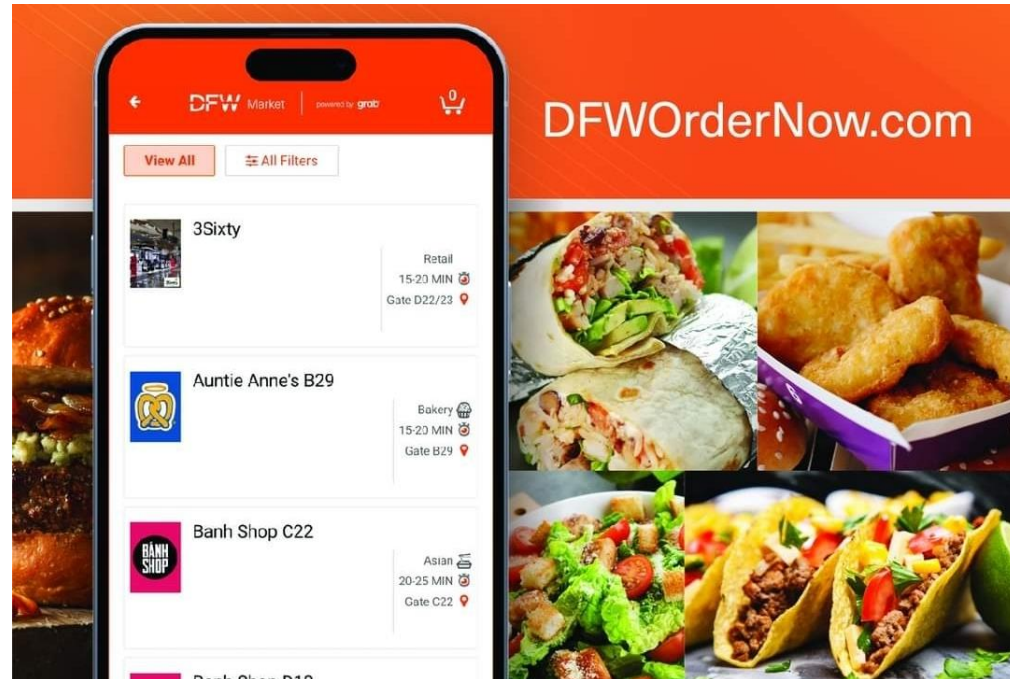
Door Sensors



POS Integration

# Driving Operational Excellence

Develop innovative collaborative processes combined with leading-edge technology to achieve operational excellence



DFW Market



# Driving Operational Excellence

Divert 15% of Waste from Landfills



**RETHINK.  
REUSE.  
REPEAT.**



**This establishment recycles  
their food waste with Turn.**



# Achieving Success through Synergy

Driving Operational Excellence through Sustainability



TGI Fridays E17  
Food Compost



McDonalds B41  
Grease Recycling





# Achieving Success through Synergy

## Driving Operational Excellence through Technology

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### Self Checkout



Maggiano's



NewsLink



California Pizza Kitchen



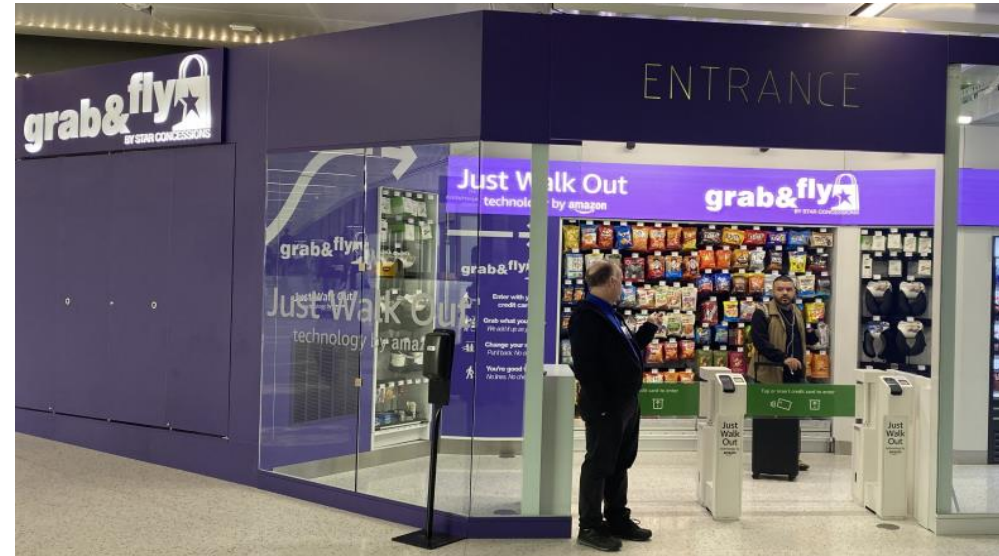
Panera



# Achieving Success through Synergy

## Driving Operational Excellence through Technology

### Checkout-Free Technology



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# Customer Engagement

# Customer Engagement

Continue to focus on DFW Cleanliness as defined by the DFW survey and continue to implement the #OneDFW culture



Mystery  
Shopping

The logo for 'Mystery Shopping' features the word 'Mystery' in a blue, sans-serif font and 'Shopping' in an orange, sans-serif font. A large, dark grey magnifying glass icon is positioned over the 'y' in 'Mystery', with a blue curved line above it.

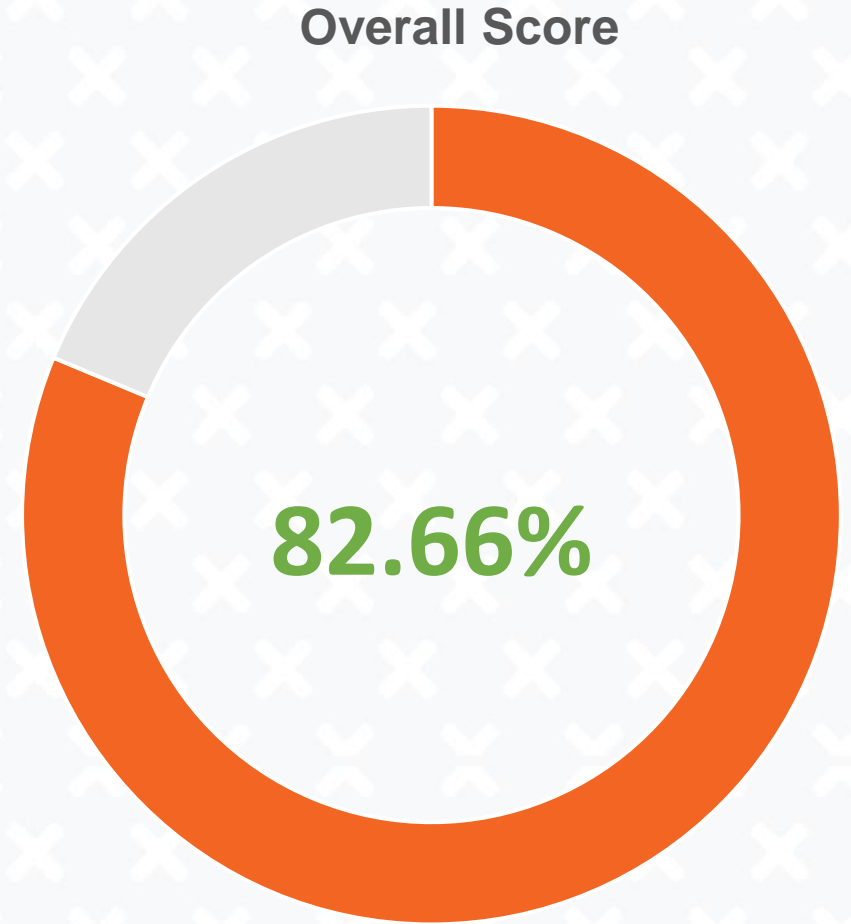
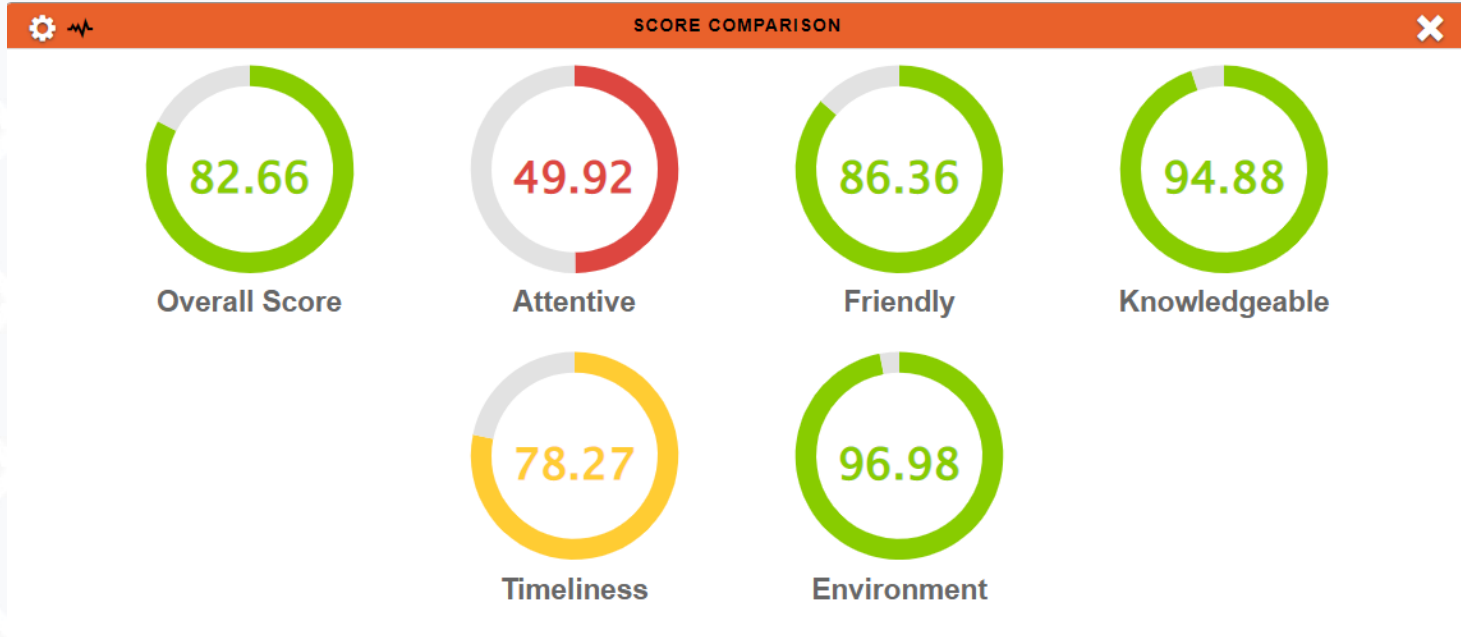


# FY23 Q1 Overall Successes

- **97.67%** of locations were open during posted operating hours
- **94.84%** of associates demonstrated product/menu/service knowledge
- **94.16%** of associates demonstrated airport knowledge (ATM, restroom, other terminals, etc.)
- **96.98%** Cleanliness/Environment overall
- **248** Evaluations scored 100%



# FY23 Q1 Score 82.66%



814 Evaluations Conducted: Oct – Dec

# FY23 Q1 Areas of Opportunity

## TOP 2 IMPROVABLE QUESTIONS

Question	Total Points Lost	Potential Evaluation Score Current Score: 82.66%
Associate offered or suggested any additional or complimentary items/services/specials*	457	89.49%
During your interaction, were you asked if you had a time constraint and/or about your flight time?*	114	84.36%

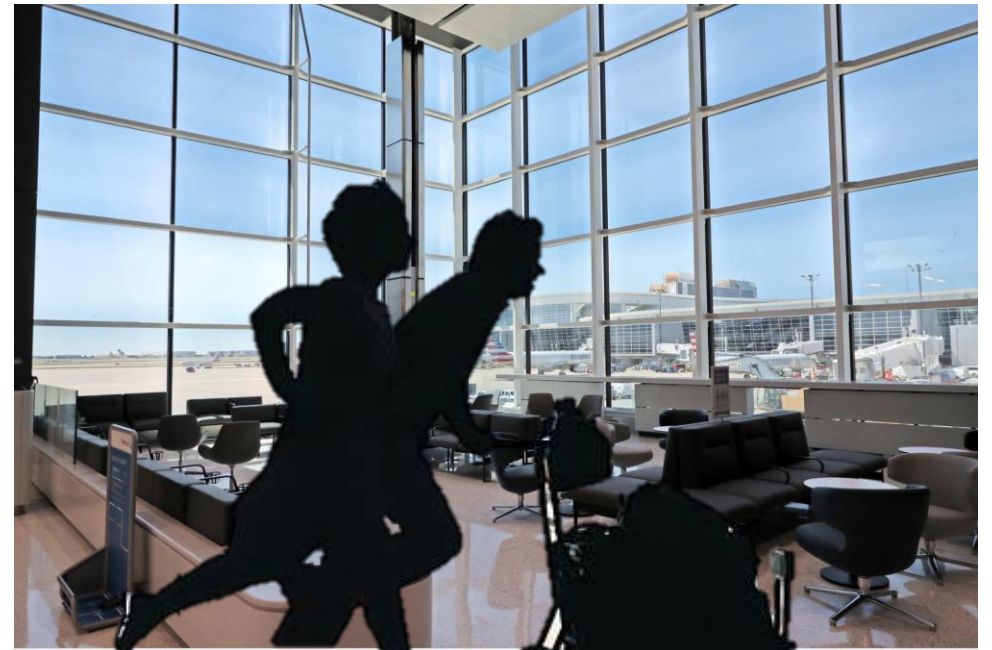


# Customer Engagement

Improve Mystery shop scores by focusing on the bottom 2 scoring questions



“Associate offered or suggested any additional or complementary items/services/specials”



“During your interaction, were you asked if you had a time constraint and/or about your flight time?”

# Customer Engagement

Continue to focus on DFW Cleanliness as defined by the DFW survey and continue to implement the #OneDFW culture



Cleanliness Playbook



White Glove

# Customer Engagement

Continue to focus on DFW Cleanliness as defined by the DFW survey and continue to implement the #OneDFW culture



Peer-to-Peer Policy



# Customer Engagement Success

## Brookstone

Ashrah was **engaging in the conversation and very friendly**. He was polite and helpful. (A25)



The manager was very engaged in customer interaction and helping. He was a team player helping the bartender. **They were in it together for all guests.** (D22)

## Brighton®

Adrian walked all over the store to **help me find an economical item.** (A17)



Krystle helped me find the **perfect selection the entire time I was in the store.** (A28)



He offered to make anything that I wanted, special ordered. **I thought that was a very personalized touch.** (B43)

# Customer Engagement Success



He explained the dish in so much detail. **He broke it down and really let me know how it was made.** (C14)



The associate gave me interesting information about the history of the store and the genesis of the Presidential pen line. (D24)



Cayetano went above and beyond by finding alternative solutions to help meet my needs. First, when I told him I needed somewhere to study, he pointed out the white noise maker in the room that helps drown out outside noise. Second, when there was a slight wait for a room, he offered a larger room that was ready now. Finally, when he was not sure where I could find an ATM, he offered an alternative solution for getting cash back at a nearby convenience store. **This made me feel like he was sincerely interested in helping me.** (A38)

# Achieving Success through Synergy

## Customer Engagement

#OneDFW Focus Group





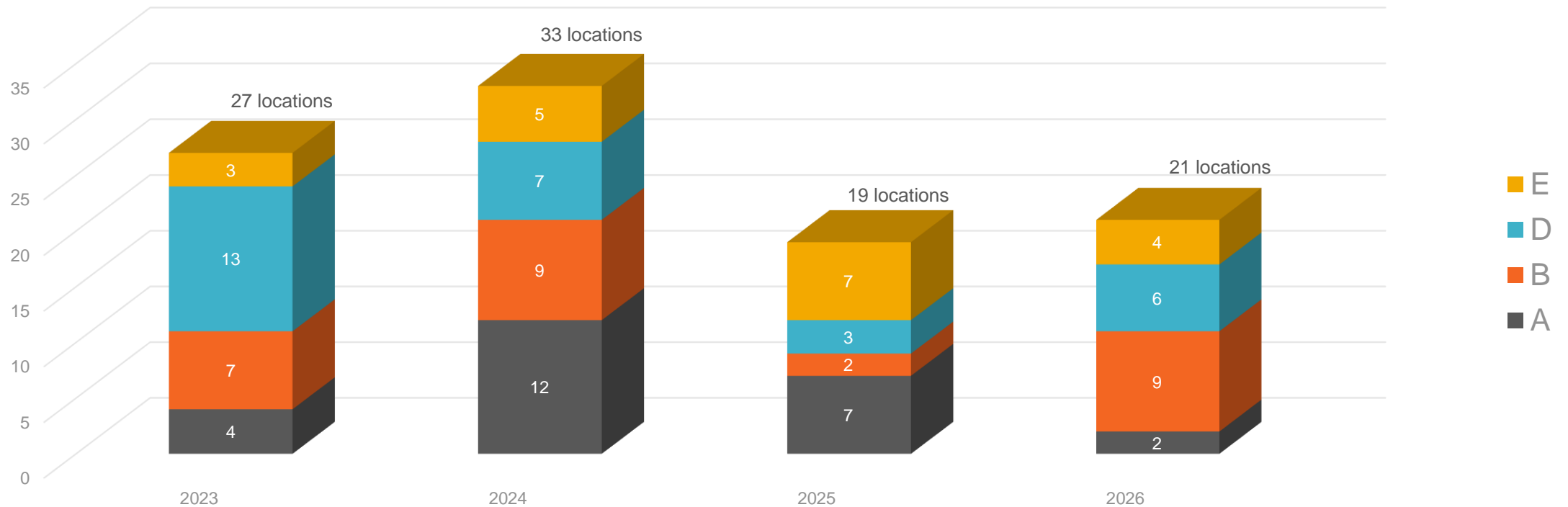
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# Community Impact

# Community Impact

Achieve ACDBE Goals and Provide Opportunities for SBEC's

## RFP Projections FY23-FY26



**This does not include Terminal A or C pier projects, SVC agreements or RAC.  
SVC RFPs are planning to be released in FY23 (2 F&B Vending RFPs)**

# Achieving Success through Synergy

Community Impact

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## Small Business Enterprise



Toan Luong, Ampersand



Don Mitchell, Nowitski Bar



Alvin Brown & Ronnie Harris, The Bridge



# Passport to Success



Farmer Brothers®



J & J Construction

TEXAS CAPITAL BANK®



## OWNER'S FORUM

## VENDOR PASSPORT

NAME: \_\_\_\_\_

PHONE #: \_\_\_\_\_

VISIT ALL 10 VENDORS FOR A CHANCE TO WIN!





# Make the Journey Short... Leave an Impression

Closing Remarks

Thank You