

# Concessions March Webinar Preparing for Summer

March 28, 2024



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# Welcome

Zenola Campbell  
Vice President, Concessions





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# Agenda

Welcome

Zenola Campbell

Ready for Business

AXN Conference – April

Sabrina Khater

New Airline Connections

Floriana Trif

Terminal Impact

Projected Summer Sales

Jill McGrew

Business Opportunities

Jennifer Simkins

AA Summer Updates

Jim Moses

Closing

Ken Buchanan

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# Ready for Business

Zenola Campbell

Vice President, Concessions





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# Get Ready for Business

Are your locations “Show Ready”

Refurbishments – are you on schedule

Staffing in place???

Construction impacts now February vs. summer





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# Refurbishments

Show Ready – Need to act now!

Currently 21 midterm refurbishments in progress  
Additional 20 locations will be contacted shortly

**Please focus on completing the current projects in progress and expediting the future projects to meet the summer travel season.**

# Summer Recruitment Campaign

**DFW Concessions and Communications + Marketing will kick off the Summer Recruitment campaign on April 1<sup>st</sup> !**

Concession Employee Recruitment Ads will be promoted through:

- Social Media
- Digital Display Banners
- Audio Streaming
- MyDFWConnection Newsletters

**Campaign will utilize paid search strategy to bring the ads to potential employees and lead them to the:**

**DFW CONCESSIONS JOB PAGE**

**Apply Today!**  
for a restaurant, shop, or services job at DFW

**DFW** DALLAS FORT WORTH INTERNATIONAL AIRPORT

**I WORK SHIFTS THAT WORK FOR ME**  
Michael B.  
Friday's @ DFW Airport

# Work at a DFW Airport Concessionaire

Apply For Jobs Now →

## Employment Information

### Applicant Information

First Name *	Last Name *	Date *	
Jane	Smith	03/01/2024	
Street Address		Apt/Unit#	
1391 Thrash Trail			
City	State	Zip	
Pittsburg	Texas	75686	
Phone *	Email *		
903-664-0864	jsmith@example.com		

# Recruitment Support

Hiring Page for concession locations

How it works:

1. Applicant completes the form.
2. The form is automatically sent via email to all location managers who have registered to receive them.

Email will come from: [webmaster@dfwairport.com](mailto:webmaster@dfwairport.com)

Subject line: *Employment Information Form*

3. Location managers review the applications and determine how to continue the employment process with the applicant.

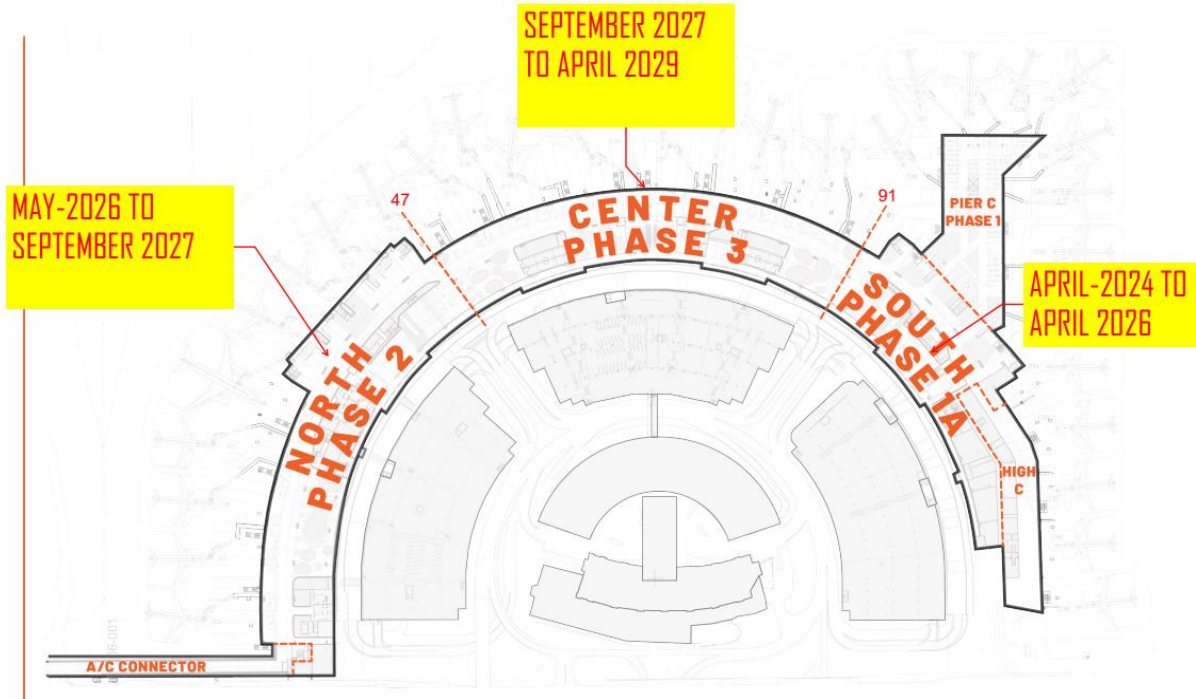
## To Register for Employment Information Updates:

Send Contact Information for HR Management Representative to your **Business Unit Manager**

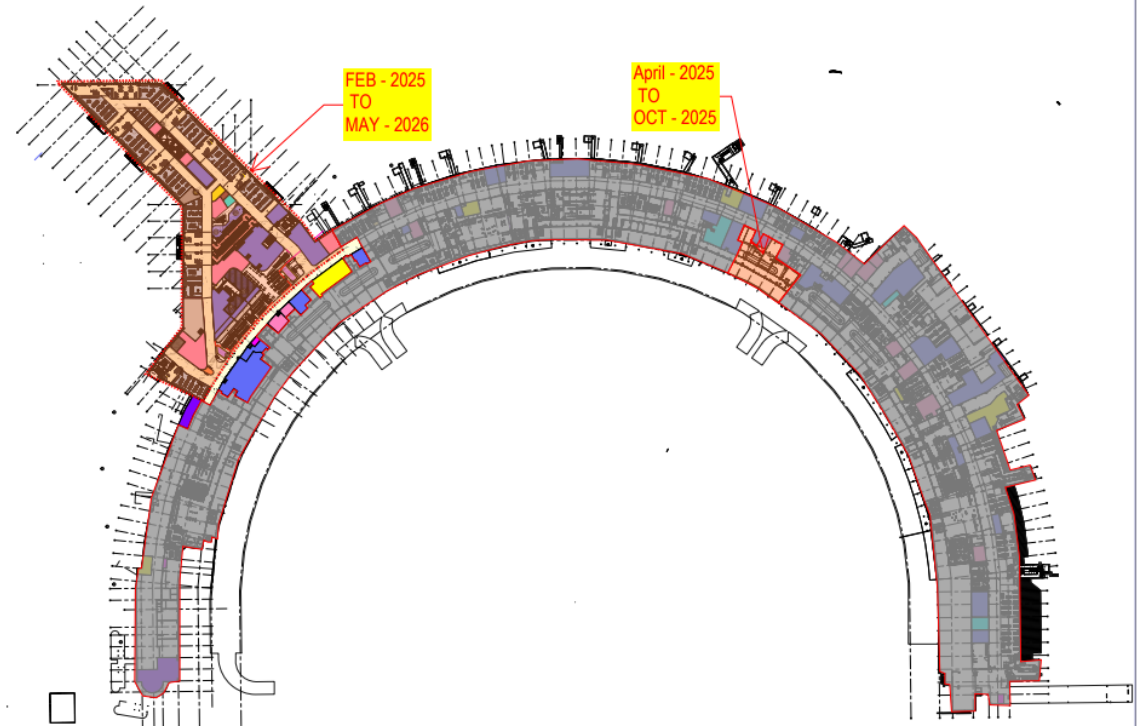


Most Impacts now February with some enabling projects happening as planned

### Terminal C Construction



### TERMINAL A PHASING PLAN



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# AXN Conference - April

Sabrina Khater  
Concessions Manager



# Tour Route

## Terminal A Low Gates & High C



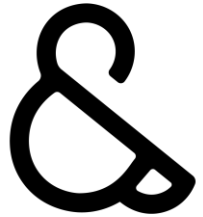
Terminal A Stops:  
Plum Market and The Bridge

Terminal C Stops:  
Nowitzki, Fort Worth Magazine,  
Ampersand, Freshens/Boarshead,  
Chili's



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DFW

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Duty Free & More

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COMPANY

 LaTrelle's  
A James Family Company

DFW

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# New Airline Connections & Terminal Impact

Floriana Trif

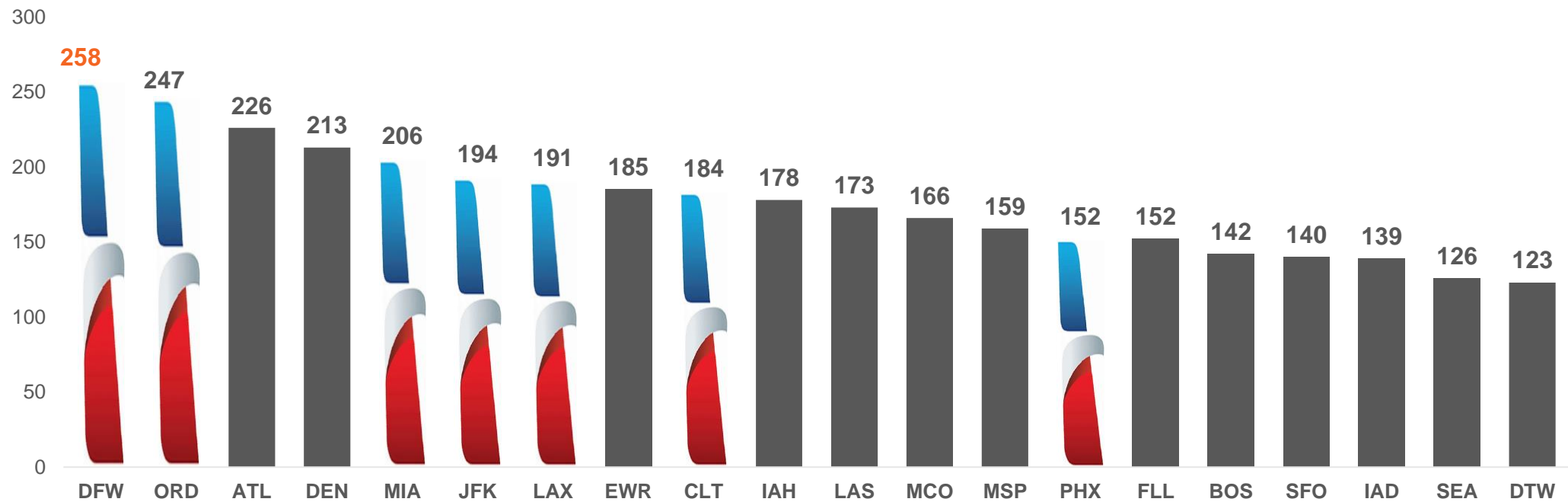
Sr. Aviation Analytics Manager, Research and Analytics



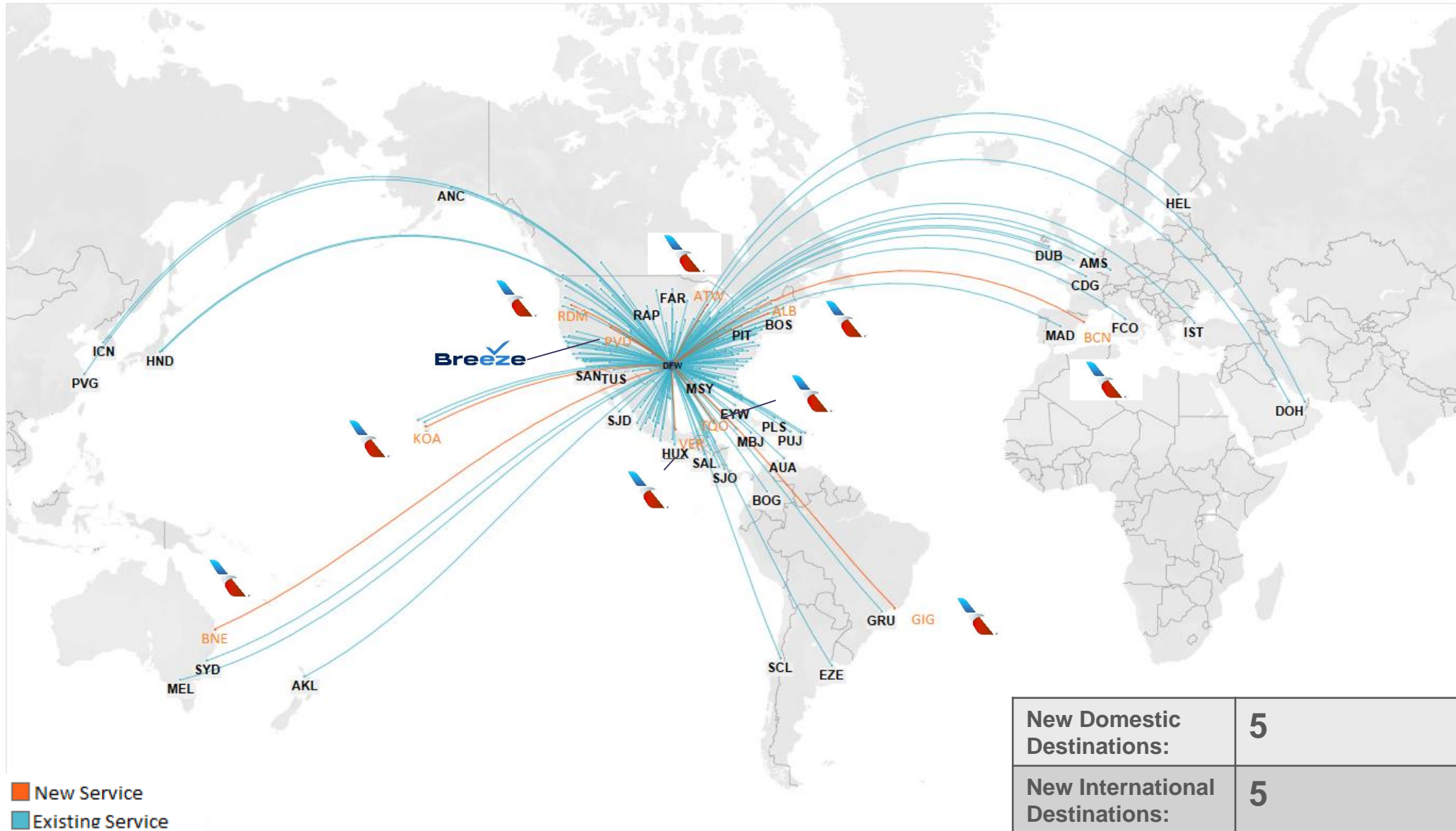


# DFW leads all US airports with 258 total destinations

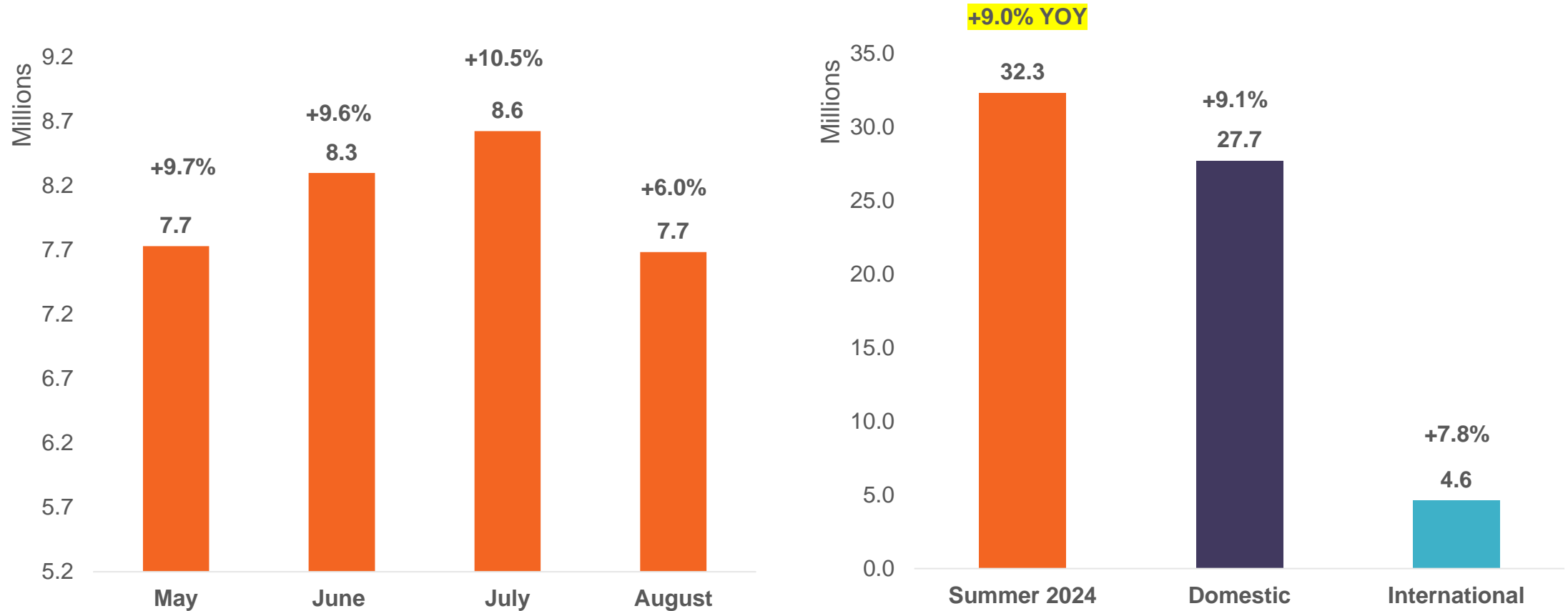
# Destinations for major US airports  
(YE Feb 2024)



# 10 new services added in FY24

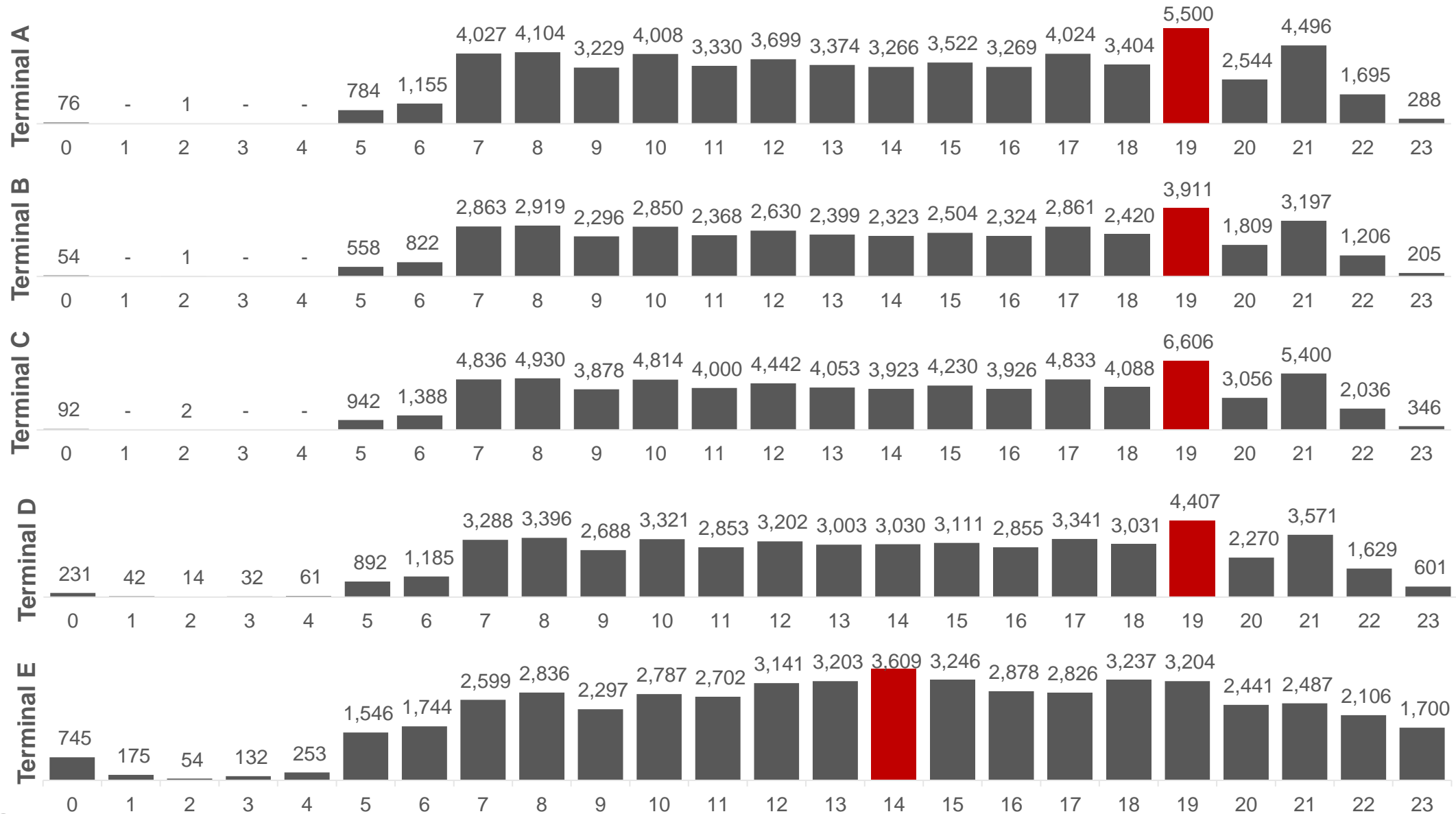


# Strong traffic during summer, 9.0% above last year and 17.9% vs 2019





# DFW terminal split by hour – July 2024



Source: DFW internal estimates



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# Projected Summer Sales

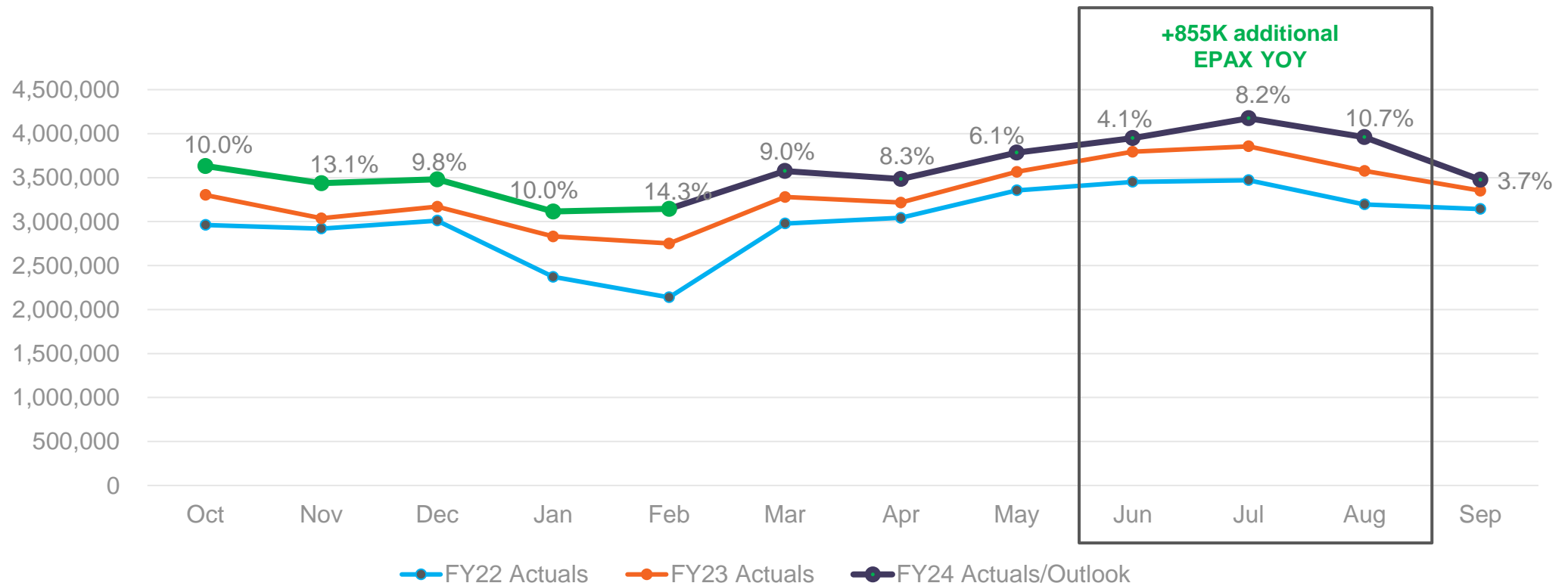
Jill McGrew

Concessions Manager



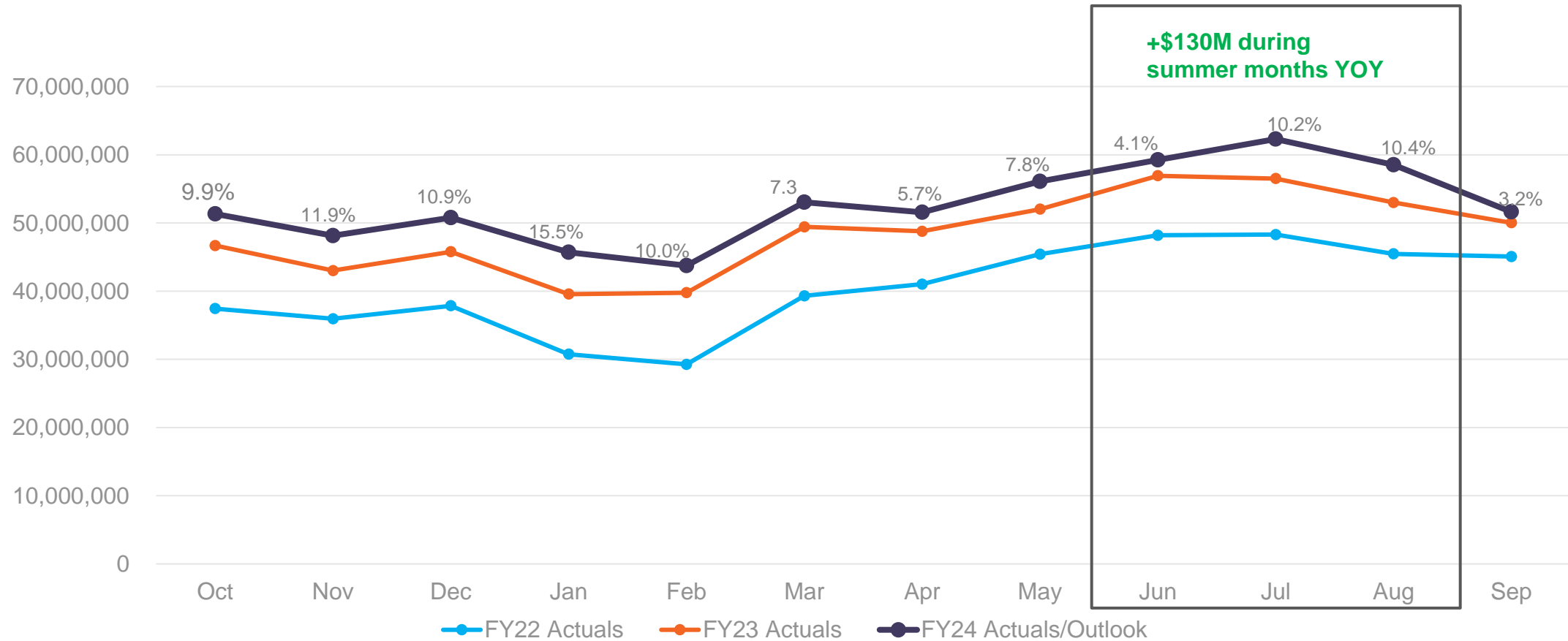
# Total Enplaned Passengers FYTD through Feb

FY24 Enplaned Passengers are expected to be up 8.8% vs FY23, up 19.9% over FY22



# Total Gross Receipts FYTD through Feb

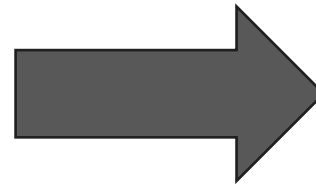
FY24 gross receipts are expected to be up 8.7% vs FY23, up 30.6% over FY22



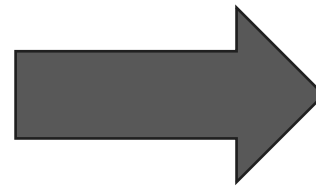


# Grab and Go Categories

Please enter your sales in the correct categories



**Category 6**  
**Grab & Go Food**

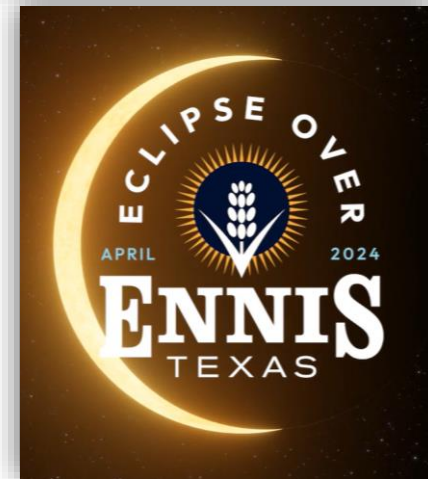


**Category 15**  
**Grab & Go Beverages**

# Eclipse Excitement

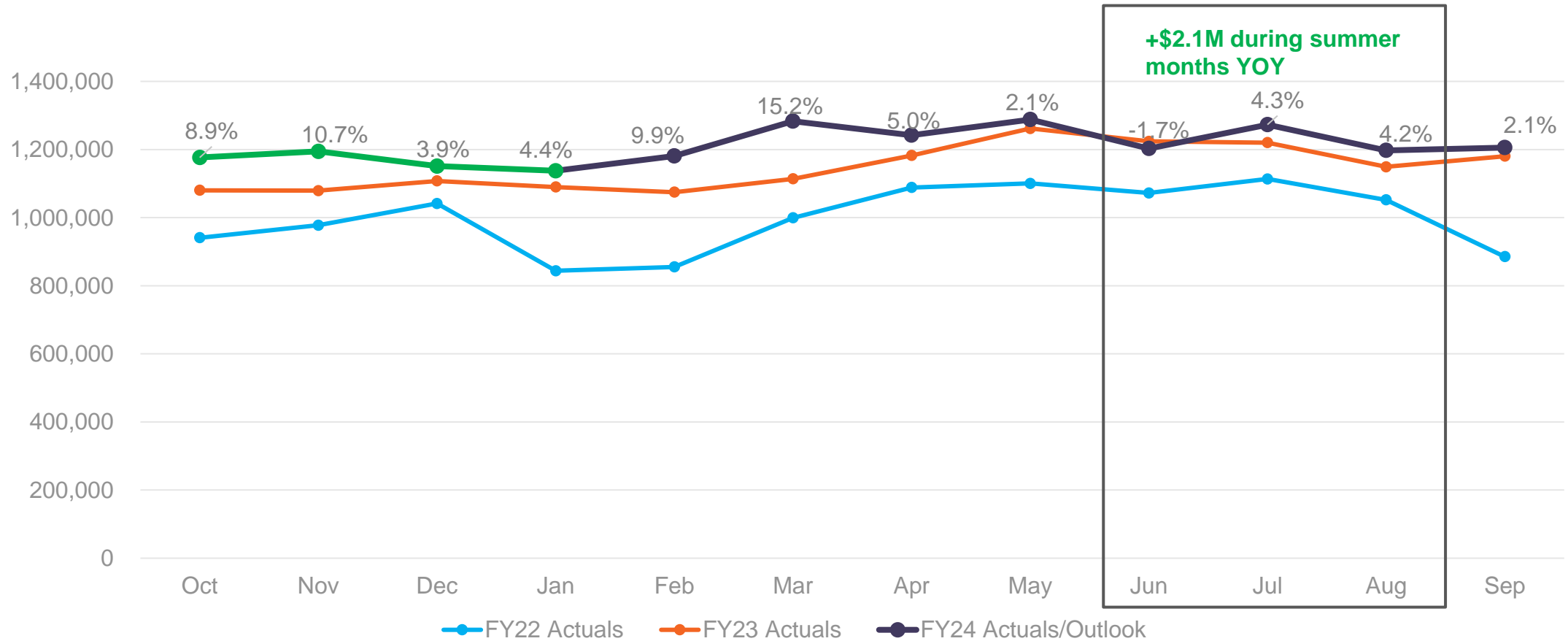


Record high  
car rentals  
leading into  
April 8th!



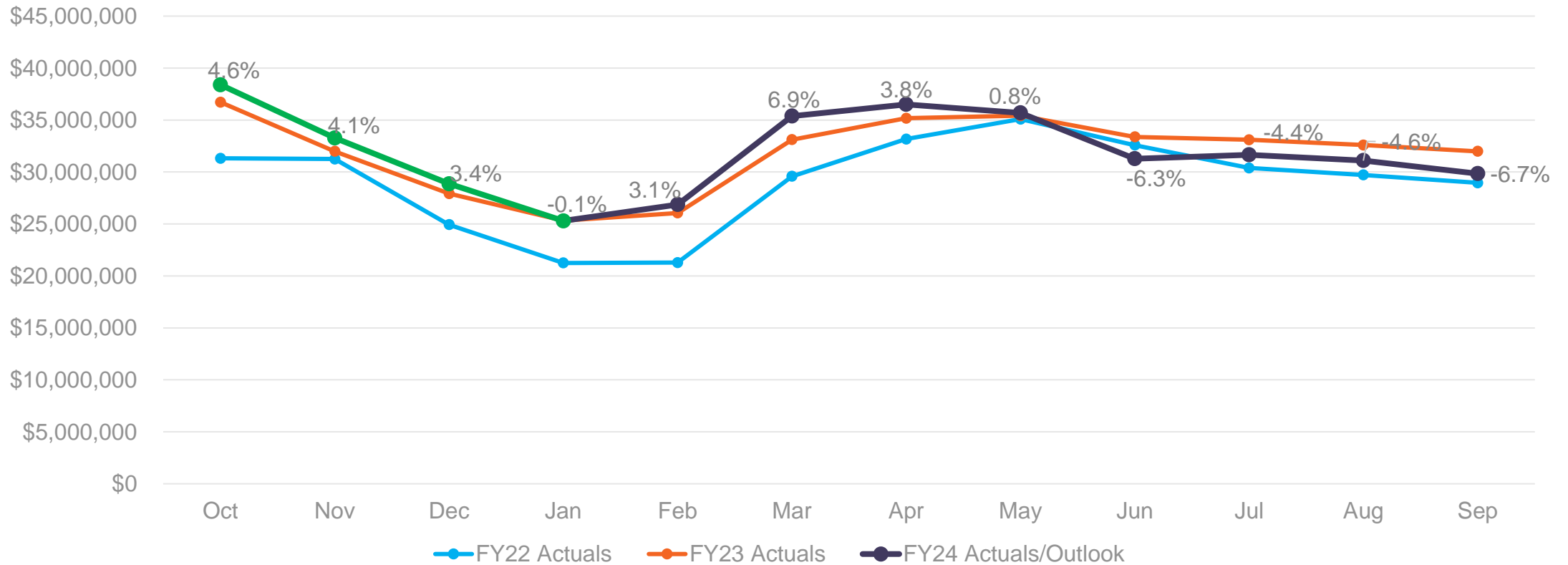
# RAC Destination Passenger FYTD through Jan

FY24 Destination Passengers are projected to be up 5.6% vs FY23, up 21.4% vs FY22



# RAC Gross Receipts FYTD through January

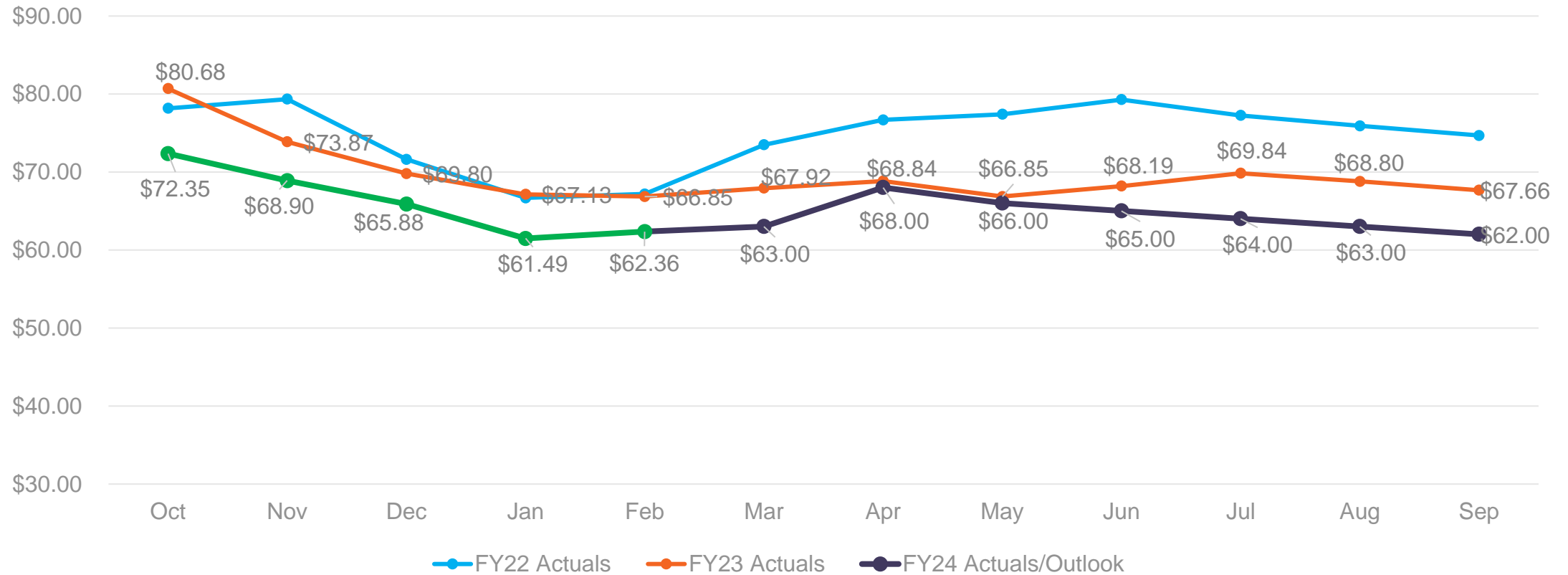
FY24 gross receipts are projected to be up 0.4% vs FY23, up 9.9% vs FY22





# RAC AVG Daily Rate FYTD through February

The AVG Daily Rate is rightsizing



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# Business Opportunities

Jennifer Simkins

Assistant Vice President, Concessions







# Passengers On The Go



CONNECTING **60%** GRAB & GO **66%**

# Open for Business

Locations Open & Closed on time – March Randomized Sampling

Openings		Closures	
Terminal & Gate	Concession	Actual vs Posted Opening	Actual vs Posted Closing
A	A11 Einstein Bros. Bagels	01:02	00:19
	A13 Hudson	01:00	00:39
	A17 McDonald's	04:52	01:40
	A19 L'Occitane	00:02	00:09
	A21 Auntie Anne's	04:14	00:59
	A24 Twisted Root	00:57	00:39
	A25 La Madeleine	03:38	00:29
	A33 Kiehl's	00:36	00:09
	A33 Panera Bread	00:02	01:19
	A34 La Crème Coffee & Tea	05:53	01:09
	A34 Southwest News	01:13	00:29
	B12 Texas Monthly News	00:52	00:29
	B21 CultureMap	00:52	00:39
	B24 Subway	00:52	00:49
B	B28 Wingstop	01:02	01:29
	B28 Auntie Anne's	01:52	01:19
	B29 Caribou Coffee	00:12	00:09
	B29 World News & Gifts	01:12	00:09
	B32 The Rodeo Bar	03:32	00:29
	B43 Cousin's Bar-B-Q	00:32	00:39
	B43 Hudson	00:52	00:39



# Locations Open & Closed on time – March Randomized Sampling

Openings		Closures	
Terminal & Gate	Concession	Actual vs Posted Opening	Actual vs Posted Closing
C06	Dickey's Barbecue Pit	01:02	00:59
C07	Newslink	00:50	00:29
C08	Starbucks	00:42	00:59
	TGI Fridays	00:52	00:59
C14	Pappadeaux Seafood Bar	05:53	01:59
C17	Baskin-Robbins	00:42	00:29
	Maggiano's	00:22	00:49
C19	Pappasito's Cantina	00:40	00:09
C21	Starbucks	01:01	00:20
C22	Banh Shop	05:43	01:39
C27	Beer Union	02:12	00:09
	Starbucks	04:53	00:29
C29	TGI Fridays	00:52	00:09
D01	Trinity Groves Food Lockers	05:53	00:19
	360 West Travel Essentials	05:53	00:19
	Cake Bar	05:53	00:19
D02	Counter Culture Coffee	04:53	00:19
	Kate Weiser Chocolate	05:53	00:19
	Trinity Groves Kitchen & Bar	05:53	00:19
D04	Grab + Fly	05:53	00:19
D21	Dallas Cowboys Pro Shop	00:01	00:09
D22	3Sixty Duty Free and More	00:10	00:19
	Hickory	02:08	01:29
D24	Longchamp	00:18	01:06
D25	Great American Bakery	04:53	00:39
	Travel+Leisure News	05:53	00:39
E31	NBC-5 Travel Store	00:28	00:29
E34	Starbucks	00:28	00:39

# Business Reviews

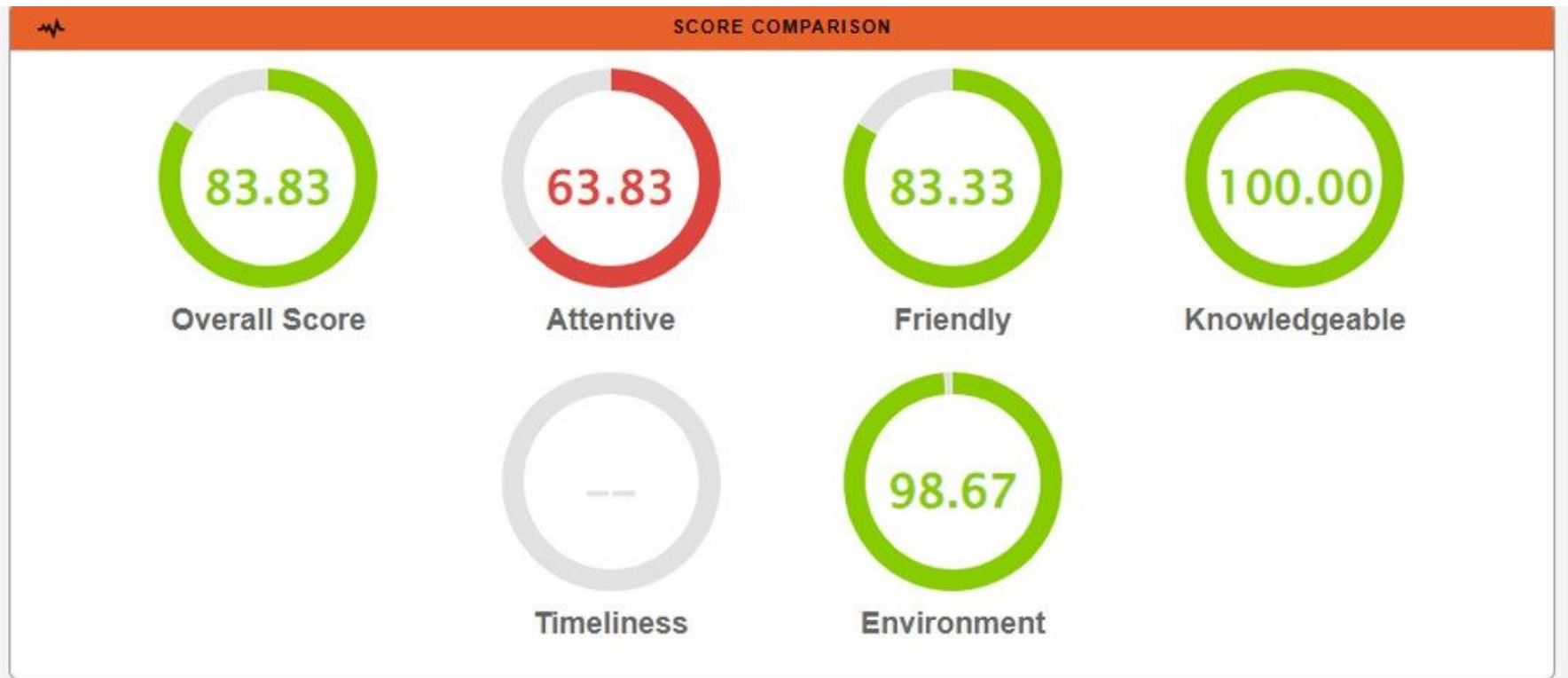
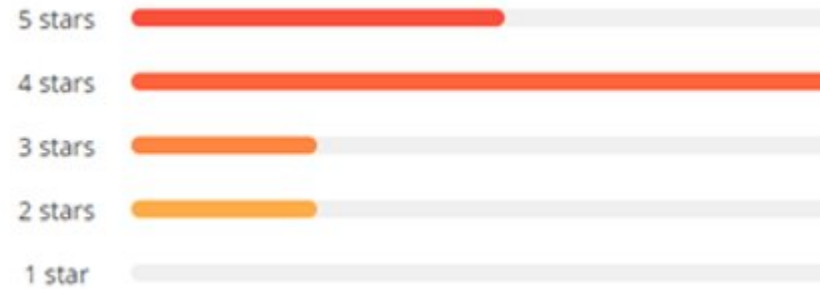
Mystery Shop, Social Media



Question If the associate was assisting other customers, were you still acknowledged?



Question Did any associate greet or acknowledge you when you first entered the location?



# Coca-Cola Southwest Contact Information

## **For questions on Orders or Product Availability:**

Julian Gutierrez- Account Manager/SDM- DFW  
Airport

Phone: (817) 676-5906

Email: [julian.gutierrez@cocacolaswb.com](mailto:julian.gutierrez@cocacolaswb.com)

- For 2<sup>nd</sup> support: [Ryan.Briggs@cocacolaswb.com](mailto:Ryan.Briggs@cocacolaswb.com)

## **For questions on first level of escalation for Sales/Operations:**

Sandrine Chance– District Sales Manager- DFW

Phone: (214) 885-1459/ (469) 873-4600

Email: [Sandrine.Chance@cocacolaswb.com](mailto:Sandrine.Chance@cocacolaswb.com);

[Ryan.Briggs@cocacolaswb.com](mailto:Ryan.Briggs@cocacolaswb.com)

## **CUT OFF Order Time:**

**11AM ( On MYCOKE Banner)**

**Deliveries Sunday Night- Thursday Night**

## **For Distribution:**

Eldon Gundvaldson– Distribution Manager

Phone: (817)-564-1741

Email: [Eldon.Gundvaldson@cocacolaswb.com](mailto:Eldon.Gundvaldson@cocacolaswb.com)

Russell Nimon – Distribution Supervisor- DFW Airport

Phone: (469)-460-2991

Email: [Russell.Nimon@cocacolaswb.com](mailto:Russell.Nimon@cocacolaswb.com)

## **Emergency Contacts or any follow up needed:**

James Brown- Area Sales Manager, DFW

Phone: (469)-435-2963

Email: [James.Brown@cocacolaswb.com](mailto:James.Brown@cocacolaswb.com)

Ryann McCarron- Account Executive II- CCSWB

Phone: (469)-418-3086

Email: [Ryann.McCarron@cocacolaswb.com](mailto:Ryann.McCarron@cocacolaswb.com)

# TGIF FRIDAYS

I ♥ DFW



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## Kudos

### TGIF Record Sales!

Terminal C08 - March 7, 2024:

- Served 973 guests
- Reported \$27,483

Terminal B10 - March 8, 2024:

- Served 1745 guests
- Reported \$49,305



# DFW Summer 2024

American Airlines

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# American Airlines Summer Updates

Jim Moses

Senior Vice President, American Airlines Hub Operations at DFW



# Summer 2024 at a Glance

For the second consecutive year, American will set an all-time record for the size of DFW's operation measured by scheduled seats and departures on a peak day.

Continued growth at DFW is critical to the long-term success of the American Airline's network.

- Mainline and combined (ML + RG) American will fly our largest schedules ever this summer (June / July)
- Summer starts earlier this year – initial schedule change will be May 6<sup>th</sup>
- Due to Terminal C Construction, early operations will shift to Terminal A with the summer schedule (May 6<sup>th</sup>)
- Additional Mainline operations will shift to Terminal B, with the conversion of 4 gates to Mainline

# AA Summer Schedule Details

DFW S24 vs S23



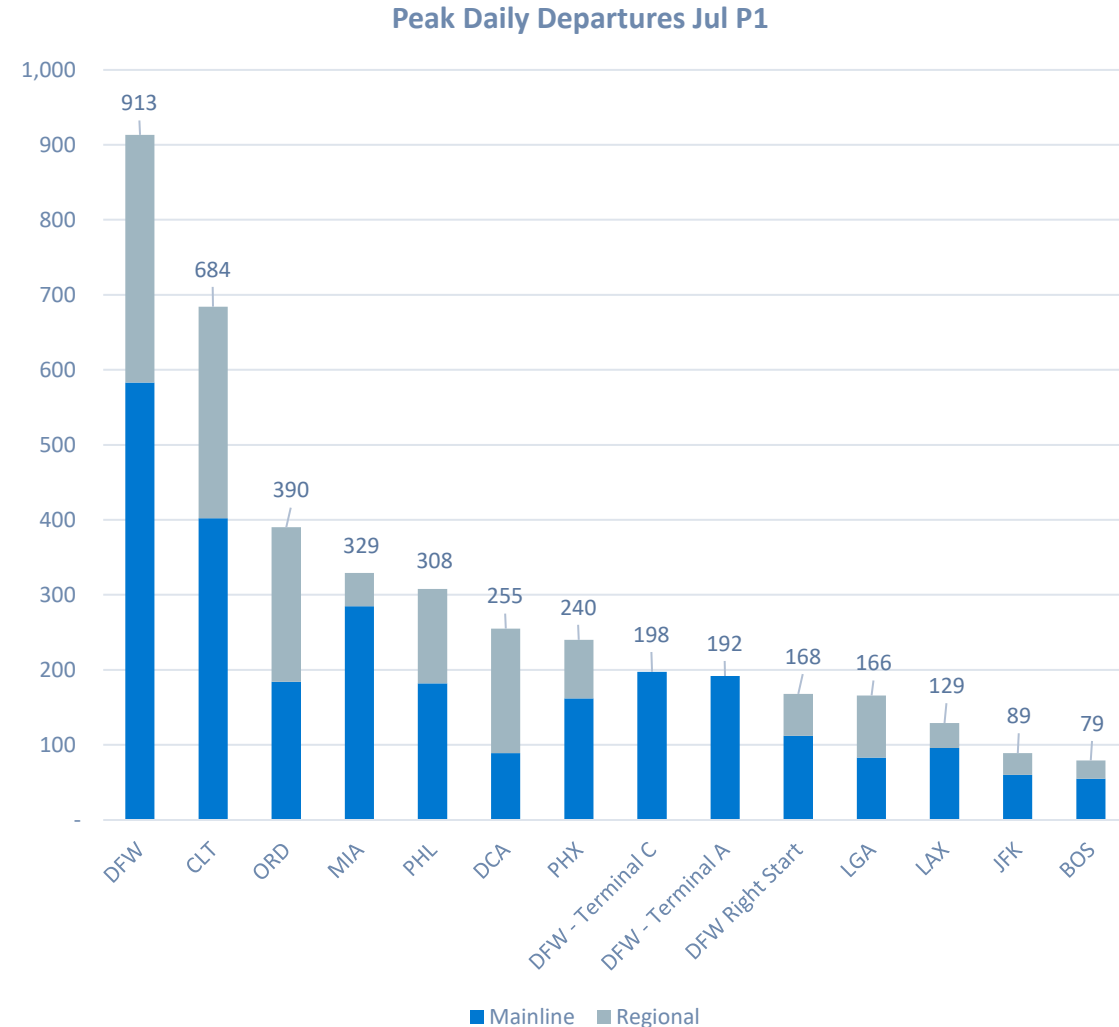
## New markets include:

- ALB (Albany NY)
- ATW (Appleton, WI)
- BCN (Barcelona, Spain)
- RDM (Redmond, OR)
- TQO (Tulum, Mexico)

- 900+ total combined peak daily departures for the first time since 2019
- 585+ mainline peak daily departures +20 Y/Y
- Regional growing by nearly 60 departures Y/Y
- Total scheduled seats increasing over 10% Y/Y with over 126K daily seats combined Mainline and Regional
- Significant growth in Banks 2 and 7

# American Around the System

- DFW is American's largest operation in the network
- DFW's mainline operation is 30% larger than the second largest, CLT
- Terminal A or Terminal C would be the 4<sup>th</sup> largest mainline operation in American's system
- DFW's combined Right Start operation is as large as the entire operation of LGA or LAX





# Summer Preparation

American has been working with partners at DFW, headquarters, and operational leaders since **October 2023** to ensure we are successful this summer.

- Nearly **300+** new Ramp team members hired since January to accommodate new flight schedule
- All business partners and departments reporting **95%+ staffing levels** beginning of March
- **New GSE** purchased to support Mainline growth in B terminal where necessary
- PCA / AC System replacements and evaluations have improved readiness from 64% to **88%** Y/Y
- American is **reengineering the experience** of our customer at the Lobby of the airport

Close coordination with all of our partners and stakeholders is critical to ensuring we care for our customers on life's journey this summer.

# Summer Reminders



- **Construction** – significant construction will impact our team members, customers, and operation this summer.



- **Late Night Ops** – continued focused on completion factor and delivering on our promise to get our customers to their destination



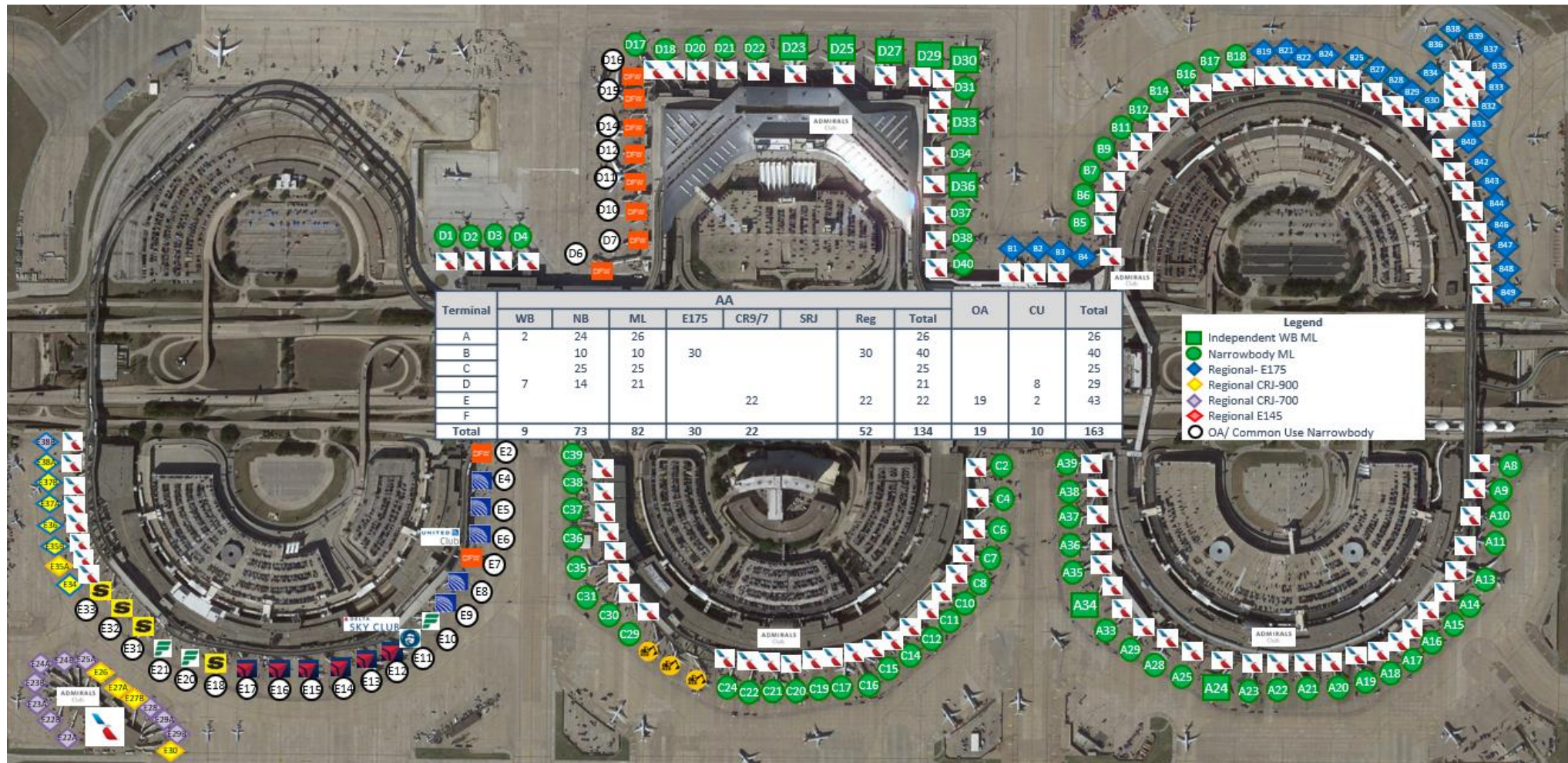
- **Weather Preparation** – North Texas weather means thunderstorms and heat. Ensuring new team members are ready is key to safety.



- **Hydration** – Summer heat can impact DFW earlier than other parts of the country and will last long into September. Reminder your teams to stay hydrated this summer!

# July 2024 - Gate Inventory

- This summer, 3 gates in Terminal C will be closed to conduct prelim construction for new pier
- Plan to maintain 8 spare gates (4 NB in A/C, 4 RG in B/E)



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# Closing Remarks

Ken Buchanan

Executive Vice President, Revenue Management and Customer Experience







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