

## **Q&A for Passenger Survey April 2025 – for public distribution**

### **1) Why is HIAL carrying out this survey?**

As an organisation, Highlands & Islands Airports Ltd (HIAL) would like to better understand our customers and their experience at our airports.

We want to collect information to help us to plan the services and facilities we deliver and identify any improvements we can make.

The survey has been designed to collect data on the following aspects:

- Demographical information for the people who use our airports – the regions you live in and why you choose to use our airports
- Flying habits and preferences – how often you fly and whether you travel as an individual or in a group, whether it is for leisure or business purposes
- What your current experience of the services and facilities provided at our airports is and whether there are new services or facilities that you feel should be introduced
- How you travel to and from the airport and why you choose these modes of transport. This is to provide data on how accessible our airports are.

### **2) When is the survey taking place?**

The initial survey will take place between 1 – 30 April 2025. We then plan to repeat it again later in the year to give us comparable data on our quieter and busier times at the airports.

### **3) How will the information be collected?**

The survey can be completed online at

[https://www.smartsurvey.co.uk/s/HIAL\\_Customer\\_Survey\\_April2025/](https://www.smartsurvey.co.uk/s/HIAL_Customer_Survey_April2025/) or you can scan the QR code on the posters on display at our airports.



Paper versions of the survey can also be requested from our airport teams. These should be returned to a member of the airport team who will arrange for it to be included within the survey results.

### **4) Will the survey collect any personal information which could identify participants?**

The questions will not ask you to provide any personal information. We do ask for some information such as age bracket and full postcode, but this information will only be used to compare with available demographic research data as part of the analysis.

### **5) Is the information provided confidential?**

All information collected is confidential and will only be used for analysis purposes to generate a report to identify areas of our services and facilities that could be improved.

**Our privacy policy for the Customer Survey is available [here](#)**

**6) What will happen to the data once it has been collected?**

The data will be analysed and will be used as part of the planning process for our services and facilities. We will provide an update on the findings of the survey on our website.

**7) Are you looking for feedback on the flights provided at the airports?**

No, we are only looking for feedback on the services provided at the airports. Airlines carry out their own surveys and we do not want to replicate these.

**8) Should I use the survey for complaints?**

Customers looking to make a complaint, pay HIAL a compliment or provide a suggestion should use our [Customer Feedback System](#)

For more information visit the airport information pages on [www.hial.co.uk](http://www.hial.co.uk)