



WASHINGTON, D.C.'S 3 MAJOR AIRPORTS



What We Ask About

- What transportation they took and why
- Where they came from and how long their trip was
- Where they're going
- Why they chose their airport
- The purpose of their trip
- If they parked a car or got dropped off
- Age, income, resident status

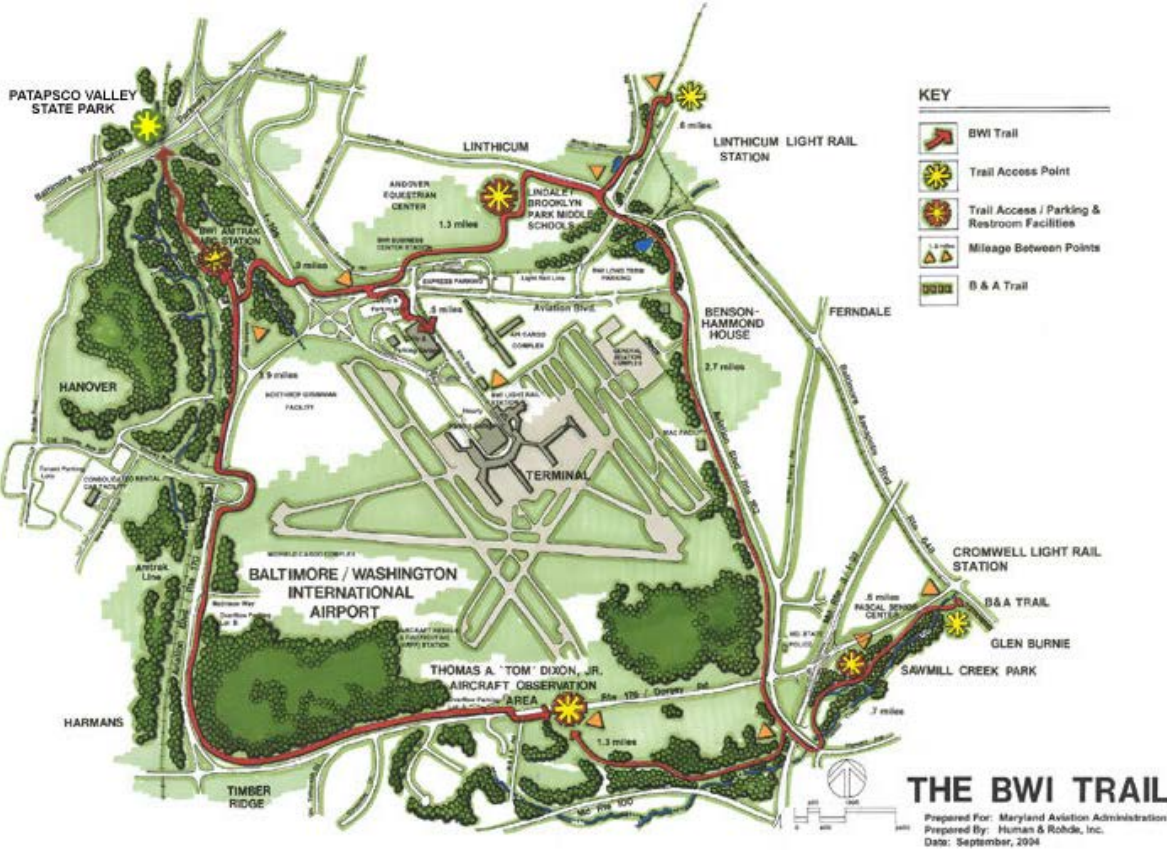
What Our Survey Results Told Us

- More people are taking Uber/Lyft, less taxis
- Each airport has a dominant travel purpose
 - BWI: Families
 - DCA: Business
 - IAD: Vacation
- More people are staying in AirBNB properties
- With this information in mind, what recommendations will you make for your airport?



Baltimore/Washington International Thurgood Marshall Airport (BWI)





MAGLEV Train to BWI



Ronald Reagan Washington National Airport (DCA)





Pedestrian Bridge to DCA



Washington Dulles International Airport (IAD)





Metro to IAD



Building Community at the Airport

- Whether or not you've visited one before, what do you think about when you think about an airport?
 - Things to do
 - Mood of people
 - How it looks and feels
- What can we add to airports to make them more:
 - Interesting/Fun
 - Comfortable
 - Convenient



More Chances to Win Candy...

- Which airport...
 - has a bike trail?
 - can you currently take the Metro to?
 - is building a Metro station?
 - might one day have a high-speed train?
 - might one day have a bridge for walk/bike?



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