

ARN's Best Concessions Poll 2002

Procedural Details

Over the past seven years that ARN has conducted the Airport Retail News Best Concessions Poll, the process to select the best has evolved into one that demands high standards of excellence from those that are nominated and especially from those that ultimately win.

Each year, a new panel of judges is selected to filter out any partialities that may exist from year to year. And, as in years past, judges could only vote in categories unrelated to their type of business or involvement in the industry.

Two ballots were developed for this year's poll, based on a list of nominees compiled by industry participants who submitted a nomination form. The Best Airport Programs ballot included nominations for large, medium and small airports and this year we included a "single terminal" division. The delineation between the size groups was based on enplanements: large airports were those with enplanements of 10 million or greater; medium airports were those with enplanements less than 10 million but greater than 4 million; small airports were those with less than 4 million enplanements.

On the Best Concessionaires ballot, nominations for large and small companies were delineated by the level of annual revenues generated by the companies nominated. Companies with more than \$40 million in annual revenues were considered to be large companies. Those with less than \$40 million in annual revenues were considered to be small companies.

Below are the details of how ARN conducted the nomination and judging process this year.

The Nomination Process

The procedure for nominating airports and operators in this year's poll was similar to last year's where ARN's readership base chose nominees in categories unrelated to their own type of business. Two nomination forms were first published in the ARN magazine then sent to industry participants: one consisted of only Best Concessionaire categories, the other only Best Airport Program categories. This prevented self-nominating situations from occurring and required each participant to evaluate based on their professional knowledge and personal experiences.

A total of 42 respondents submitted nomination forms, from which a broad list of nominees was compiled.

The Best Concessionaire nomination form included 11 categories each of which encouraged nominations for both large and small companies. The categories were as follows:

- Best New Specialty Retail Concept
- Best New Food & Beverage Concept
- Retailer with the Highest Regard for Customer Service
- Food & Beverage Operator with the Highest Regard for Customer Service
- Best Retail Store Design
- Best Restaurant Design
- Best Specialty Brand Retailer

- Best Branded Food Operator
- Best Airport Retailer
- Best News & Gift Operator
- Best Food & Beverage Operator

The Best Airport Concessions Program nomination form included five categories each of which encouraged nominations for large, medium, and small airports as well as nominations under the new single terminal division. The categories were as follows:

- Best Concessions Program Design
- Best Redeveloped Concessions Program
- Best Concessions Management Team
- Airport with the Most Innovative Services
- Best Overall Concessions Program

The Judging Process

Once again, ARN selected several industry experts to be judges in the final voting process (*see judges list below*). This year twelve judges (all concessionaires) voted for Best Airport Programs and twelve judges (mix of airport executives and consultants) voted for Best Concessionaires. Of the 24 judges only one voted in last year's poll.

In selecting the judges, careful attention was paid to pool people for their recognized expertise in specific aspects of the industry but also to bring together a group that represented a broad-based collection of knowledge.

Again, judges could only vote in categories unrelated to their type of business and were given ballots tailored to meet that objective. Airport executives and consultants voted in categories related only to retail and food/beverage operations. Retailers and food/beverage operators voted in categories relating only to airport programs.

The Point System & Weighting of Votes

As in the two previous years, each judge was directed to first designate the airport programs or stores they were familiar with in each category. Then, they marked their first, second and third choice picks within that category by writing a 1, 2, or 3 in a box provided next to each name. Points were first tabulated according to ARN's basic point system where: first choice = 3 points; second choice = 2 points; third choice = 1 point.

Up to one extra point was given to a nominee if the judge casting the vote exhibited exceptional familiarity with the nominees in that category. If a judge was familiar with more than half of the nominees listed in any particular category, one extra point was given to each vote cast. In other words their first choice would = 4; second choice = 3 and third choice = 2.

Contents of Supplement

In two separate PDF files on the www.airportretailnews.com website, the score tally sheets for Best Airport Programs and Best Concessionaires are displayed. They show a detailed accounting of how many points were garnered by each contender in the 2002

competition. If you have further questions or comments, please contact ARN at (561) 659-6818 or fax: (561) 659-0091 or send us an email at: info@airportretailnews.com .

Judges Voting for Best Airport Programs

William Anton: Anton Airfood
Louis Coccoli: GladCo Enterprises
Joe Davis: WHSmith
Pam DelDuca: Delstar Group
Carole Howe: CBR Inc.
Kevin Kern: Borders Books
Paul Loupakos: The Grove
Roddy McOwan: Select Service Partner
Tom Nolan: McDonald's
Stan Novack: HMS Host
Gregg Paradies: Paradies Shops
Jeff Sailor: News & Gifts International

Judges Voting for Best Concessionaires

Rob Baltruzak: Velocity Retail
Bruce Boudreau: Leigh Fisher
Vicki Braunagel: Denver International
Myra Bustamante: Miami International
Mark Knight: BAA USA
Michael Moroney: Black & Veatch
Mark Pullman: Airport Retail Portfolio
Jeanne Raikoglo: Portland
Patricia Ryan: Reno International
Susan Stein: Vancouver International
Steve Tafuro: Silvester Tafuro
Kent Vanden Oever: HNTB