

## **ARN's Best Concessions Poll 2003**

### **Procedural Details**

Over the past eight years that ARN has conducted the Airport Revenue 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 compiled by industry participants who nominated their favorite companies or airports in an open-to-the-industry process. The Best Airport Concessions Programs ballot included nominations for large, medium, small airports and 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, nominees were listed under the large or small company division delineated by the level of annual revenues generated by the companies. Companies with more than \$40 million in annual revenues were considered to be large. Those with less than \$40 million in annual revenues were considered to be small.

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

#### **The Nomination Process**

This year nomination forms were distributed in various ways: 1) at the Embry Riddle Conference in Jersey City 2) through a mass mailing to ARN's readership base 3) via email to subscribers of ARN's Breaking News service. The forms were appropriately distributed according to the receiver's profession. One ballot 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 47 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 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**

ARN selected several industry experts to be judges in the final voting process (*see judges list below*). This year thirteen judges (all concessionaires) voted for Best Airport Programs and eleven judges (a mix of airport executives and consultants) voted for Best Concessionaires.

In selecting the judges, careful attention was paid to select 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 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 nominee. 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.airportrevenue.com](http://www.airportrevenue.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

2003 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@airportrevenue.com](mailto:info@airportrevenue.com).

## **ARN's 2003 Best Concessions Judges**

### **Concessionaires Voting for Best Airport Programs**

Sayed Ali: Creative Host Services  
Ramon Bosquez: Duty Free U.S.  
Les Cappetta: HMSHost  
Reginald Coachman: Concessions International  
Susan Druckman: TravelEx  
Chuck Finkelstein: Faber, Coe & Gregg  
Stu Holcombe: CA One Services  
Ruth Anne Menutis: The Grove  
Patricia Miller: Anton Airfood  
Tracy Nixon: Passport Nails  
Robert Thomson: Brookstone  
Robert Weitz: HDS Retail  
Amy Nye Wolf: AltiTunes

### **Airports & Consultants Voting for Best Concessionaires**

Derryl Benton: Orlando International  
T. Paul Dorrington: Reagan National Airport  
Ann Ferraguto: AirProjects, Inc.  
George Giaquinto: Westfield Concessions Management  
Alan Gluck: Baltimore Washington International  
Don Kolsun: Calgary International  
James Little: Cini-Little  
Michael Mullaney: Cincinnati-N. Kentucky International  
Scott O'Donnell: Sypher Mueller  
Tom Strange: Air Transport IT Services, Inc.  
Andrew Weddig: Unison-Maximus