

US lounge market signals hope for sector

Data from [Airport Dimensions](#) shows the lounge market could be heading towards recovery, with recent weeks marking the busiest period for the group since the beginning of the COVID-19 pandemic last year.

From the end of February 2021, Airport Dimensions says its lounges overall have seen a steady increase in visitors, with US lounges performing particularly well. Airport Dimensions' sleep offering in the Middle East has occupancy levels exceeding expectations and reaching record levels. The Club lounges at [Dallas Fort Worth International Airport](#) and [Cincinnati/Northern Kentucky International Airport](#) have seen the biggest increase in visitors, both performing at well over two-thirds of pre-pandemic 2019 visitor rates, with [Orlando International Airport](#) ranking a close second.

"These increases demonstrate a growth in confidence among travelers," said a release from Airport Dimensions. "Strict hygiene and safety protocols have been implemented throughout Airport Dimensions lounges from the start of the current crisis, and customer reviews reveal that this, along with the reassurance of high quality customer service, has made travelers feel comfortable along their journey."

This year, customer service satisfaction scores have so far averaged at 97 percent in The Club lounges across the US, while cleanliness has received an overall rating of 95 percent, reports the company.

A move towards more touch-free technology-based options has further contributed to customer satisfaction. Contactless check-in has been introduced at various locations, and the debut of Ready 2 Order, by parent company Collinson, allows lounge users to order food and beverages from their own devices, has been welcomed by travelers to The Club JAX.

Nancy Knipp, President (Americas), Airport Dimensions added; "We're seeing significant growth across our US division, which fills us with optimism that confidence among travellers, and the travel industry itself, is beginning to return. We're very grateful to our loyal customers, who can find a safe haven in our lounges away from the hustle and bustle of the airport, and the key priority for us is to continue to provide a range of innovative solutions that make our guests feel safe and comfortable during their travels."

Airport Dimensions designs, builds and operates airport spaces for lounge and other experience. It has a network of 28 airport lounges at major airports across the US United Kingdom and Middle East including Atlanta, Dallas Fort Worth, Gatwick, Heathrow, Dubai and Doha.