Appendix

- 1.Project brief
- 2. Flight destinations with NPS score
- 3. Schiphol stores/restaurants
- 4. F&B benchmark
- 5. Explorative interviews rounds 1&2
- 6. Survey flight preparations questions & results
- 7. Cards for co-evaluations session
- 8. Results of co-evaluation session
- 9.1 Survey concept evaluation questions
- 9.2 Survey concept evaluation results per concept
- 9.3 Survey concept evaluation results overview
- 10. Roadmap: flight selection for pilot
- 11. Showcase: animation of new catering service

Your master programme (only select the options that apply to you):



IDE Master Graduation

Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT

Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME

family name

Save this form according the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy" Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1!

(!)

initials	given name	IDE master(s):	() IPD	Dfl SPD
student number		2 nd non-IDE master:		
street & no.		individual programme:		(give date of approval)
zipcode & city		honours programme:		
country		specialisation / annotation:		
phone				
email				
	ERVISORY TEAM ** the required data for the supervisory team mem	pers. Please check the instructions or	n the right!	
** chair ** mentor		. / section:		Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v
2 nd mentor			0	Second mentor only
	organisation:			applies in case the assignment is hosted by
	city: cour	ntry:		an external organisation.
comments (optional)			•	Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

APPROVAL PROJECT BRIEF

To	be	filled	in	by t	the c	chair	of	the	super	visory	team.	

Does the composition of the supervisory team comply with the regulations and fit the assignment?

chair	date		-	 signature		
CHECK STUDY PROGRESS To be filled in by the SSC E&SA (Shared Service C The study progress will be checked for a 2nd time) Master electives no. of EC accumulated in total: Of which, taking the conditional requirements into account, can be part of the exam programme List of electives obtained before the third semester without approval of the BoE	just befor	re the gree		YES all 1 st year	oroject brief by the or master courses year master cours	passed
name	. date	-	-	 signature		
FORMAL APPROVAL GRADUATION PROJEC To be filled in by the Board of Examiners of IDE TL Next, please assess, (dis)approve and sign this Pro-	J Delft. Ple				arts of the brief m	narked **.
 Does the project fit within the (MSc)-programs the student (taking into account, if described, activities done next to the obligatory MSc specourses)? Is the level of the project challenging enough MSc IDE graduating student? Is the project expected to be doable within 10 working days/20 weeks? 	the ecific for a	Proce		APPROVED APPROVED	NOT APPR	

name _____ date ____ signature _____ IDE TU Delft - E&SA Department /// Graduation project brief & study overview /// 2018-01 v30 Page 2 of 7

Initials & Name _____ Student number ______

Title of Project ______



			project titl
		e) and the start date and end date (below). Keep the ti ment allows you to define and clarify your graduation p	
art date	<u> </u>		- end dat
mplete man	e, the context of your project, and addr ner. Who are involved, what do they va	ess the main stakeholders (interests) within this conte lue and how do they currently operate within the giver ware of (cultural- and social norms, resources (time, m	context? What are the
ace availabl	e for images / figures on next page		
TII Dalfe	ES.CA Donartment /// Craduation and	at brint & atudy avanious /// 2010 01 v20	Dogo 2 of
	ee	ct brief & study overview /// 2018-01 v30 Student number	Page 3 of



introduction (continued): space for images	
image / figure 1:	
image / figure 2:	
DE TU Delft - E&SA Department /// Graduation project brief & study overview /// 2018-01 v30 nitials & Name Student number	



PROBLEM DEFINITION ** Limit and define the scope and solution space of your project to one that is mar EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s		ect of 30
1		
ASSIGNMENT **		
State in 2 or 3 sentences what you are going to research, design, create and / of		
out in "problem definition". Then illustrate this assignment by indicating what I instance: a product, a product-service combination, a strategy illustrated throug case of a Specialisation and/or Appropriation, make sure the assignment reflects	gh product or product-service combination ide	liver, for eas, In
out in "problem definition". Then illustrate this assignment by indicating what linstance: a product, a product-service combination, a strategy illustrated throug case of a Specialisation and/or Annotation, make sure the assignment reflects	gh product or product-service combination ide	liver, for eas, In
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Student number _____

Personal Project Brief - IDE Master Graduation

INING			

PLANNING AND APPROACH **
Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your

start date		 end date
start date	_	enu uate
1 1 1		
i I I		

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Initials & Name



MOTIVATION AND PERSONAL AMBITIONS FINAL COMMENTS

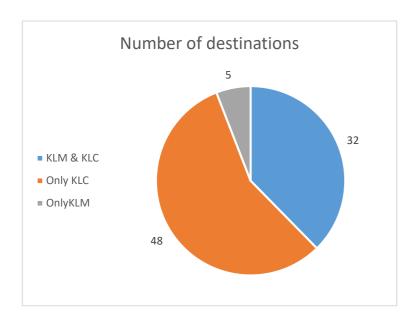
IDE TU Delft - E&SA Department /// Graduation project brief & study ov	verview /// 2018-01 v30	Page 7 of 7
Initials & Name	Student number	
Title of Project		

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Service type	Destination airport	City	Country	Time	Operator for on site	und Flights # in 2022	Flights # in 2019	Amount of destinations		Standard	Optional due to time
XS	BRU	Brussels	Belgium	0h45	KLC			7	VC	Curant/anyamyamank Luuntan	Namin
XS	DUS	Dusseldorf	Germany	0h50	KLC			7	XS	Sweet/savory snack + water	Napkin
XS	NWI	Norwich	United Kingdom	0h50	KLC			12	S	Sweet/savory snack + water	Napkin / drink service
XS	BRE	Bremen	Germany	0h55	KLC			12	3	Sweet/savory strack + water	Mapkill / Ullik Service
XS	HAJ	Hannover	Germany	0h55	KLC			31	М	Sandwich + napkin + drink service	
XS	LUX	Luxemburg	Luxemburg	0h55	KLC			31	IVI	Saliuwich + Hapkin + utilik service	
XS	HAM	Hamburg	Germany	1h00	KLC			20	M *	Sandwich + napkin + drink service - 2nd	
S	HUY	Humberside	United Kingdom	1h00	KLC			20	IVI	service coffee/tea/water	
S	BLL	Billund	Denmark	1h05	KL/KLC			15	M +	Sandwich + napkin + drink service - 2nd	
S	LCY	London City	United Kingdom	1h05	KLC			13	101 1	service coffee/tea/water + snack	
M	BSL	Basel	Switzerland	1h10	KLC						
M	MME	Durham (Darlington)	United Kingdom	1h10	KLC				KLM flight		
S	FRA	Frankfurt	Germany	1h10	KLC			80	KLC fligths	5	
S	LBA	Leeds	United Kingdom	1h10	KLC						
M	NUE	Neurenberg	Germany	1h10	KLC			207.079	Number o	f flights	
S	SOU	Southampton	United Kingdom	1h10	KLC						
S	BER	Berlijn	Germany	1h15	KL/KLC			Average	-	Data verandert bij andere volgorde!!	
S	ВНХ	Birmingham	United Kingdom	1h15	KL/KLC			service s	chedule	Period Jan2022 - July2022	
M	BRS	Bristol	United Kingdom	1h15	KLC				XS		
S	NCL	Newcastle	United Kingdom	1h15	KL/KLC						
S	STR	Stuttgart	Germany	1h15	KLC				S		
M	AAL	Aalborg	Denmark	1h20	KLC						
M	CWL	Cardiff	United Kingdom	1h20	KLC				М		
M	СРН	Copenhagen	Denmark	1h20	KL/KLC						
M	DRS	Dresden	Germany	1h20	KLC				M *		
M	KRS	Kristiansand	Norway	1h20	KLC						
S	MAN	Manchester	United Kingdom	1h20	KL/KLC				M +		
M	ABZ	Aberdeen	United Kingdom	1h25	KL /KI C						
M	EDI	Edinburgh	United Kingdom	1h25	KL/KLC						
M	GVA GOT	Geneva Gotenburg	Switzerland Sweden	1h25 1h25	KL/KLC KL/KLC						
M S	LHR	London Heathrow	United Kingdom	1h25	KL/KLC KL/KLC						
M	MUC	Munchen	Germany	1h25	KL/KLC KL/KLC			TOP 10 best	NDS	Location	
M	SVG	Stravanger	Norway	1h25	KL/KLC			ioi to best		Wroclaw	
M	GLA	Glasgow	United Kingdom	1h30	KL/KLC					Linköping	
M	PRG	Prague	Czech Republic	1h30	KL/KLC					Belgrado	
M	BHD	Belfast	United Kingdom	1h35	KLC					Alesund	
M	Inn (V?)	Innsbruck	Austria	1h35	KLC / Transa	via				Cork	
M	LYS	Lyon	France	1h35	KL/KLC					Alicante	
M *D2	TRF	Torp	Norway	1h35	KLC					Belfast	
M	BGO	Bergen	Norway	1h40	KL/KLC					Bucharest	
M *D2	BOD	Bordeaux	France	1h40	KLC					Palma de Mallorca	
М	DUB	Dublin	Ireland	1h40	KLC					Napels	
М	GDN	Gdansk	Poland	1h40	KLC						
M	GRZ	Graz	Austria	1h40	KLC			TOP 10 wor	NPS	Location	
M *D2	LPI	Linköping	Sweden	1h40	KLC					Edinburgh	
М	MXP	Milan	Italy	1h40	KLM/KLC					Frankfurt	

M	LIN	Milan	Italy	1h40	KLC
M	POZ	Poznan	Poland	1h40	KLC
M *D2	TRN	Turijn	Italy	1h40	KLC
M	VCE	Venice	Italy	1h40	KL/KLC
M	WRO	Wroclaw	Poland	1h40	KLC
M *D2	BLQ	Bologna	Italy	1h45	KL/KLC
M *D2	GOA	Genua	Italy	1h45	KLC
M	OSL	Oslo	Norway	1h45	KL/KLC
M *D2	VIE	Vienna	Austria	1h45	KL/KLC
M	ORK	Cork	Ireland	1h50	KLC
M *D2	KRK	Krakau	Poland	1h50	KL/KLC
M *D2	MPL	Montpellier	France	1h50	KLC
M *D2	TLS	Toulouse	France	1h50	KL/KLC
M *D2	ZAG	Zagreb	Croatia	1h50	KLC
M *D2	BUD	Budapest	Hungary	1h55	KL/KLC
M *D2	FLR	Florence	Italy	1h55	KLC
M *D2	NCE	Nice	France	1h55	KLC
M *D2	WAW	Warschau	Poland	1h55	KL/KLC
M *D2	AES	Alesund	Norway	2h00	KLC
M *D2	ARN	Stockholm	Sweden	2h00	KL
M *D2	BIO	Bilbao	Spanje	2h05	KL/KLC
M *D2	BCN	Barcelona	Spain	2h10	KL
M +	FCO	Rome	Italy	2h10	KL/KLC
M *D2	TRD	Trondheim	France	2h10	KLC
M +	SPU	Split	Croatia	2h15	KL
M +	BEG	Belgrado	Serbia	2h20	KLC
M +	HEL	Helsinki	Finland	2h20	KL/KLC
M +	CAG	Cagliari	Italy	2h25	KLC
M +	VLC	Valencia	Spain	2h25	KLC
M +	DBV	Dubrovnik	Croatia	2h30	KLC
M +	IBZ	Ibiza	Spain	2h30	KL/KLC
M +	NAP	Napels	Italy	2h30	KL
M +	PMI	Palma de Mallorca	Spain	2h30	KLC
M +	MAD	Madrid	Spain	2h35	KL/KLC
M +	ALC	Alicante	Spain	2h40	KL/KLC
M +	ОТР	Bucharest	Romania	2h40	KL .
M +	OPO	Porto	Portugal	2h40	KL/KLC
M +	LIS	Lissabon	Portugal	3h00	KL/KLC
		Catania	Italy		
		Inverness			
		Istanbul	Turkey		
		Nantes	France		
		Vaxjo			
		Athens	Greece		
		Sandefjord			
		Tee-side	Former		
		Marseille	France		
		Paris	France		
		Zurich	Zwitserland		
		Malaga			

Luxemburg
Dublin
Hannover
London Heathrow
Basel
Glasgow
Munchen
Geneva
Bordeaux
Florence



Destinations
KLM & KLC 32
Only KLC 48
OnlyKLM 5
Total destinations 85

KC 1h40 Transavia

Back to appendix overview

							Total over enire	Total before	Total after
Name	Туре	Location tov securty	Location	Type (FB food	d Description		airport	security	security
Ah to go	Store	Before	Plaza	FB	Supermarket	Stores	121	29	92
Airport telecom sl	Store	Before	Plaza	S	connected devices	Food store	31	9	22
Ako kiosk	Store	Before	Plaza	S	Books	Restauran	1 71	24	47
Ako store	Store	Before	Plaza	S	Books				
America Today	Store	Before	Plaza	S	Casual clothing				
Amsterdam bread	Restaurant	After	Lounge 2	FB					
Aviflora	Store	Before	Plaza	S	Flowers				
Balenciaga	Store	After	Lounge 2	S	Fashion				
Bloem!	Store	Before	Arrivals 4	S	Flowers				
Bottenga Venta	Store	After	Lounge 2	S	Fashion				
Bread!	Restaurant	After	Lounge 3	FB			Stores	Food stores	Restaurants/
Bubbles seafood 8	Restaurant	After	Lounge 1	FB		Before Sec	curity		
Burberry	Store	After	Lounge 2	S	Fashion	Arrial 1	0	0	3
Burger King	Restaurant	After	Lounge 1	FB	Fast food	Arrial 2	0	0	1
Burger King	Restaurant	Before	Plaza	FB	Fast food	Arrival 3	0	0	1
Bvlgari	Store	After	Lounge 2	S	Fashion	Arrival 4	1	0	1
Cafe chocolat	Restaurant	After	Lounge 1	FB		Departure	0	0	2
Cafe coco	Restaurant	After	Lounge 2	FB		Plaza	27	8	16
Cafe comunal	Restaurant	After	C-pier	FB		Traverse	1	1	0
Cafe flor	Restaurant	After	D-pier	FB		After Secu	ırity		
Cafe rembrand	Restaurant	Before	Plaza	FB	Beer, tosti	B-pier	6	2	3
Chocolates, liquor	Store	After	E-pier	FB	Foods	C-pier	2	2	3
Chocolates, liquor	Store	After	Lounge 1	FB	Foods	D-pier	4	2	6
Chocolates, liquor	Store	After	Lounge 2	FB	Foods	E-pier	2	2	1
Chocolates, liquor	Store	After	Lounge 4	FB	Foods	F-pier	4	3	1
Crossroad	Restaurant	Before	Plaza	FB		G-pier	3	1	1
DE coffee	Restaurant	Before	Departures 3	FB	Coffee	Lounge 1	14	2	12
Designer outlet	Store	Before	Plaza	S	Shopping outlet	Lounge 2	23	2	8
Doner kebab	Restaurant	Before	Plaza	FB	Snacks	Lounge 3	16	3	7
Drugstore	Store	After	Holland boule	ei S	Drugstore	Lounge 4	5	1	2
Drugstore	Store	After	Lounge 2	S	Drugstore	Holland bo	13	2	3

Dutch discoveries	Store	After	D-pier	S	Souvenirs			121		31	71
Dutch discoveries		After	F-Pier	S	Souvenirs						
Dutch discoveries		After	G-pier	S	Souvenirs						
	Store	After	B-pier	FB	Souvenirs for all tastes						
_	Store	After	Holland boule		Souvenirs for all tastes						
Dutch kitchen, bar		After	Holland boule	e FB	Closed?	Schiphol	Shop at Sch	niphol - Disco	ver all s	shops	
East bar & bites	Restaurant	After	Lounge 3	FB		104	-	ed stores & r			
Eggs&Co	Restaurant	Before	Plaza	FB							
Electronics	Store	After	Holland boule	ei S	gadget lovers						
Electronics	Store	After	Lounge 1	S	gadget lovers						
Electronics	Store	After	Lounge 2	S	gadget lovers						
Electronics	Store	After	Lounge 3	S	gadget lovers						
Electronics	Store	Before	Plaza	S	gadget lovers						
Etos	Store	Before	Plaza	S	Drugstore						
ExQuisite	Store	After	Holland boule	er FB	Drinks, sigars						
Fair taste cafe	Restaurant	After	B-pier	FB							
Fashion & travel	Store	After	Lounge 1	S	Fashion & travel						
Fashion & travel	Store	After	Lounge 3	S	Fashion & travel						
Fashion & travel	Store	After	Lounge 4	S	Fashion & travel						
Fine food	Store	After	Lounge 1	FB	Foods fine						
Fine food	Store	After	Lounge 2	FB	Foods fine						
Fine food	Store	After	Lounge 3	FB	Foods fine						
Fleurtiek	Store	Before	Plaza	S	Flowers						
Frames	Restaurant	After	Lounge 2	FB							
Gall & Gall	Store	Before	Plaza	FB	Off-licence shop						
Gassan Diamonds	Store	After	Holland boule	ei S	Jeweller						
Gassan Diamonds	Store	After	Lounge 1	S	Jeweller						
Gassan Diamonds	Store	After	Lounge 2	S	Jeweller						
Gassan Plaza	Store	Before	Plaza	S	Jeweller						
Gassan trends	Store	After	B-pier	S	Jewellery						
Gassan trends	Store	After	Lounge 3	S	Jewellery						
Gassan trends	Store	After	Lounge 4	S	Jewellery						
Gassan watches &	Store	After	Holland boule	er S	Jewellery						

Gassan watches &	Store	After	Lounge 1	S	Jewellery
Gassan watches &	Store	After	Lounge 2	S	Jewellery
Gate 24/7	Store	Before	Plaza	FB	Do-it-yourself service
Grab& fly	Store	After	C-pier	FB	Food
Grab& fly	Store	After	D-pier	FB	Food
Grab& fly	Store	After	E-pier	FB	Food
Grab& fly	Store	After	F-Pier	FB	Food
Grab& fly	Store	After	G-pier	FB	Food
Grab& fly	Store	After	B-pier	S	Food
Grand cafe het pa	Restaurant	After	Lounge 1	FB	
Grand cafe plaza	Restaurant	Before	Plaza	FB	
Green burgers	Restaurant	After	D-pier	FB	
G-star	Store	Before	Plaza	S	Jeans/streatwear
Gucci	Store	After	Lounge 2	S	Fashion
Happy seafood	Restaurant	Before	Plaza	FB	Sea food
Healthy Food wall	Restaurant	Before	Plaza	FB	Food wall
Heinieken bar	Restaurant	After	Lounge 2	FB	
Hello Goodbye ba	Restaurant	Before	Arrivals 1	FB	
Hema	Store	Before	Plaza	E	Deparment store
Hema food	Restaurant	Before	Plaza	FB	Snacks
Hermes	Store	After	Lounge 2	S	Fashion
House of tulips	Store	After	Holland boule	S	Tulips
House of tulips	Store	After	Lounge 1	S	Tulips
House of tulips	Store	After	Lounge 2	S	Tulips
House of tulips	Store	After	Lounge 3	S	Tulips
Hugo Boss	Store	After	Lounge 1	S	Fashion men
Hunkemoller	Store	Before	Plaza	S	Lingerie, swimwear
Jamie's deli	Restaurant	After	Lounge 3	FB	
Jamin/MultiVlaai	Store	Before	Traverse	FB	Candy/cakes
Joe & the juice	Restaurant	After	Lounge 3	FB	
Juicy details	Restaurant	After	Lounge 1	FB	
Kappe perfumes 8	Store	Before	Plaza	S	Perfumes
Kebaya	Restaurant	After	Holland boule	FB	

Kiko	Store	Before	Plaza	S	Make-up
Kiosco Comunal	Restaurant	After	C-pier	FB	·
Kiosk B29	Restaurant	After	B-pier	FB	
Kiosk D27	Restaurant	After	D-pier	FB	
La place	Restaurant	After	Lounge 1	FB	
La place	Restaurant	Before	Plaza	FB	
Leon	Restaurant	After	Lounge 1	FB	Coffee
Leon	Restaurant	Before	Plaza	FB	Coffee
Leonidas	Store	Before	Plaza	FB	Bon-bons
Let's play	Store	After	Holland boule	n S	Toys
Let's play	Store	After	Lounge 2	S	Toys
Light lounge cafe	Restaurant	After	Lounge 4	FB	
Mc donalds	Restaurant	After	Lounge 2	FB	
Mc donalds	Restaurant	After	Lounge 3	FB	
Mediterranean sa	r Restaurant	After	Lounge 1	FB	
Memories & more	e <mark>Store</mark>	Before	Plaza	E	gadgets & goodies
Montblanc	Store	After	Holland boule	a S	Watches
Moods	Restaurant	After	F-pier	FB	
Murphy's Irish pu	t Restaurant	After	D-pier	FB	
Museum shop	Store	After	Holland boule	a S	Museum shop
News & books	Store	After	B-pier	S	Books
News & books	Store	After	Holland boule	n S	Books
News & books	Store	After	Lounge 1	S	Books
News & books	Store	After	Lounge 2	S	Books
News & books	Store	After	Lounge 3	S	Books
News & books	Store	After	Lounge 4	S	Books
News & books (ur	Store	After	G-pier	S	Books
NL souvenirs & sp	Store	After	Lounge 1	S	Souvenirs
NL souvenirs & sp	Store	After	Lounge 2	S	Souvenirs
NL souvenirs & sp	Store	After	Lounge 3	S	Souvenirs
Old Amsterdam	Store	Before	Plaza	FB	Variety of cheeses
Omega	Store	After	Lounge 2	S	Watches
Outdoor & travel	F Store	Before	Plaza	S	Outdoor shop

Pana bar	Restaurant	After	G-pier	FB	
Per Tutti	Restaurant	Before	Plaza	FB	Italian food
Perfumes & cosm	Store	After	Lounge 1	S	Perfumes, make-up
Perfumes & cosm	€ Store	After	Lounge 2	S	Perfumes, make-up
Perfumes & cosm	€ Store	After	Lounge 3	S	Perfumes, make-up
Perfumes & cosm	Store	After	Lounge 4	S	Perfumes, make-up
Pizza per Tutti	Restaurant	Before	Plaza	FB	Pizza
Planes @plaza	Store	Before	Plaza	S	Planes, trains, automobiles
Rituals	Store	After	Holland boule	n S	Soaps
Rituals	Store	After	Lounge 3	S	Soaps
Rolex	Store	After	Lounge 2	S	Watches
Say cheese	Store	After	Lounge 3	FB	Cheese
Schiphol shops	Store	After	B-pier	E	Essentials travel
Schiphol shops	Store	After	F-pier	E	Essentials travel
Segafredo Espress	Restaurant	Before	Arrivals 2	FB	Coffee
Segafredo Espress	Restaurant	After	D-pier	FB	Coffee
Service point	Store	Before	Plaza	S	
Silverscreen bar	Restaurant	After	E-pier	FB	
Starbucks	Restaurant	Before	Arrivals 1	FB	Coffee
Starbucks	Restaurant	Before	Arrivals 4	FB	Coffee
Starbucks	Restaurant	After	C-pier	FB	Coffee
Starbucks	Restaurant	After	D-pier	FB	Coffee
Starbucks	Restaurant	After	Lounge 1	FB	Coffee
Starbucks	Restaurant	After	Lounge 1 (res	€ FB	Coffee
Starbucks	Restaurant	After	Lounge 2	FB	Coffee
Starbucks	Restaurant	After	Lounge 3	FB	Coffee
Starbucks	Restaurant	Before	Plaza	FB	Coffee
Street food marke	Restaurant	After	Lounge 2	FB	
Suitsupply	Store	Before	Plaza	S	Clothing man
Sunglasses	Store	After	B-pier	S	Sunglasses
Sunglasses	Store	After	Lounge 1	S	Sunglasses
Sunglasses	Store	After	Lounge 2	S	Sunglasses
Sunglasses	Store	After	Lounge 3	S	Sunglasses

Sushi & noodles	Restaurant	After	Lounge 2	FB	
Swatch	Store	After	Holland boule	n S	Watches
Swatch	Store	After	Lounge 1	S	Watches
Tastes from the lo	Restaurant	After	Holland boule	er FB	
The fashion galler	Store	After	Lounge 2	S	Designers domain
The fashion galler	Store	After	Lounge 3	S	Designers domain
Toko to go	Restaurant	Before	Plaza	FB	Indonesian food
Tony's Chocolone	Store	After	Lounge 3	FB	Chocolate
Toys	Store	After	Lounge 1	S	Toys
Travel books & el	e Store	After	Lounge 2	S	Electronics
Tribune bar	Restaurant	After	B-pier	FB	
Two tigers	Restaurant	After	Lounge 1	FB	
Up to do good	Store	Before	Plaza	FB	For a better world
Upper floor bar	Restaurant	After	Lounge 1	FB	
Urban beans	Restaurant	Before	Arrivals 3	FB	Coffee
Urban beans	Restaurant	Before	Departures 3	FB	Coffee
Urban food marke	Restaurant	After	Lounge 4	FB	
Verspillingsfabriel	k Restaurant	Before	Plaza	FB	Zero waste soups
Victoria's secrit	Store	After	Lounge 3	S	Like a topmodel
Victoria's secrit	Store	Before	Plaza	S	Like a topmodel
VIT	Restaurant	After	Lounge 3	FB	
Vizzit	Store	After	C-pier	E	Books, foods, everything
We love holland	Store	After	Lounge 3	S	Souvenirs
WHSmith	Store	After	D-pier	E	Food, books, gifts, travel essentials
WHSmith	Store	After	F-pier	E	Food, books, gifts, travel essentials
XpressSpa	Store	After	D-pier	S	Spa
XpressSpa	Store	After	Lounge 2	S	Spa
XpressSpa	Store	After	Lounge 3	S	Spa
Yoghurt barn	Restaurant	Before	Arrivals 1	FB	Food for on the road



Back to appendix overview

Totals in assortment (combined		#Free	#Free	#Paid	Pre-orde	er #Paid	Pre-order
XS, S, M flights)	Airline	drink	food	drinks	drink	food	food
Air France - Onboard Catering	Air France	7	2	0		0	
British Airways - Onboard Catering	British Airwa	0	0	43	All	25	All
EasyJet - Onboard Catering	Easyjet	0	0	31		14	
Emirates - Onboard Catering	Emirates	12	6	1		0	
Finnair - Onboard Catering	Finnair	2	0	19		13	5
Iberia - Onboard Catering	Iberia	0	0	23		27	
jetBlue - Onboard Catering	jetBlue	17	9	16		4	
KLM - Onboard catering	KLC	12	3	0		0	
<u>Lufthansa - Onboard Catering</u>	Lufthansa	0	0	30		17	
Transavia - Onboard Catering	Transavia	0	0	32		30	9

Transavia Thuisbezorgd reviews

Economy - XS Haul Catering Flight <1h

	Total											
		Total	To	otal	#Free	#Free	#Paid	Pre-ord	er #Paid	Pre-o	order	
Airline	F&B	drink	fo	od	drink	food	drinks	drink	food	food	No	tes
KLC		2	1	1		1	1					
AirFrance		6	6	0		6	0					
Finnair	1.	5	11	4		2		9		4		
Emirates*	1	4	13	1		12	1	1				
Iberia	50	0	23	27				23		27	12	
Easyjet	4:	2	28	14				28		14	EZY	Y drink+
Lufthansa	4	7	30	17				30		17		
Transavia	5	8	32	26				32		26 5*	*5	cold me
jetBlue	38	8	33	5		17	5	16				
British Airwa	a' 6	8	43	25				43 All		25 All		

Economy - S Haul Catering 1-2 h

	Total									
		Total	Total	#Free	#Free	#Paid	Pre-ord	der #Paid	Pre-o	rder
Airline	F&B	drink	food	drink	food	drinks	drink	food	food	Notes
Air France		7	6	1	6	1				
Finnair	18	8	9	9			9		9	5
KLC	1:	1	10	1	10	1				
Emirates	14	4	13	1	12	1	1			
Iberia	50	0	23	27			23		27	12
Easyjet	4.	2	28	14			28		14	EZY drink
Lufthansa	4	7	30	17			30		17	
Transavia	58	8	32	26			32		26 5*	*5 cold m
jetBlue	38	8	33	5	17	5	16			
British Airwa	a' 68	8	43	25			43 All		25 All	

Economy - M Haul Catering Flight >2h

	Total									
		Total	Tota	al #Free	#Free	#Paid	Pre-order	#Paid	Pre-or	der
Airline	F&B	drink	food	d drink	food	drinks	drink	food	food	Notes
Air France		8	6	2	6	2				
KLC	1	3	11	2	11	2				
Emirates	1	9	13	6	12	6	1			*not enou
Finnair	3	2	19	13			19		13	5 *including
Iberia	5	0	23	27			23		27	12

Easyjet	42	28	14			28	14	EZY drink+1, food+5 / EZS drink +2 food+1 / EJU drinks+1 food+1
Lufthansa	47	30	17			30	17	
Transavia	62	32	30			32	30	9 *4 hot meals extra when flight longer 2h
jetBlue	46	33	13	17	9	16	4	Paid food only if flight over 3h30
British Airwa	68	43	25			43 All	25 All	

<u>Back</u>	KLM - F	-&B
	Free	
	Drinks	Var

Available Variations on flight XS, S, M 12 Total options 1 Coffee S, M 1 Tea S, M Still 2 Water Αll Sparkling M 3 Juice Apple S, M Orange S, M Tomato Μ 2 Coca cola Regular S, M Zero S, M 1 Heineken beer S, M 2 Wine Red S, M White S, M

Available
Free food Variations on flight
3 Total options XS, S, M

- 1 Sweet/savc Cookie or c XS, S
- 1 Sandwhich Kaas met h M

Kaas, mayo M Ei kruiden s M Kerrie salac M

1 Extra snack M +

Paid Available drinks Variations on flight 0 Total options

Available
Paid food Variations on flight
O Total options

<u>Back</u>	Air Frar	nce - F&B							
	Free		Available			Available	Paid	Available	
	Drinks	Variation	s on flight	Free food	d Variations	on flight	drinks	Variations on flight	Paid food Variations
	7 Total opt	ions		2 Total opt	ions		0 Total op	tions	0 Total options
	1 Water		Less than 2h3	1 Snack	Savory	Less than 2h30			
	1 Coffee		Less than 2h30		Sweet	Less than 2h30			
	1 Tea		Less than 2h3	1 Gourmet	SıSavory	More than 2h30			
	1 Fruit juice	2	Less than 2h30		Sweet	More than 2h30			
	3 Alcohol	Beer	Less than 2h30						
		Wine whi	te Less than 2h30						

wine red Less than 2h31

Available on flight

-	
Rac	/
Dac	\

Transavia - F&B Free Available Drinks Variations on flight 0 Total options

Available Free food Variations on flight 0 Total options

Paid Available drinks Variations on flight

32 Total options 1 Illy latte macchiato Αll 4 Mr Jones te 4 options All 4 Nescafe Coffee Αll Decafe Αll Hot chocol; All Cappuchine All flat 2 Water Αll Sparkling All 1 Chocomel Αll Αll 1 Fristi 1 Mango banana smooth All 1 Blueberry raspberry jui All 1 Apple juice Αll 1 Fanta Αll All 1 Fuze tea 2 Coca-cola Regular Αll Zero sugar All 1 Red Bull Αll 2 Heineken Regular Αll 0.0 Αll 1 Affligem Αll 1 Processo Αll

Αll

Αll

Αll

Αll

Αll

Αll

Pink lemon All

1 White wine

1 Red wine

1 Rum

1 Wodka

1 Whiskey

2 Gin & tonic Normal

Available Paid food Variations on flight

30 Total options

- 1 Blueberry muffin ΑII 1 Stroofwafel Αll 2 Unox nood Vegetable All Chicken All 3 Cup a soup Tomato All Mushroom All Chicken All 3 Sandwich Ham & che All Bacon & eg All Cheese & t All 1 Fries (in the skies) Αll Natural 2 Pringles
- Paprika Αll
- 2 Duyvis borr Provenciaa All
 - Nut mix All
- 1 Cheez dippers Αll 1 Tapas tray premium All
- 1 Graze All
- ΑII 1 M&M
- All 1 Snickers All 1 Twix

9 Thuisbezorgd

- 1 Sushi sharing platter de Exit AMS
- 1 Vegan bulgur salade Exit AMS
- 1 Caesarsalade Exit AMS
- 1 Rigatoni bolognese Exit AMS
- 1 Indiase butter chicken Exit AMS
- 1 Indonesische kleine rijs Exit AMS
- 1 Vegan korma en linzen Exit AMS
- 1 Ontbijt fris en fruitig Exit AMS
- 1 Onbijt vliegende start Exit AMS

Reviewer	Datum	Maaltijd type	Opmerking	Eten	Bezorging	Geen aanpassing in gerecht	Moeite met eten	Te klein	Opvallend
	21-3-2022		Mijn eten voor aan boord van een vliegtuigvlucht besteld. Netjes bezorgd, maar vol met het ingrediënt, waarvan ik bij het bestellen aangegeven had dat ik daar allergisch voor ben.	1	5	1			
	20-3-2022	Butter chicken	Heerlijke Butter chicken, goed warm en keurig geserveerd. De hoeveelheid is voor een echt kleine eter dus beter dat erbij vermelden op het menu.	4	5			1	
	13-3-2022	Sushi	Verse Sushi Sojasaus en gember zakjes ZEER MOEILIJK open te maken in kleine vliegtuigstoel dus knoeien en vlekken probeer het zelf maar moet dus verbeterd worden	4	4		1		
	13-3-2022	Vegan Korma	Ik heb een lekkere Vega Kora maaltijd op mijn reis naar Malaga gegeten, het was wel wat aan de kleine kant.	4	4			1	
	5-3-2022	Niet, sushi luxe	Ik heb bij thuisbezorgd sushi luxe besteld, op onze reis naar Valencia, als verrassing voor mijn geliefde. In het vliegtuig zat ik al te grinniken toen ik te horen kreeg dat onze bestelling niet met dit vliegtuig was meegekomen. Einde verhaal.	1	1				Niet gekregen en zonder aankondiging
	4-3-2022	Butter chicken	Super om van tevoren maaltijden voor tijdens de vlucht te kunnen bestellen. En het was erg lekker. Butter chicken en vegan korma.	5	5				
	4-3-2022	Niet	Jammer dat het geannuleerd is. Lief van de korting voucher maar we hadden liever een maaltijd aan boord van het vliegtuig gehad	5	1				Korting voucher gekregen ipv geld terug bij annuleren
	3-3-2022		Eten was goed en ons werd gevraagd waneer we het wilden hebben Geweldige stewardessen	5	5				Gevraagd wanner je het wilt hebben
	24-2-2022		Erg lekker en heel leuk om de maaltijd in het vliegtuig te krijgen!	5	5				
	7-2-2022	Ontbijt	Leuke service aan boord van Transavia. Fruit was vers gesneden - prijs-kwaliteit verhouding is wel hoog.	4	5				Prijs/kwaliteit is hoog, duur voor wat je krijgt
	6-2-2022	Bulgur Salade	Aflvering bij mijn stoel tijdens een Transavia vlucht verliep vlekkenloos maar bovenals was de salade vers, smaakte prima en al met al hele goede value for money!	5	5				
	31-1-2022	Rijsttafel?	Het eten was lekker maar (afgezien van de boontjes) lauw tot bijna koud	3	5				
	23-1-2022		Prijs en kwaliteit niet waard. Eten zelf was ter waarde van 1,75 euro en betaald er 13,75 euro voor. Pure afzetterij!!!	1	2				Prijs/kwaliteit
	19-1-2022	Rijsttafel klein	Kleine rijsttafel in de lucht bij Transavia. Inderdaad klein, maar wel smakelijk eten. Origineel initiatief is het zeker!	4	5			1	

<u>Back</u>

17-	-1-2022	Rijsttafel	Onwaarschijnlijk, onze vlucht was met een dag vertraagd, dus rekende nergens meer op. Echter blij verrast werd een dag later, de maaltijd als nog bezorgd. Bovendien was het gerecht (rijsttafel) van	5	5				Verplaatsing vlucht maar nog steeds gekregen
6-1	1-2022	Sushi	zeer goede kwaliteit Sushi was lekker, box was goed voor één persoon en ik ben geen grote eter. Een extra zakje wasabi was lekker geweest. Gelijk na de start werd gevraagd wanneer ik het wilde. Voor de terugreis ga ik weer bestellen	5	5			1	
6-1	1-2022	Sushi	Ik had duidelijk aangegeven dat ik geen komkommer en paprika wilde,echter was de sushi box er vol mee en ben uiteraard zeer teleurgesteld!!	2	5	1			
31-	-12-2021	Salade	Heerlijke maaltijd salade. Crew kwam vragen wanneer ik het wilde eten. Kwam Precies op de afgesproken tijd. Werd prettig uitgeserveerd met een besteksetje. Maaltijd was echt vers en vulde goed.	5	5				
28-	-12-2021	Naan	Eten vond ik mwah die naan leek meer op een halve citroen zo klein is alles. Maar het idee vind ik top.	3	5			1	
11-	-12-2021	Ontbijt	Ik had Ontbijt Vliegende start gekozen, met een croissant! Maar er was Frisse start geleverd, dus met Yogurt ipv met croissant. En in de lucht tijdens de vlucht kan je niet meer laten omruilen Heb de bevestigingsmail gecheckt, ik had vliegende start	5	1				
14-	-11-2021	Sushi	Het was heerlijk om op een vroege vlucht (6.15) als een ontbijt verwend te worden met goede kwaliteit sushi's. Zoveel beter dan de gebruikelijke vliegtuig service. Bezorgtijd niet van toepassing.	5	5				
14-	-11-2021		Bezorgtijd is niet van toepassing tot 2 uur voor je vlucht kan je bestellen. Crew warmt de maaltijd op. Smaak was goed	4	4				Crew warmt de maaltijd op?
12-	-11-2021	Niet	Ik had mijn maaltijd niet gekregen tijdens mijn vlucht. Heel erg raar.	1	1				
9-1	11-2021	Rijsttafel	SUPER!! Samen een heerlijke Indonesische reist tafel menu zeer goed kwaliteit, perfecte smaak! - echt een aanrader, het vliegtuig zat vol, wij 2 en nog 2 anderen waren de enigste via Thuisbezorgd Voor het karretje uit en met liefde bezorgd.	5	5				Extra aandacht aan klant omdat het via thuisbezorgd besteld is, veel jaloerse blikken
9-1	11-2021	Sushi	Verpakt in de herkenbare Thuisbezorgd tas, kreeg ik als eerste mijn bestelde sushi. Was voor 2 personen, maar heb het lekker zelf opgegeten. Misschien nog beter om een 'ingebouwd' bakje voor de sojasaus te creëren, zodat het losse bakje niet ineens valt	4	5		1		

	8-11-2021		Kreeg een sms met verzoek stoelnummer, heel goed. Keurig op tijd, (fruitsalade en yoghurt) Erg lekker maar voor een " ontbijt" miste ik n broodje of croissantje er bij, dat zou het echt af maken. Nu vond ik het weliswaar lekker, maar erg prijzig	3	5		1	
	1-11-2021		Lekker eten, goeie service (meteen gevraagd of we er ook drankje bij wilden, of het warm genoeg was). Aanrader tov de sandwiches als je rond etenstijd in het vliegtuig zit	5	5			Veel beter dan standaard
	2-10-2021		Transavia had eerder moeten vragen wie besteld had! De sushi was gereed om te eten de warme schotel moest 30 min in de oven	4	3			Opwarmen duurde lang
	18-12-2020		Ik geef het eten 2 sterren omdat de kaas die erbij werd geleverd 2 weken over de datum was. Deze is dus niet gebruikt. Voor een magnetron maaltijd was de kwaliteit en smaak zeker niet slecht en 4 sterren waard.	2	5			Overdatum
	24-11-2020		zeer tevreden gaan wij zeker herhalen, dit was voor de crew een eerste keer en zij worden ook gebruiker van deze dienst. misschien goed om jullie ook daar meer direct op te richten	4	5			Meer focus hoe de crew er mee werkt
Eerste review	12-10-2020							
Totaal reviews 108 tot 2	1-3-2022 datu	m, gemiddeld 4,5						

<u>Back</u>	Easyjet -	- F&B	
	Free		Available
	Drinks	Variations	on flight

0 Total options

EJU - eas EZY - eas EZY - easyJet Zwitserland

		Available
Free food	Variations	on flight
0 Total optio	ns	

ianu				
		Paid		Available
		drinks	Variations	on flight
	31	Total optio	ns	
	2	Coffee	Regular	All
			Decaffeina	All
	1	Cappuccino)	All
	6	Tea	6 options	All
	3	Coca-cola	Regular	All
			Zero sugar	Only EJU/EZS
			Diet	Only EZY pref
	1	Sprite		All
	1	Fanta		All
	1	Tonic water	r	All
	2	Water	Still	All
			Sparkling	All
	1	Orance juic	e	Only EZS prefix
	3	Wine	Red	All
			White	All
			Rose	All
	1	Prosecco		All
	1	Sparkling ro	ose	All
	1	Heineken		All
	4	Spirits	Gin	All
			Vodka	All
			Whiskey	All
			Rum	All
	3	Premium s	Gin	All
			Gin	All
			Vodka	All

			Available		
	Paid food	Variations	on flight		
14	Total optio				
1	Ham & che	hot	All		
1	Mezze snac	hot	All		
1	Margarita r	hot	All		
1	Stone back	hot	Only EZY prefix		
1	Porridge		All		
1	Pot noodle	S	All		
1	Haribo mix		Only EZY prefix		
1	Shortbread	l	Only EZY prefix		
1	Twirl		Only EZY prefix		
1	Kitkat		Only EJU/EZS prefix		
1	Blueberry r	muffin	All		
2	Pringles	Original	All		
		Sour cream	Only EZY prefix		

1 Cheddar crackers All

Back Lufthansa - F&B **Back** Free Available

Drinks Variations on flight

0 Total options 0 Total options

Free food Variations on flight

Available

	Paid			Available				Available
	drinks	Variation	S	on flight		Paid food	Variations	on flight
30	Total optio	ns			17	Total optio	ns	
1	Coffee	Filter		All	2	Sandwich	Mozarella	All
4	Tea	4 options		All			Chicken hu	All
1	Hot chocol	ate		All	1	Caeser wra	р	All
1	Tonic wate	r		All	1	Best of box		All
1	Lemonaid			All	1	Falafel tahi	ni saled	All
1	bio tea			All	1	Teriyaki chi	icken bowl	All
2	Coca cola	Regular		All	1	Musli		All
		Zero		All	1	Fruitgebak		All
1	Sprite			All	1	Smootie bo	owl	All
1	Applejuice			All	1	Chips		All
1	Orangejuic	e		All	1	Cashew nu	All	
1	Tomato jui	ce		All	1	Nut mix		All
2	Water	still		All	1	Nut bar		All
		sparkling		All	1	Twix		All
6	Wine		6	All	1	Haribo		All
1	Spritz			All	1	Baumkuche	en	All
2	Beer		2 .	All	1	Cherry cake	2	All
2	Spirits		2 .	All				
2	Premium s		2 .	All				

Back JetBlue - F&B
Free
Drinks Variat

1 Green tea

Available Variations on flight 17 Total options ΑII 1 Bubly lime 3 Canada Dry Ginger Ale All Seltzer Αll Tonic wate All ΑII 1 Creekside water Αll 4 Juices Apple Cranberry All Orange Αll ΑII Tomato 1 Bloody Mary mix Αll All 2 Pepsi Regular Αll Diet Αll 1 Sierra mist 2 Dunkin' Black tea All Original ble All Αll 1 Decaf coffee

Αll

Available Paid Available Free food Variations on flight Variations on flight drinks 9 Total options 16 Total options Prosecco All 1 Cheez-It Crackers 3 Wine 1 PopCorners Popcorn C All Sauvignon All 1 Brown sugar crunchy c All Chenin blar All 1 Seed nutrion bar 5 Beer Blue moon All 1 Chocolate chip cookie All Bud light All 4 EatUp box FuelUp: Ro Longer than 2h Samuel ada All SavorUp: b Longer than 2h Stella Artoi: All PickMeUp: Longer than 2h Trutly hard All PartyUp: ti Longer than 2 4 Liqour Bacardi run All Scothc Whi All Jack Daniel All Tito's vodk; All 4 Premium li Bailey's All Bombay sa All Carazon tec All Carazon ter All

Available Paid food Variations on flight

4 Total options

4 EatUp Cafe Feta chees Select flights over 3h30 Salad medi Select flights over 3h30 Cheese pla Select flights over 3h30 Turkey & p Select flights over 3h30 Back British Airlines - F&B

Free Available
Drinks Variations on flight
O Total options

Available
Free food Variations on flight
O Total options

Paid Available drinks Variations on flight

43 Total options

- 3 Tea
- 1 Coffee
- 1 Cadbury hot chocolate
- 1 Jimmy's Iced coffee original
- 1 Kenco Latte
- 2 Remedy Ko Ginger lemon

Raspberry lemonade

3

- 1 Dash water Raspbery
- 1 Longbottom virgin mary
- 2 Water harr sparkling

spring

2 Juice Orange

Apple

2 Coca cola Diet

classic

- 1 Sprite
- 1 Dry ginger ale
- 1 Crips tonic water
- 1 Collapsable cup
- 1 Gin
- 1 Prosecco
- 1 Champagne
- 1 Brewdog jetstream
- 2 Steltzer Cactus lime

Peach mango

- 1 Bubbly white wine
- 1 Heineken
- 1 Spiced rum
- 1 Chapel wine
- 1 Nika blanc wine
- 1 vina wine
- 1 Funkin espresso martini
- 1 Jack daniel whiskey
- 1 Mount Gay rum
- 1 Johnnie Walker wiskey
- 1 Pinkster Gin
- 1 Whitley gin
- 1 Smirnoff vodka
- 1 Grey goose vodka
- 1 St Remy Brandy
- 1 Tanqueray Gin

Available

Paid food Variations on flight

- 25 Total options
- 2 Sandwich Ham & smoked cheddar

Brie & apple chutney

- 1 Steak & Ale pie
- 1 Brioche cru Chicken, bacon & celery
- 1 Wrap Vegan spiced cauliflower & chickpea
- 1 Porridge honey
- 1 Couscous root veg
- 1 Blueberry muffin
- 1 Gluten free trillionnaire
- 1 Gluten free fabjack
- 1 Shortie twin pack
- 1 Jaffa cakes nibbles
- 1 Haribo
- 1 Kitkat
- 1 Shortbread
- 1 Cadbury mini eggs
- 2 Crisps Salt & vinegar

Cheddar & shallot

- 1 Crunchy corn
- 1 Chili corn
- 1 Urban fruit baked mango
- 4 Box Tapas

Veggie tapas Afternoon tea Magic snack Back Iberia - F&B Free

Free Available
Drinks Variations on flight
O Total options

Available
Free food Variations on flight
O Total options

Variations on flight drinks 23 Total options 2 Coca cola Regular Αll All Zero 1 Fanta Αll Αll 2 Juice Apple Orange Αll 3 Water Αll Tonic Αll Still Sparkling All 3 Coffee Classic Αll Αll Decaf Cappucino All 3 Tea 3 flavours All 2 Beer Αll 1 Bacardi Αll 1 Vodka Αll Αll 1 whiskey 2 wine Αll Αll 2 Gin

Available

Paid

Available Paid food Variations on flight

27 Total options

1 Snack box: fuet, bread: All 1 chicken yatekomo Αll 1 lay's gourmet All 1 sea salt sunbites Αll 1 seed sticks All 1 tapas with ham, bread: All 1 nut mix Αll 1 almonds All 1 Muffin Αll

1 Mini cookies choco-dig All

1 Milka coockie

1 Caesar salad

1 Twix

Deliverfly Ordering time dependt on departure location

ΑII

All

Αll

All 1 Vegan poke bowl 1 Salmon poke bowl All All 1 Chickpea salad 1 Sandwhich BTL All 1 Cheese selection All All 1 Lasagne 1 Spanish bites All 1 Selection of the day? All 1 Dahl with rise ΑII 1 Tuna avocado sandwhi All 1 Salmon bagel ΑII 1 Brie and caramelised o All 1 French breakfast Αll 1 Brunch deal ΑII

	Emirate Free		Available			Available	Paid		Available	
	Drinks	Variations		Free foo	d Variatio	ns on flight	drinks	Variations		Paid food Vari
	12 Total option		J	6 Total op		· ·	1 Total opt		· ·	0 Total options
	Water			1 Sandwic		ı, sı S	1 Champag		M	·
	1 Tea			2 Appatize	r Fresh se	easc M				
	1 Coffee				Fruit yo	ghu M				
	2 Juice	Orange		2 Main cou	ırs Scrambl	ed M				
		Apple			Vegetab	le (M				
	1 Coca cola 1 Beer			1 Bread	Pav	M				
	2 Wine	White Red								
	2 Spirits									
	2 Liquors									
	In Busines	ss/first								
More	Tea									
	Coffee Juices									

Cocktailes Mocktailes Available

Paid food Variations on flight

<u>Back</u>	Finnair - F&B
	Free

Drinks Variations on flight 2 Total options All 1 Blueberry juice ΑII 1 Water

Available

Available Free food Variations on flight 0 Total options

Paid Available Variations on flight drinks 19 Total options

Αll 1 Champagne Αll 2 Wine Red White Αll Αll 1 Beer Αll 1 Coca cola zero

> Black Αll Americano All

Green

Αll

Extra service

Extra service

2 Coffee Cappuccinc All

2 Tea

1 Fanta

1 Berry smoothie

1 Gin Extra service 1 Vodka Extra service 1 Cognac Extra service 1 Wiskey Extra service 1 Irish Cream Extra service 1 Gin long drink Extra service 1 Indian tonic Extra service 1 Coca cola Regular Extra service

Available Paid food Variations on flight

13 Total options

1 Breakfast combo 2-4h EURO 1 Pizza margherita 2-4h EURO 1 Chicken caesar 2-4h EURO

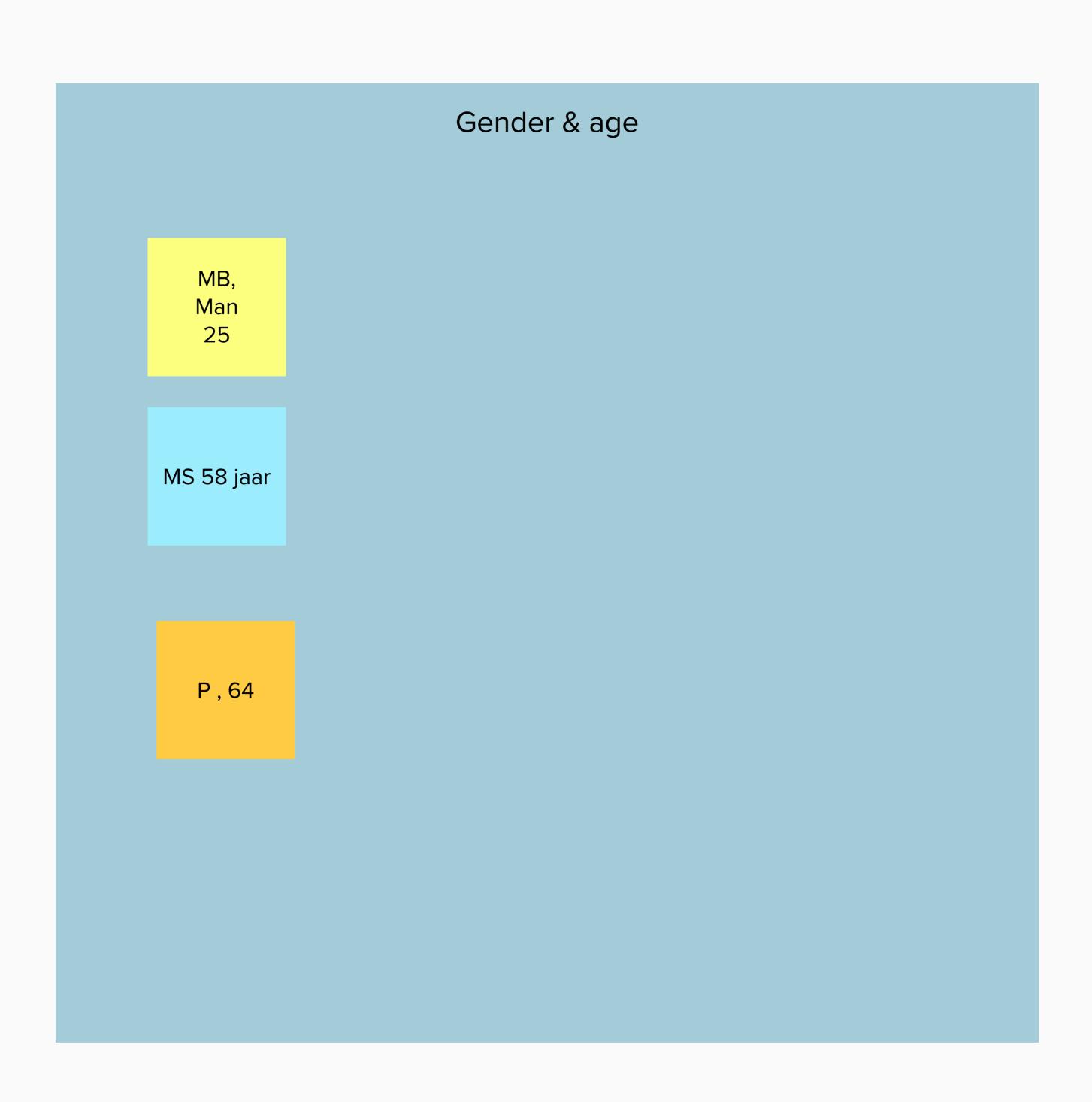
1 Beef pastrami rye brea 2-4h EURO

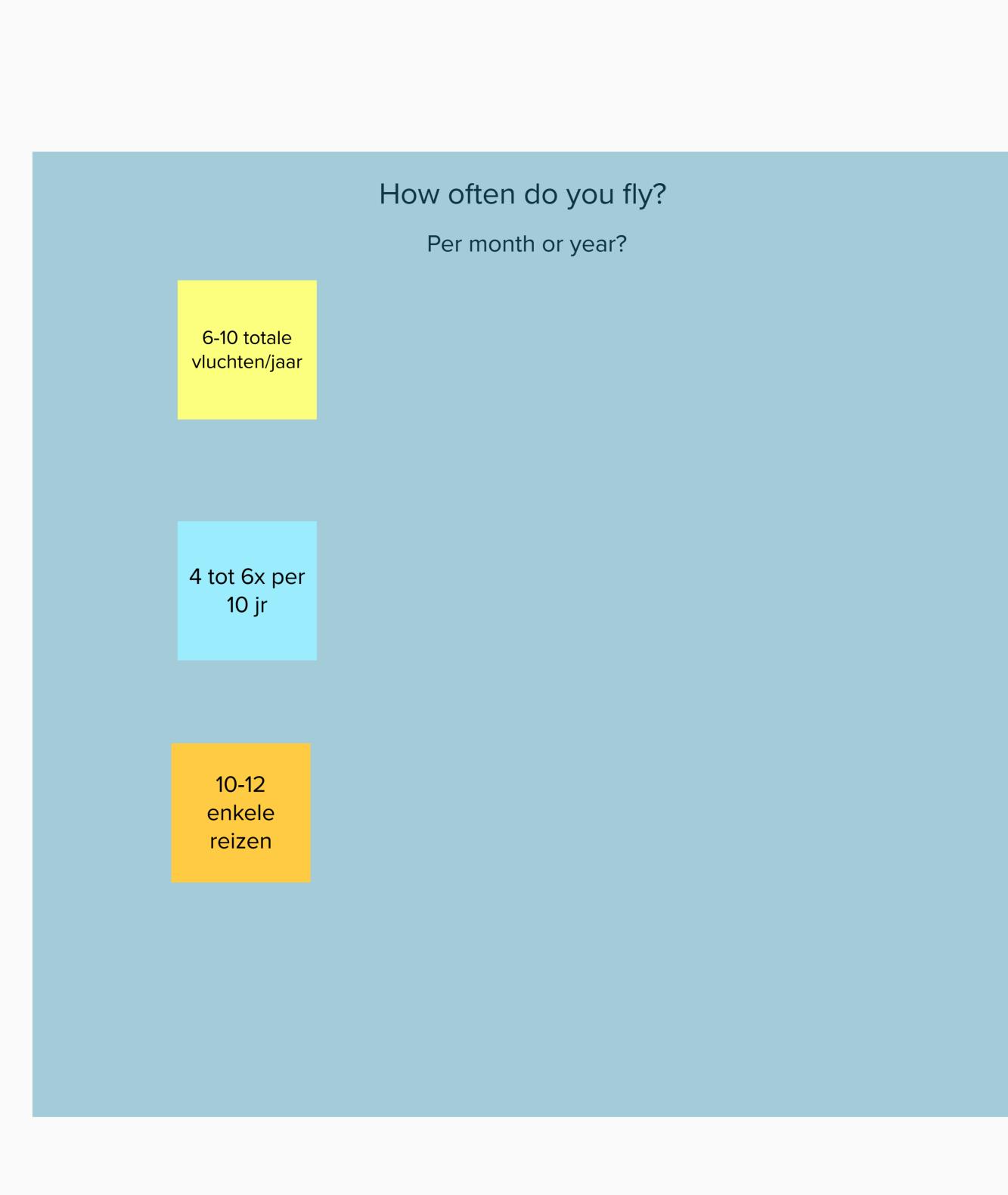
1 Cold smoked salmon ry 2-4h EURO

1 Choclate bar Αll 1 Blueberry muffin All 1 Potato crips All 1 Noodles All

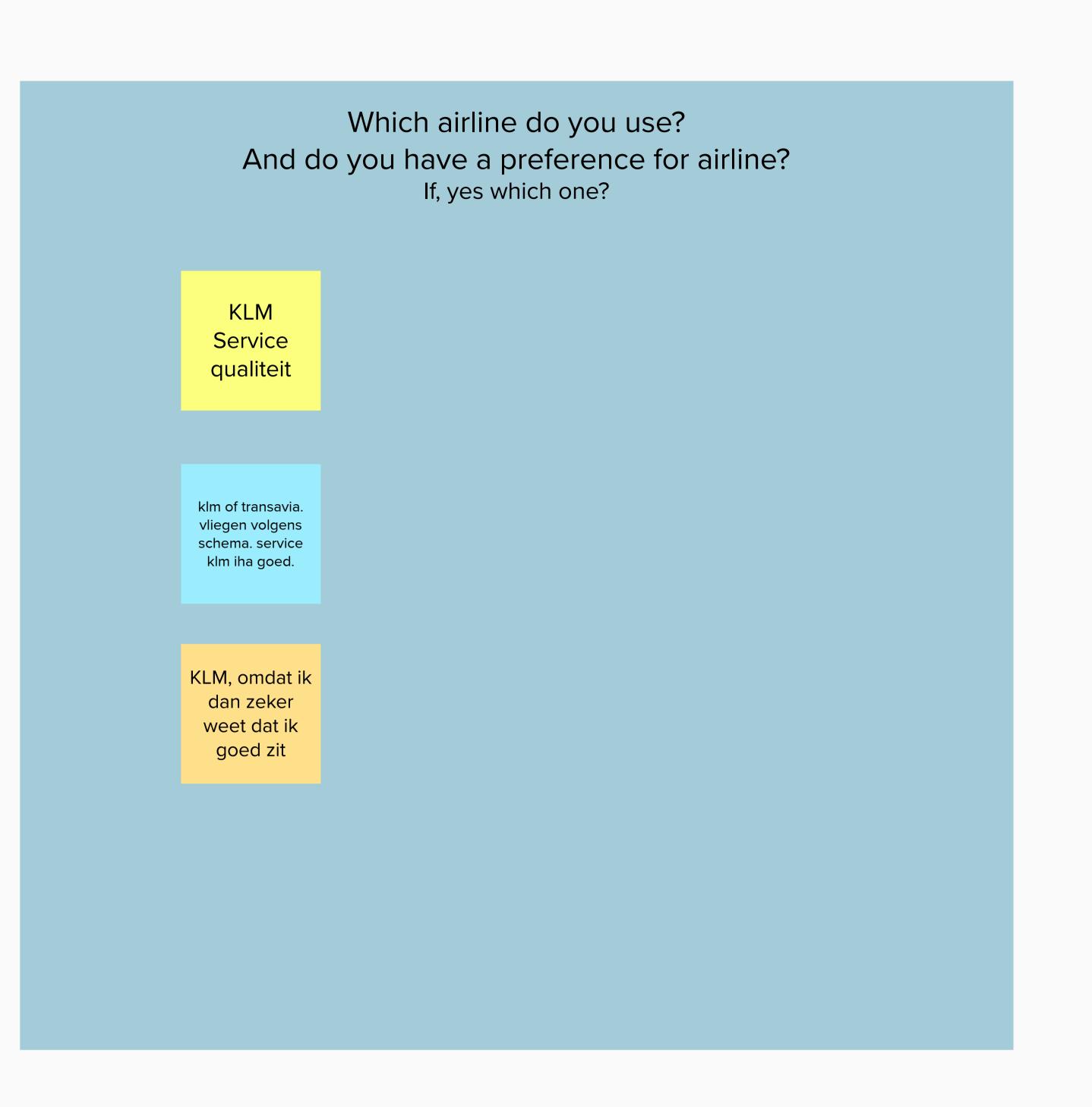
1 Candy mix Extra service 1 Oatmeal porridge Extra service 1 Pasta Extra service 1 Cheese platter Extra service All flights Domestic & European flights No service Shortest domestic & Tallinn fligh Limited se Kuopio, kajaani, Oulu, Vassa, Sto Extra servi Canary Islands, Turkey, Greece, F ts/Tampere, Turku, Hariehamn ckholm, Riga, Visby, Vilnius, St Petersburg unchal, Malaga, Alicante, Dubai

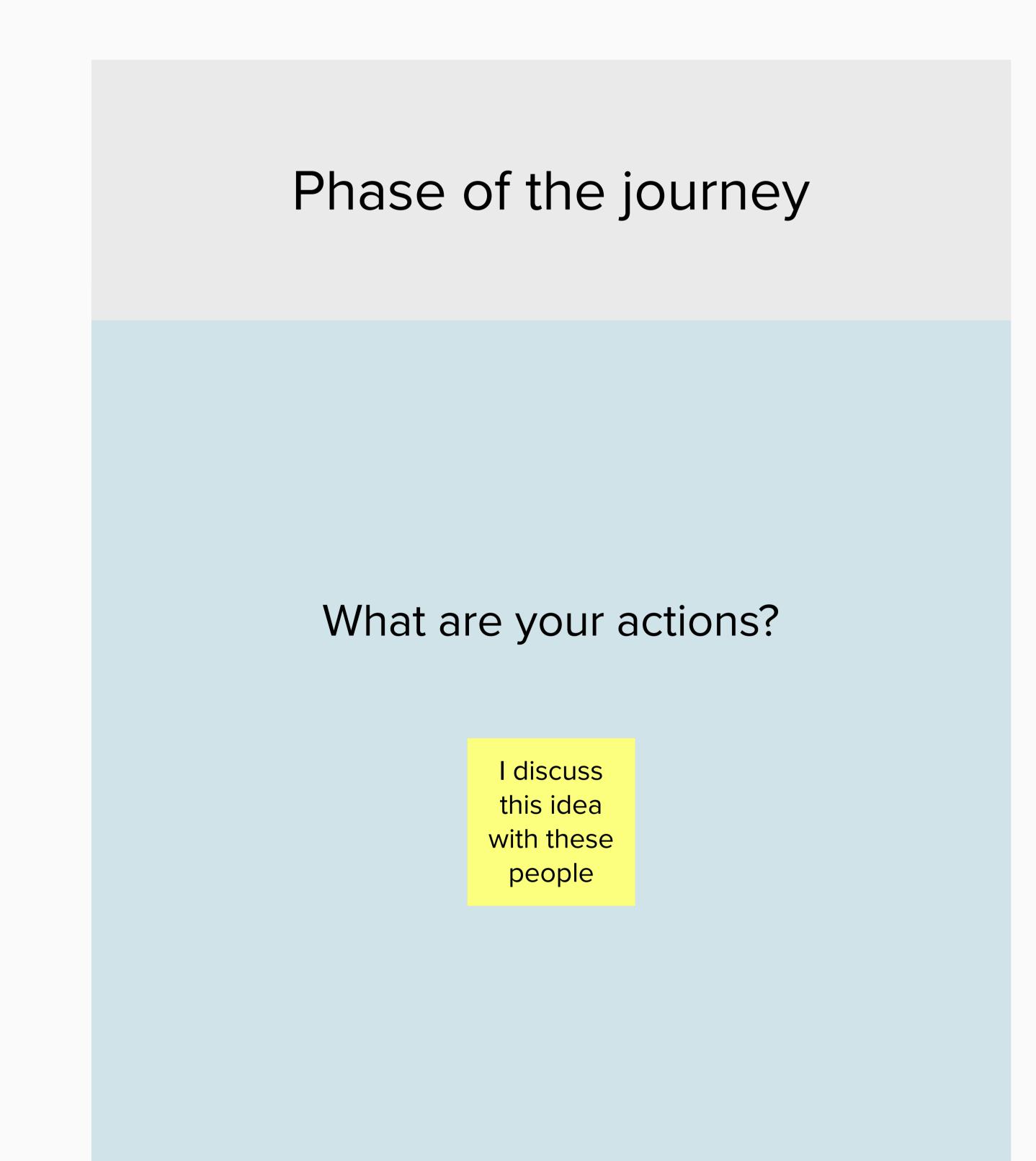


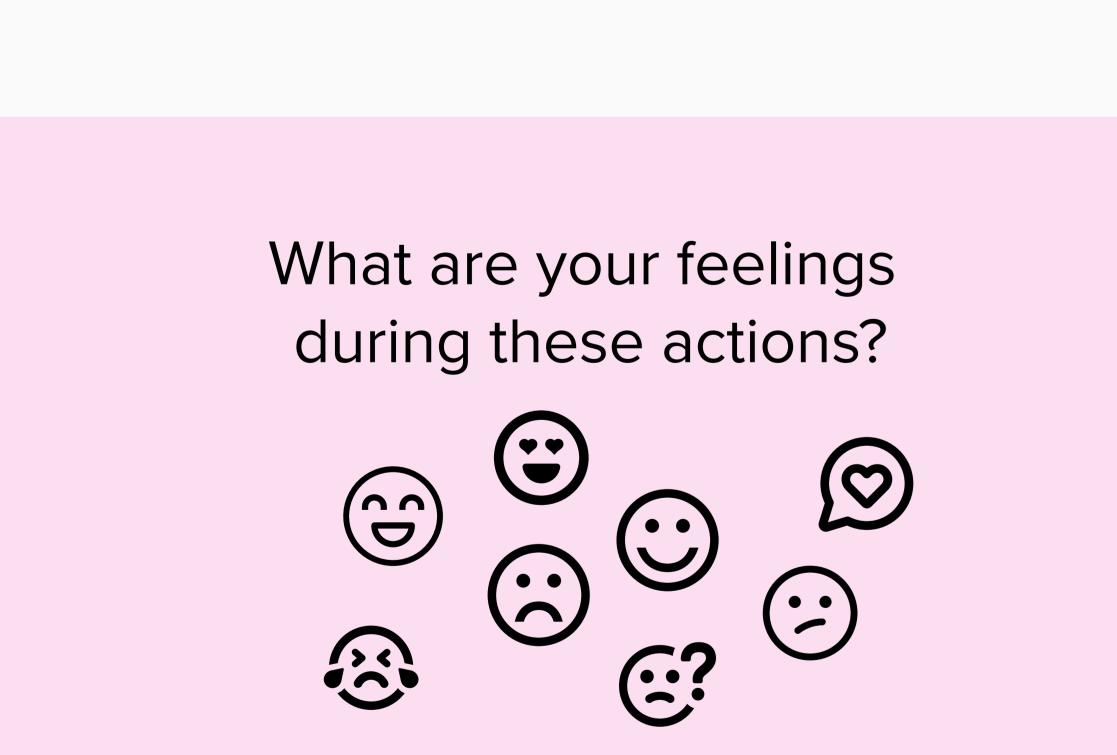


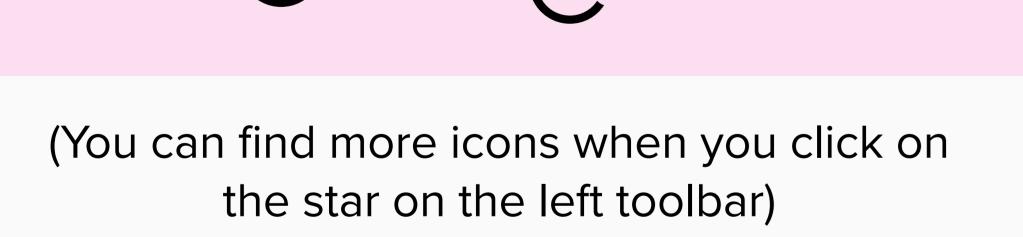


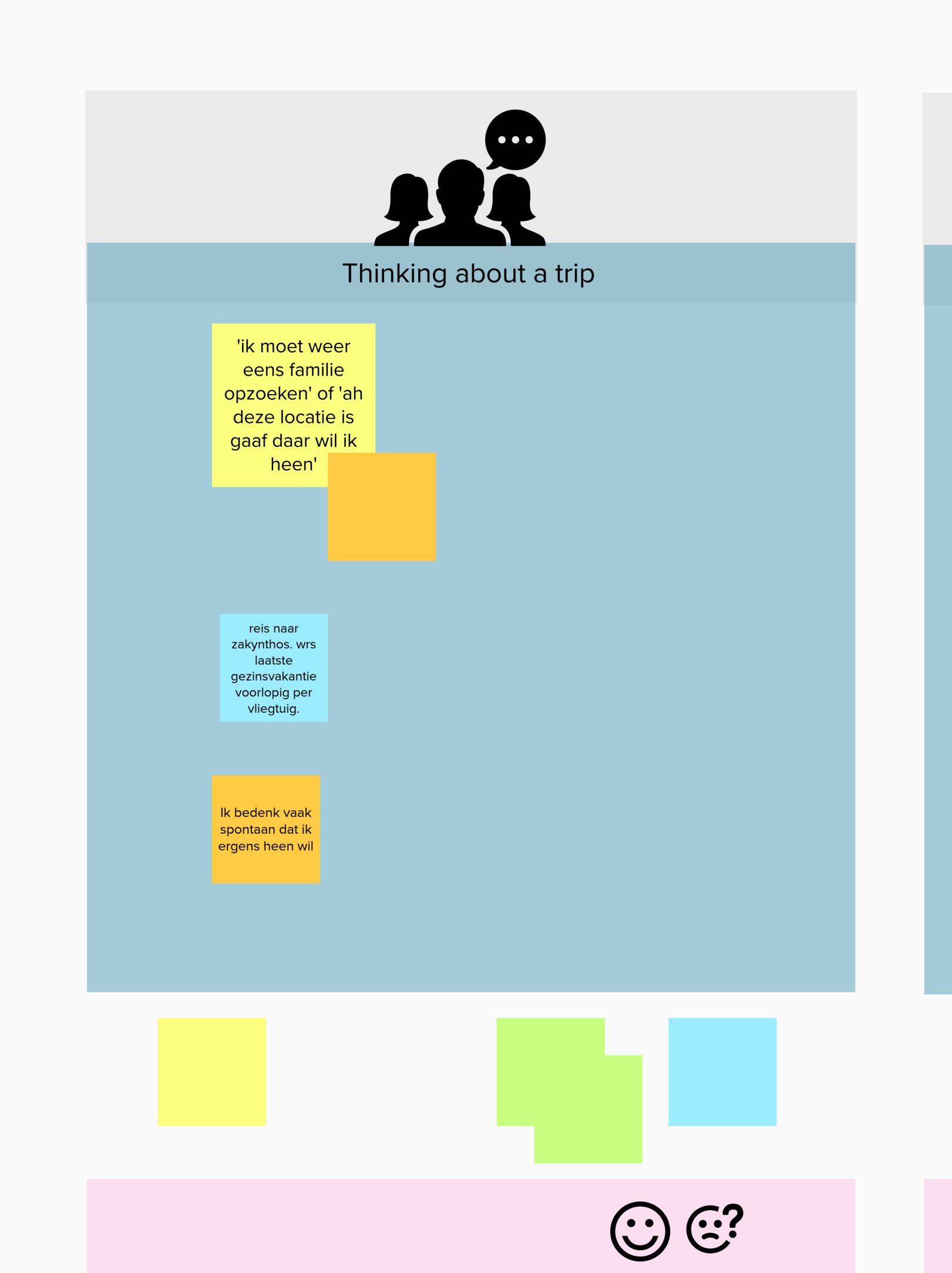


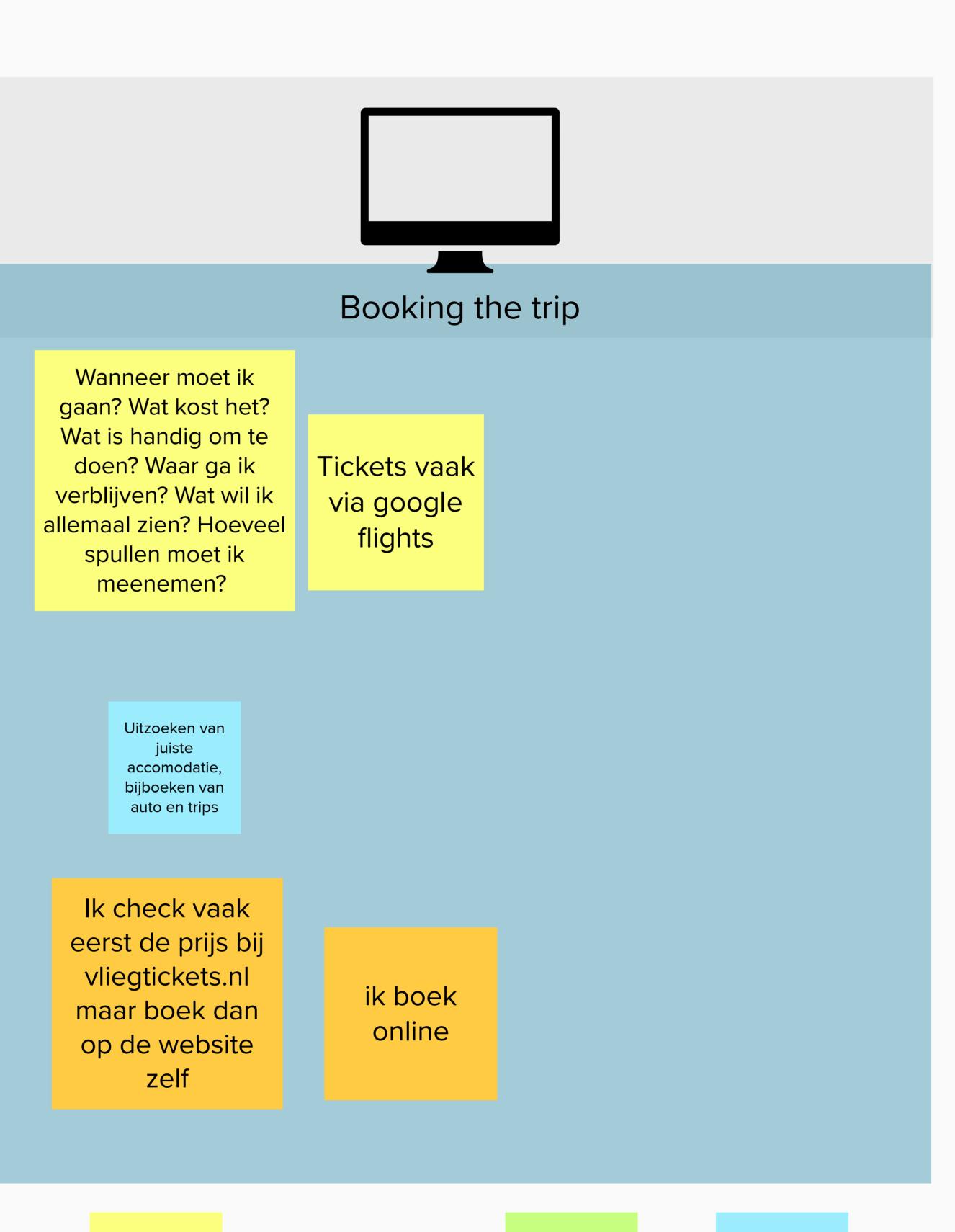


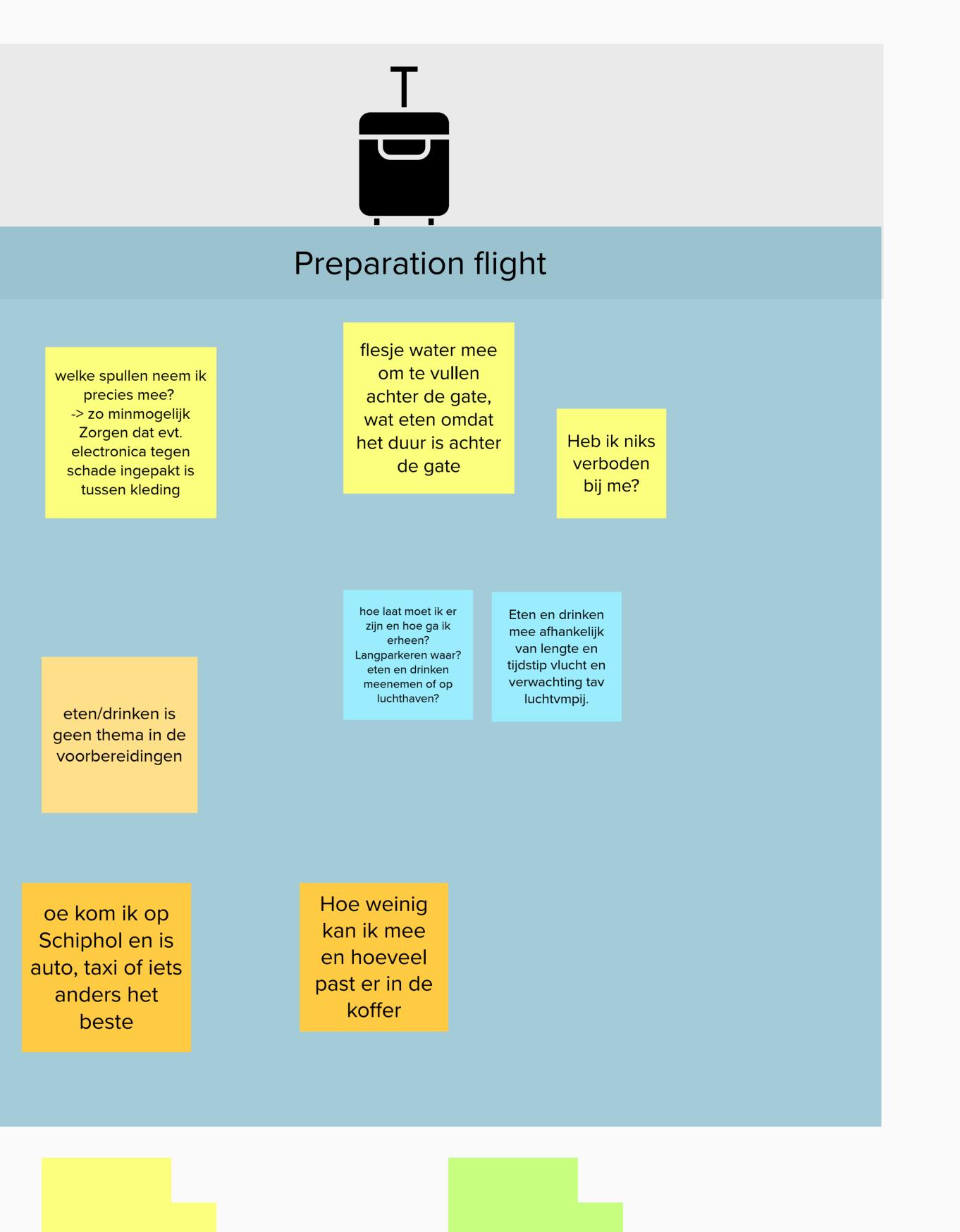








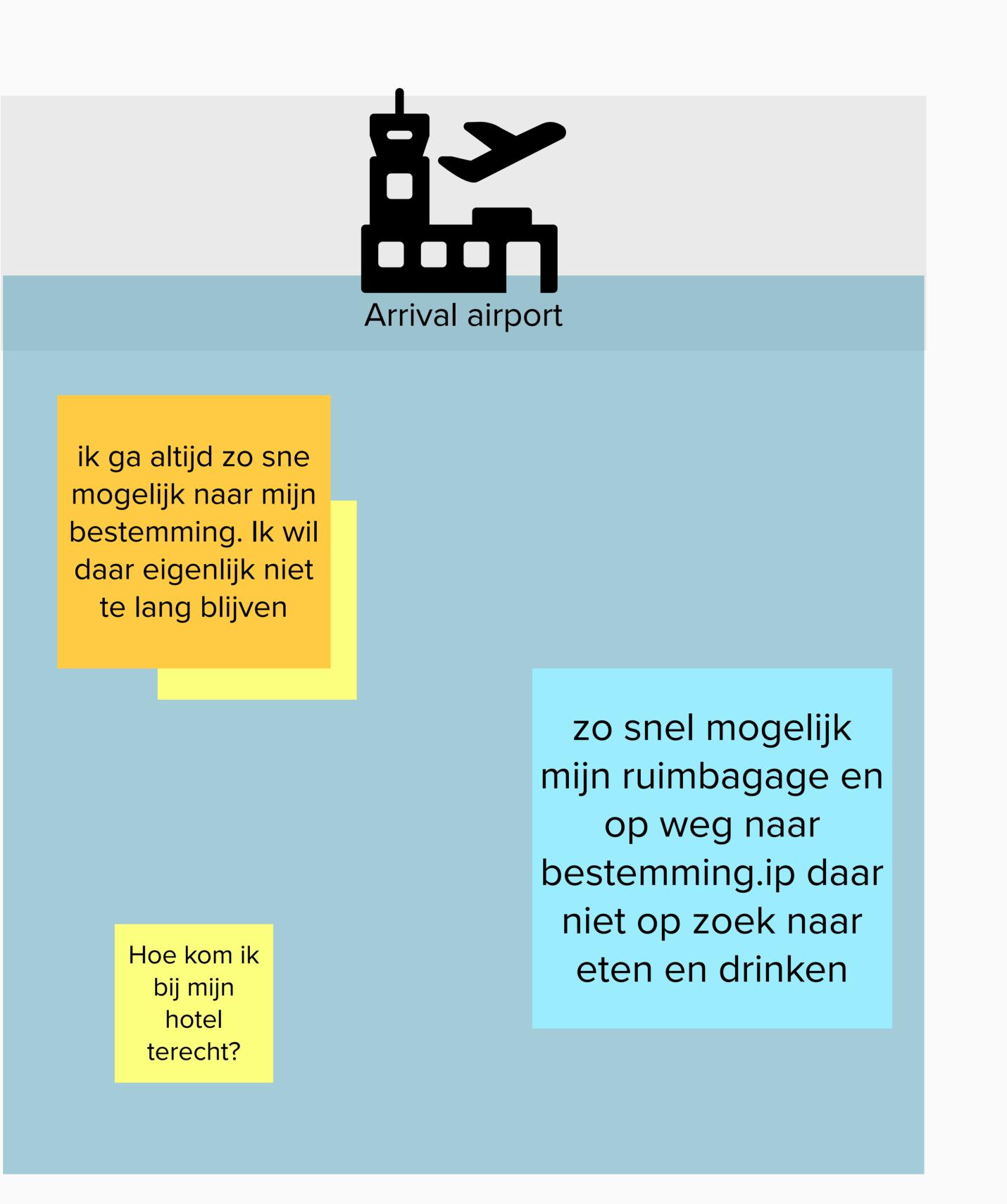


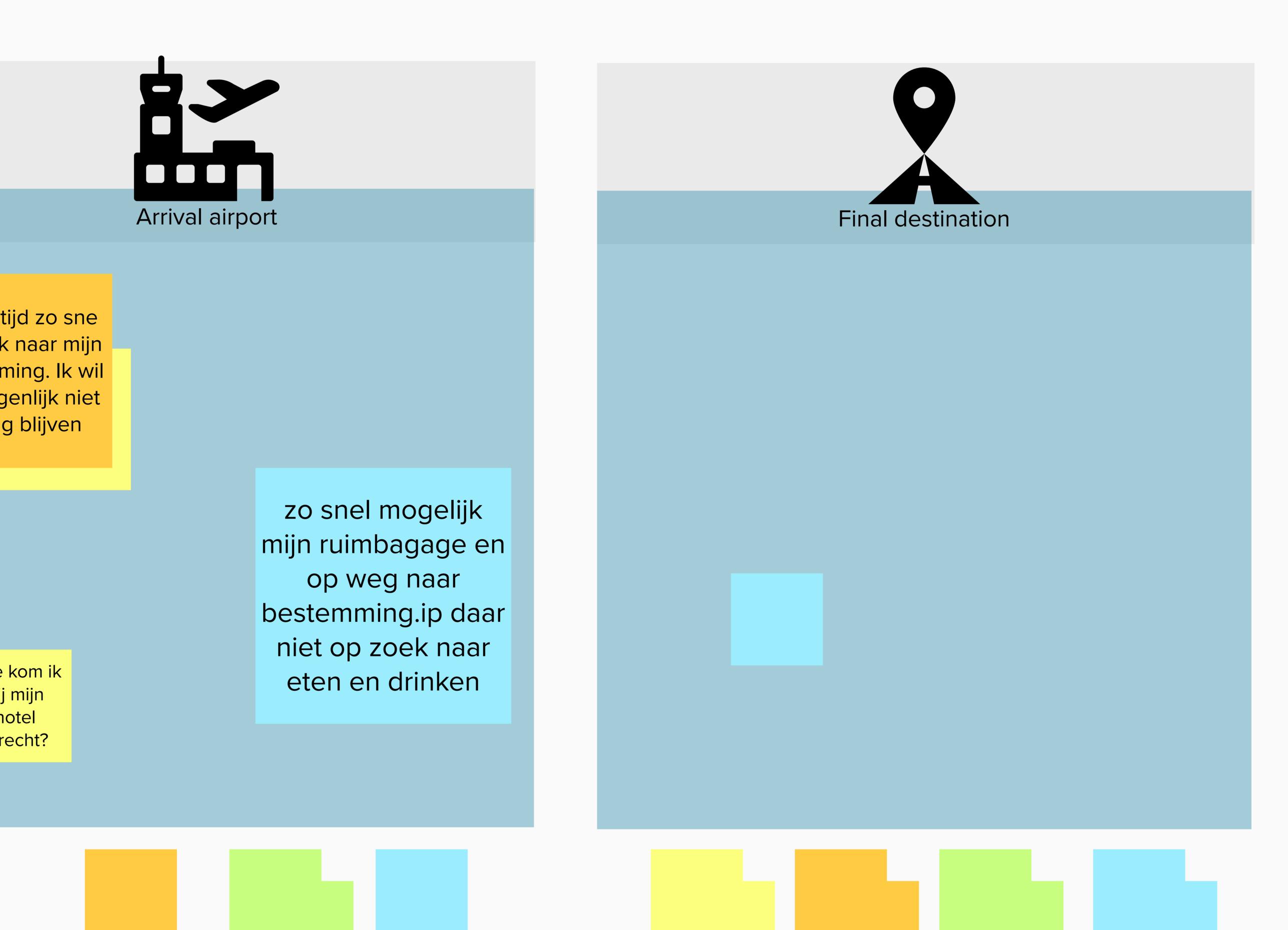








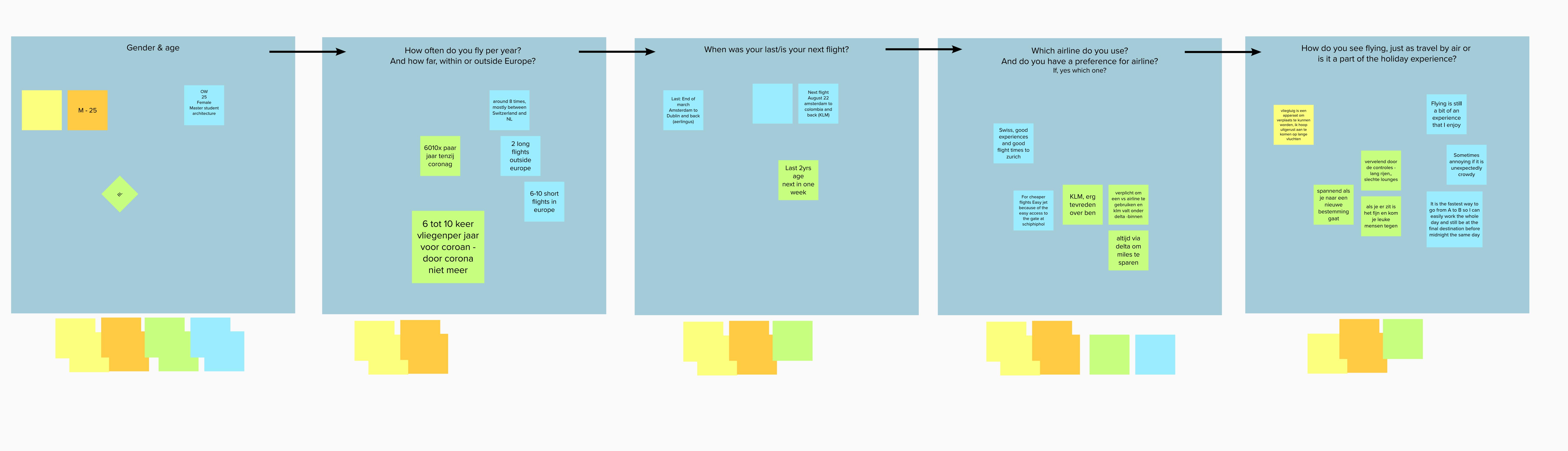


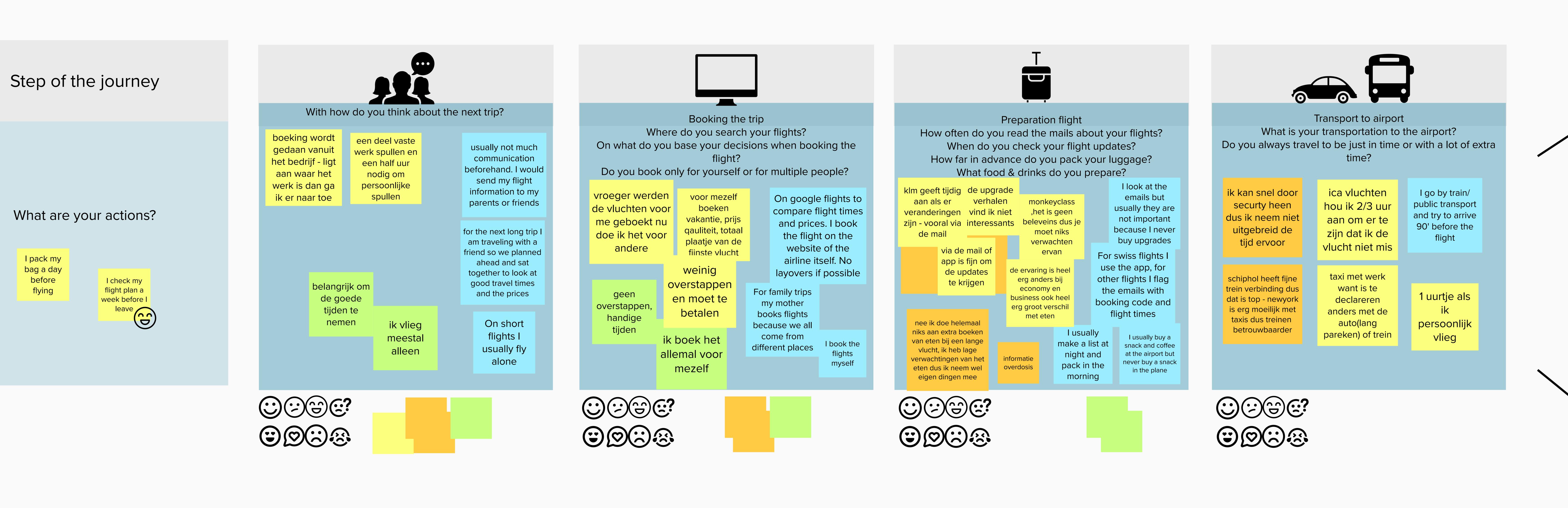


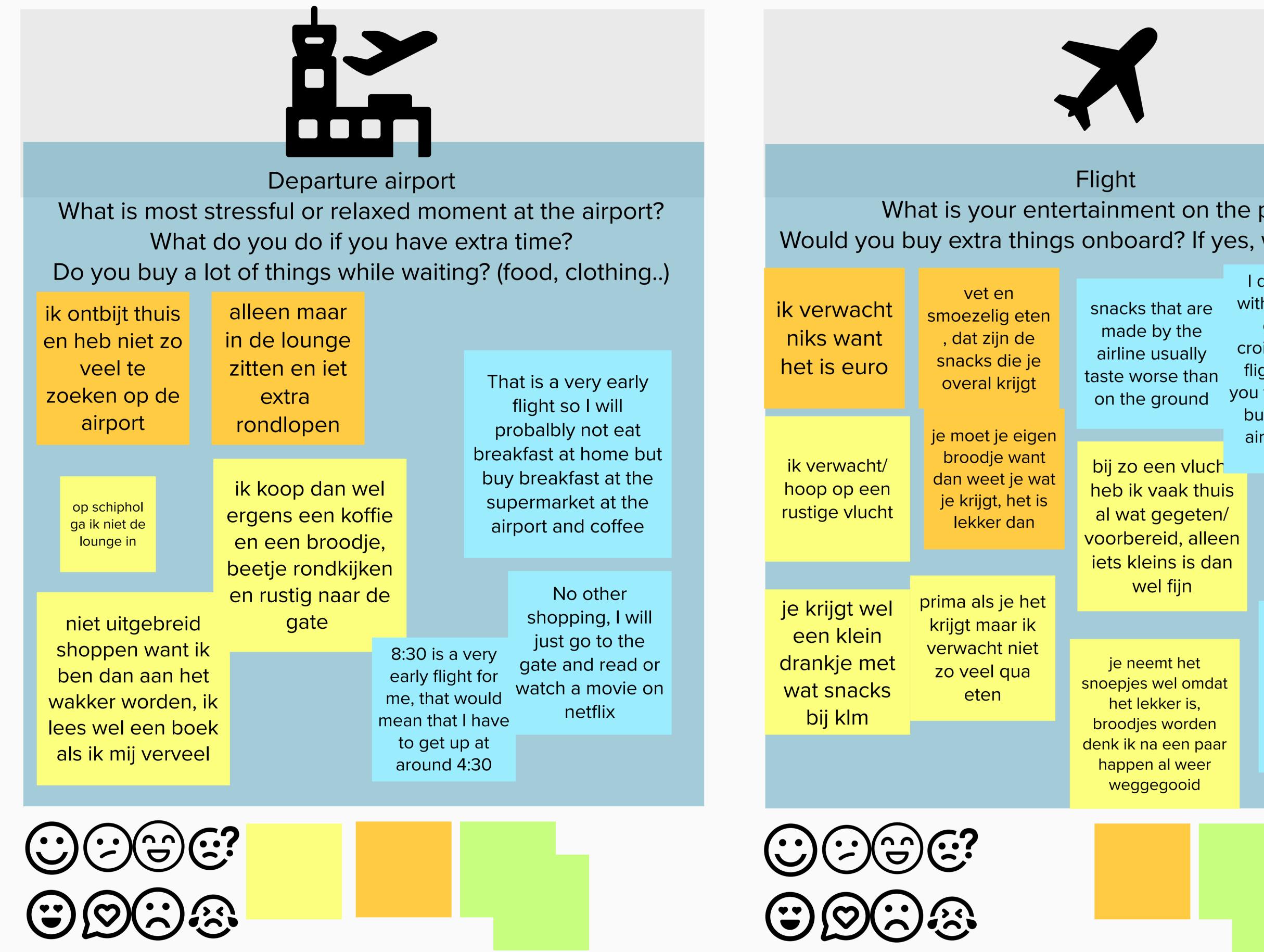


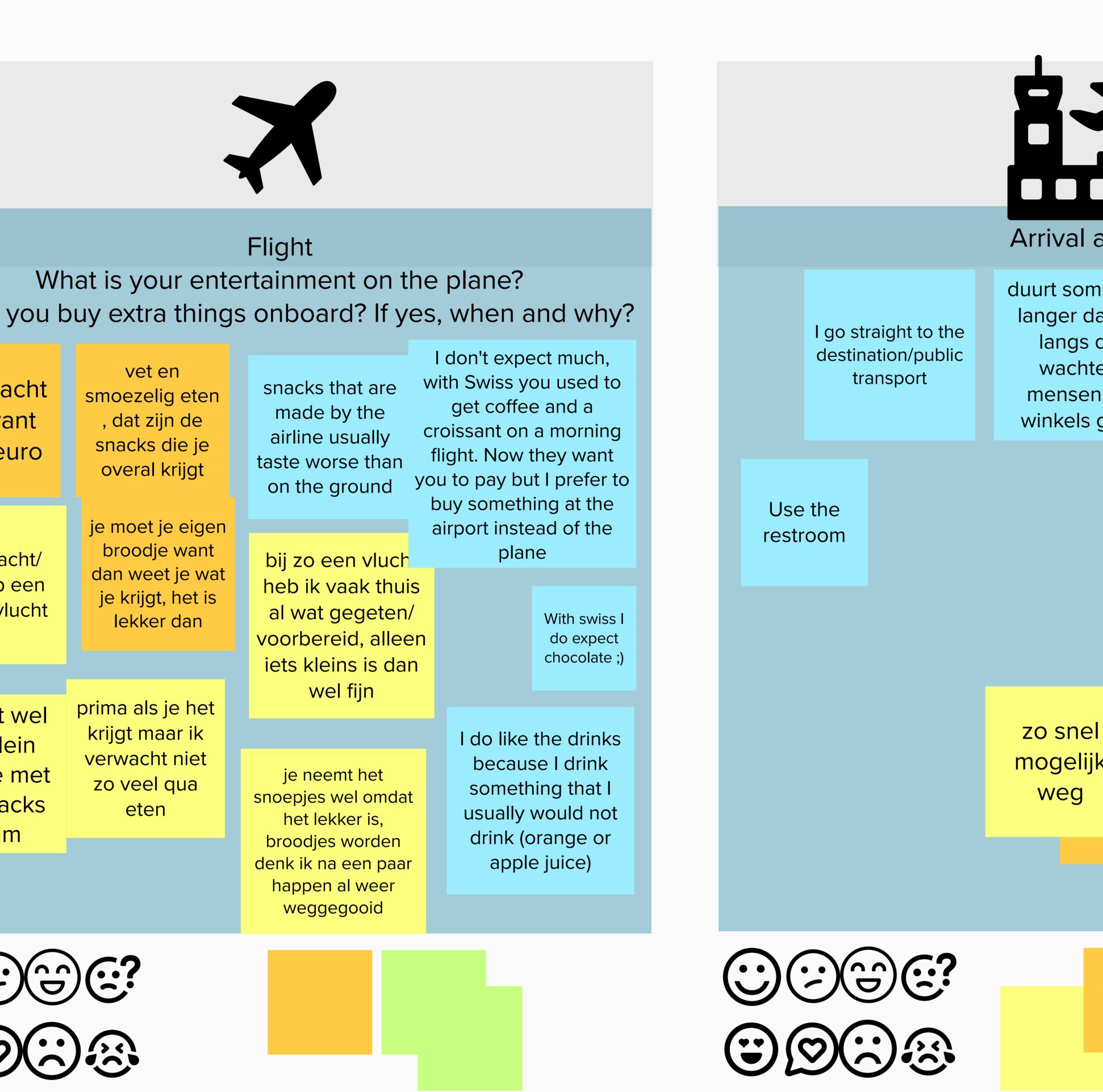


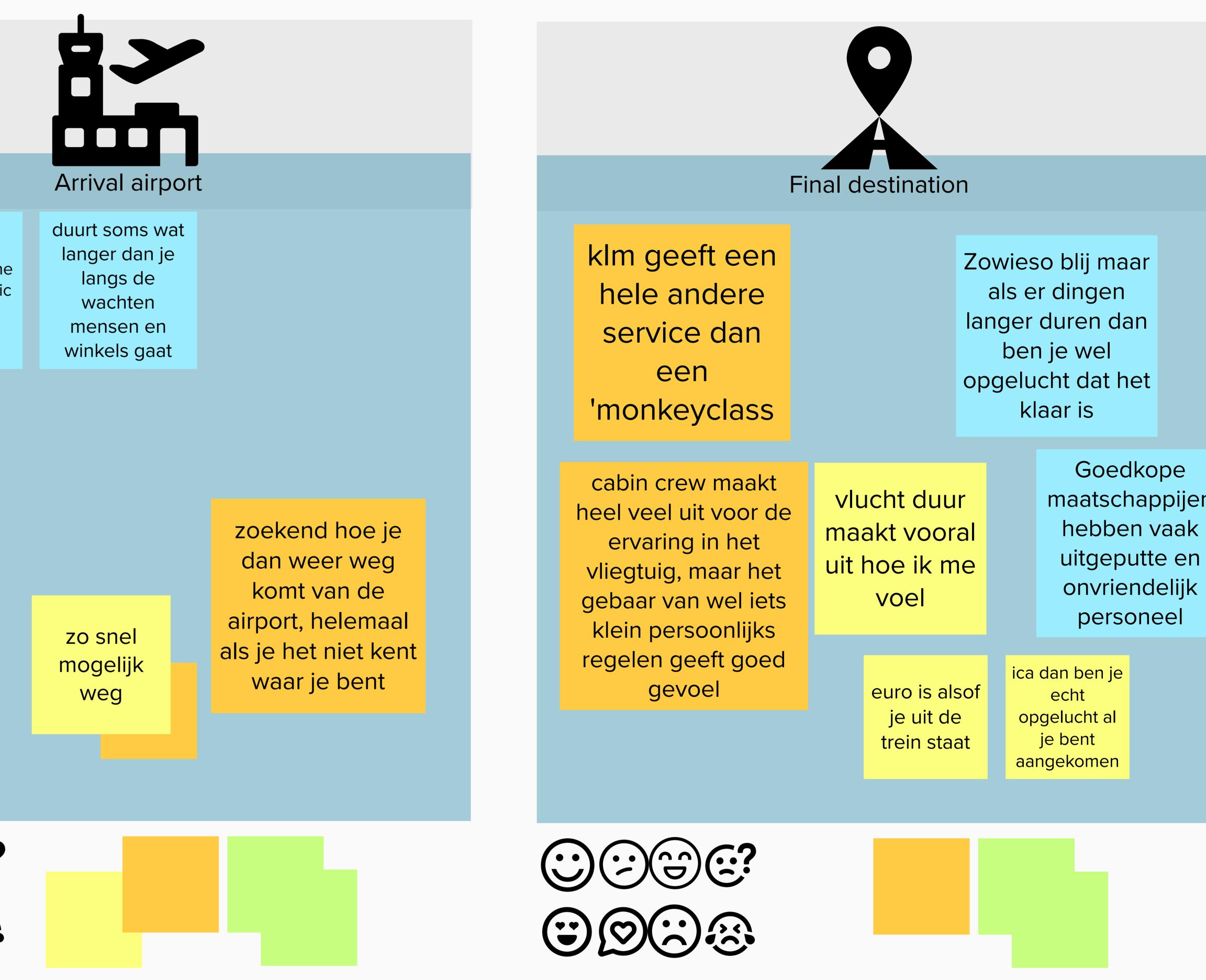
bag a day before





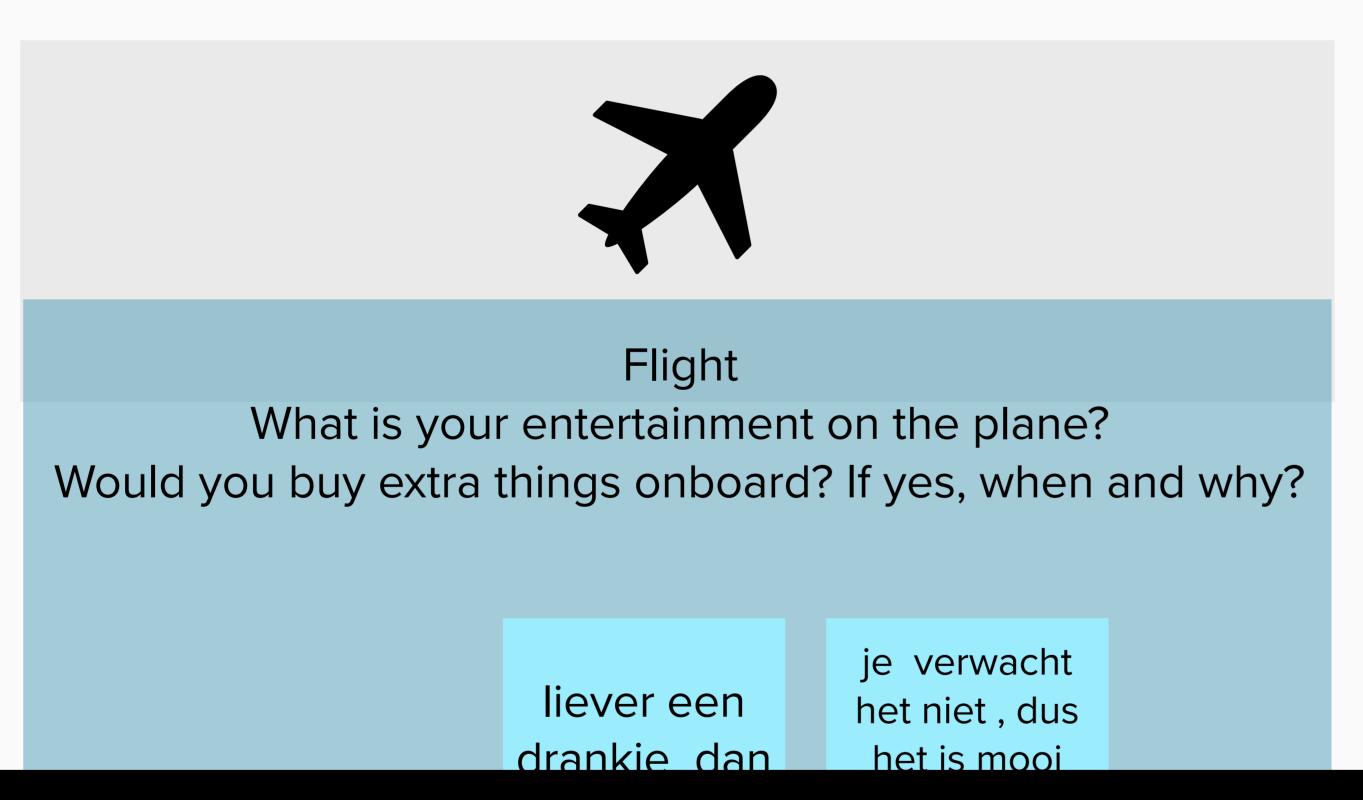


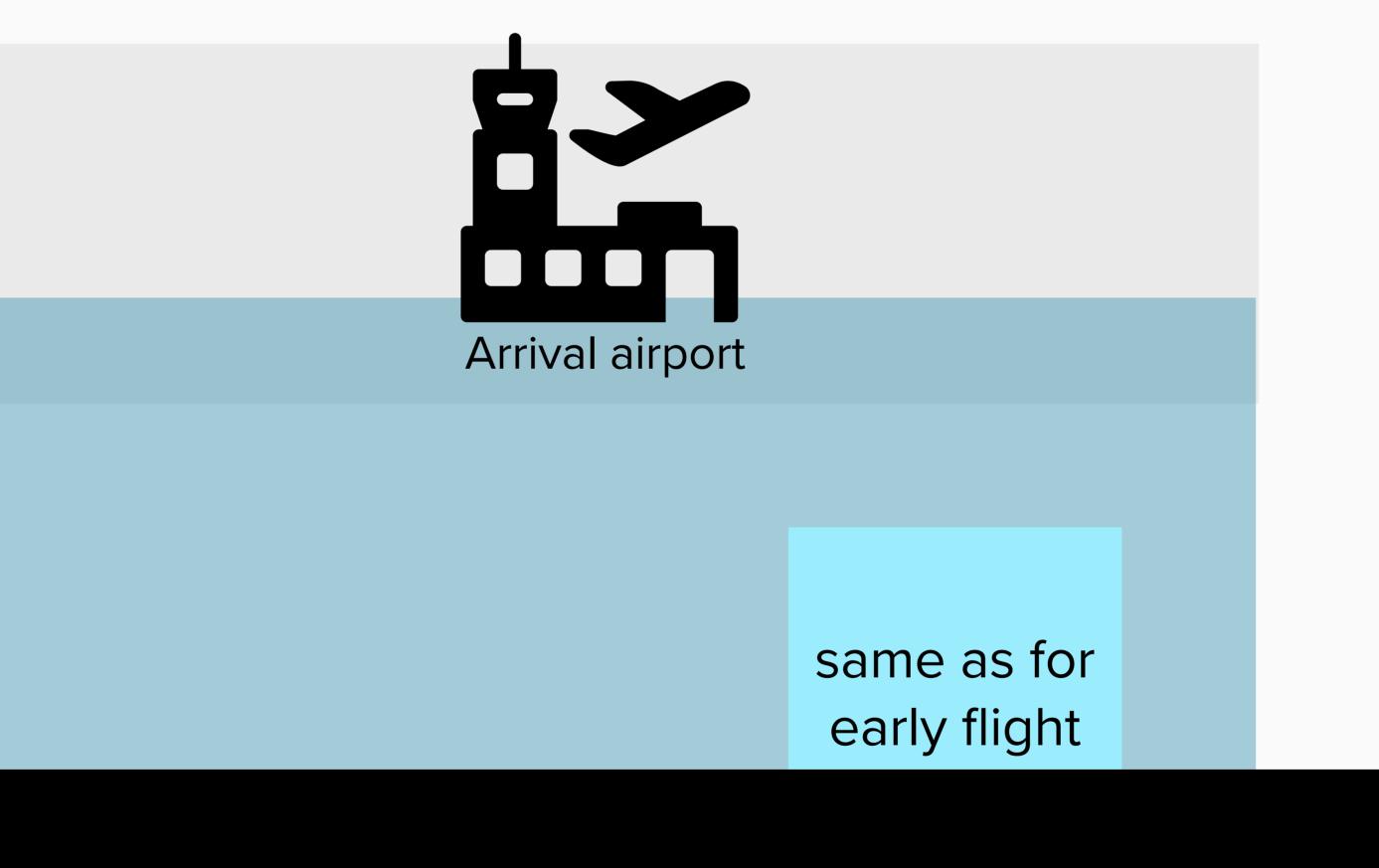


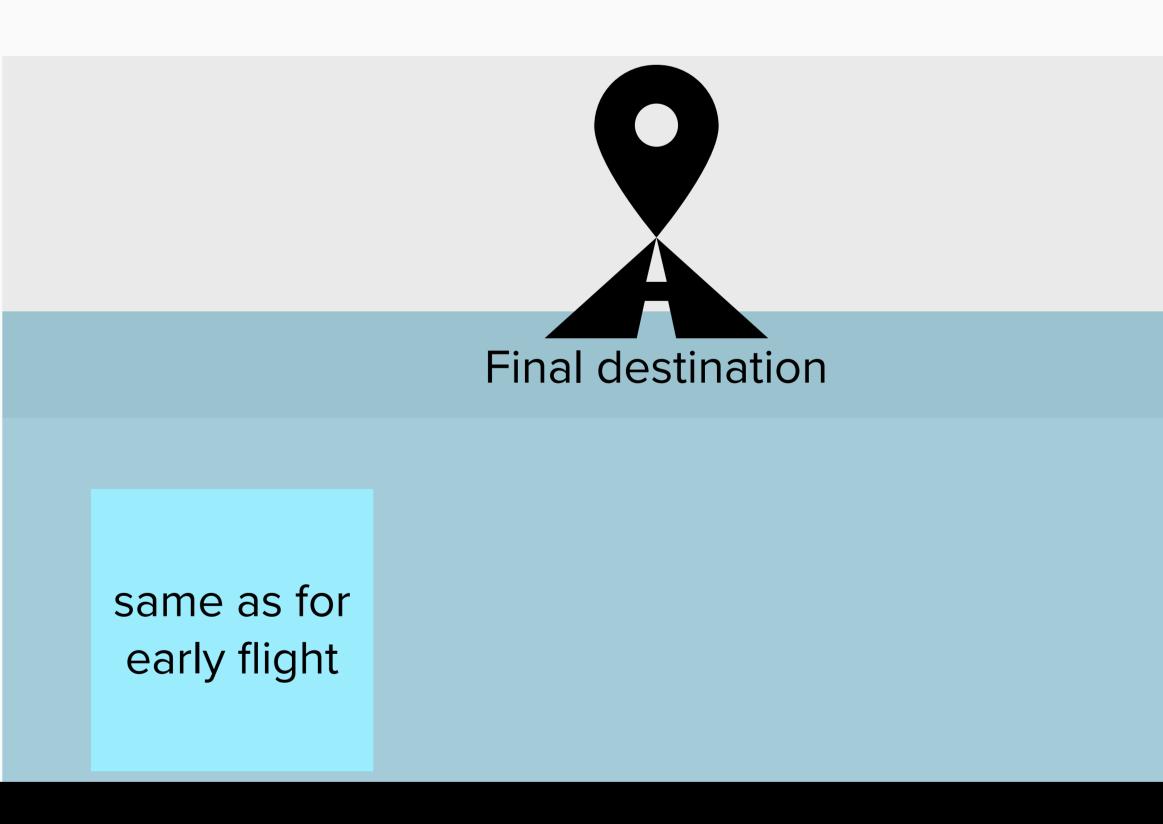




Flight departure: 8.30







Back to appendix overview

~ Thesis Maryette ~

Welcome to my thesis research!

I, Maryette, am interested in understanding the eating habits of people flying to European destinations. For this study, you will be presented with information and questions relevant to ordering food delivery and food & beverage options at airports and on planes. Your responses will only be used for my thesis research and are kept completely confidential.

The survey will take you around 5-10 minutes to complete. Your participation in this research is voluntary. You have the right to withdraw at any point during the study. The principal investigator of this study can be contacted at M.M.Lumeij@student.tudelft.nl for any questions.

* F	Required
1.	By clicking the button below, you acknowledge: - Your participation in the study is voluntary You are aware that you may choose to terminate your participation at any time for any reason. *
	I consent, begin the study
	I do not consent, I do not wish to participate

2. Wha	it is your gender? *
\bigcirc	Woman
\bigcirc	Man
\bigcirc	Prefer not to say
3. Wha	it is your age? *
\bigcirc	Under 18
\bigcirc	18-24
\bigcirc	25-34
\bigcirc	35-44
\bigcirc	45-54
\bigcirc	55-64
\bigcirc	65-74
\bigcirc	75-84
\bigcirc	85 or older

4. How often do you use a meal delivery service? *				
Less than 2 times a month				
Between 2 and 4 times a month				
Between 4 and 8 times a month				
More than 8 times a a month				
I do not use any meal delivery service				
E Milest mend dellinementine de concesso				
5. What meal delivery service do you use?	\neg			
6. At what time do you mostly use the meal order service?				
In the morning, before 11.00				
Between 11.00 and 14.00				
Between 14.00 and 17.00				
After 17.00				
I do not use any meal delivery service				
7. What is your main reason for using a meal delivery service?				

8. Flying - The following questions are about your flying habits.

	How often do you fly? Going on a trip with a plane on the way there and back counts as 2 times. *		
\bigcirc	2 times or less per year		
\bigcirc	Between 3 and 6 times per year		
\bigcirc	Between 7 and 12 times per year		
\bigcirc	13 or more times per year		
9. What is your main reason for flying? *			
\bigcirc	Work		
\bigcirc	Vacation		
\bigcirc	Visiting family or friends		
10. Which description fits you the best? *			
\bigcirc	I'm always searching for the basics (luggage, seat, flight-time) for the best deal possible		
\bigcirc	I like my booking and traveling to be as efficient as possible with a good price		
\bigcirc	I want to have an efficient trip with some extra's and I am willing to pay for it		
\bigcirc	I'm traveling mostly for work but I enjoy all possible benefits		
\bigcirc	I do not travel very often but whenever I go, I always rely on the guidance of the airline staff of my favorite airline		
\bigcirc	I like to double-check everything and receive reassurance from the airline staff because traveling by plane is overwhelming		
	I'm traveling by plane if it is the only possible option, so my travel must be quick and smooth		

11. Which airline do you use most often? (If you want, you can pick more than one) *			
	Air France		
	British Airways		
	Delta Airways		
	Easyjet		
	Finnair		
	KLM		
	Lufthansa		
	Transavia		
	Other		
12. Why do you use this airline the most? *			

13. 1	13. What is your favorite airline? *			
(Air France			
(British Airways			
(Delta Airways			
(Easyjet			
(Finnair			
(KLM			
(Lufthansa			
(Transavia			
(Other			
14. \	Why is it your favorite airline? *			
14. V	Why is it your favorite airline? *			
14. \	Why is it your favorite airline? *			
	Why is it your favorite airline? * Do you have a membership with an airline company *			
	Do you have a membership with an airline company *			
	Do you have a membership with an airline company *			
	Do you have a membership with an airline company *			
	Do you have a membership with an airline company *			
15. [Do you have a membership with an airline company *			

17. Going on a short European flight - The next section is about your habits when you are going on an afternoon flight to a European destination. The flight duration is 1h30 and it leaves at 15.00 What do you prepare in terms of food when travelling to the airport? * I do not bring any food I pack my own sandwich or other snack I buy something when I need it Other 18. What do you prepare in terms of drinks when **travelling to the airport**? * I do not bring any drinks I pack my own hot/cold drink I bring a bottle that I can fill when possible I buy something when I need it Other 19. What do you prepare in terms of food when waiting at the airport? * I do not bring any food I pack my own sandwich or other snack I buy something when I need it Other

20.	Wha	t do you prepare in terms of drinks when waiting at the airport ? *
		I do not bring any drinks
		I pack my own hot/cold drink
		I bring a bottle that I can fill when possible
		I buy something when I need it
		Other
21.	Wha	t do you prepare in terms of food for the time on the plane ? *
		I do not bring any food
		I pack my own sandwich or other snack
		I buy something when I need it
		I expect the airline to give me something for free
		Other
22.	Wha	t do you prepare in terms of drinks for the time on the plane ? *
		I do not bring any drinks
		I pack my own hot/cold drink
		I bring a bottle that I can fill when possible
		I buy something when I need it
		I expect the airline to give me something for free
		Other

23.	P3. Food & beverages inflight - The next section contains questions about your experience of in-plane food & beverage services while going on European flights. The European flights are between 30 minutes and 3 hours.			
	Do you search online what type of food $\&$ beverages are available during your flight? *			
	\bigcirc	Yes, I can always find what is available		
	\bigcirc	Yes, but I can never find the answers		
	\bigcirc	No, but I don't care what is available		
	\bigcirc	No, but maybe I will search in the future		
24.		Ild you be interested in adjusting your food & beverage choice before you fly? includes changing what you would like and opting out of receiving the service.		
	\bigcirc	Yes		
	\bigcirc	No		
25.	Can	you explain your answer above? And if yes, what changes you would make? *		

26.	Whe	ere would you like to view information about food & beverages on your flight? *
	\bigcirc	On the website of the airline
	\bigcirc	In the airline app
	\bigcirc	In the mail with booking information
	\bigcirc	On the social media of the airline
27.	que bev	od & beverages inflight - The next section contains estions about your experience of in-plane food & verage services while going on European flights. The copean flights are between 30 minutes and 3 hours.
	Do y fligh	ou search online what type of food & beverages are available during your t? *
	\bigcirc	Yes, I can always find what is available
	\bigcirc	Yes, but I can never find the answers
	\bigcirc	No, but I don't care what is available
	\bigcirc	No, but maybe I will search in the future
28.		Ild you be interested in adjusting your food & beverage choice before you fly? includes changing what you would like and opting out of receiving the service.
	\bigcirc	Yes
	\bigcirc	No

Wł	nere would you like to view information about food & beverages on your flight? *
\subset	On the website of the airline
\subset) In the airline app
\subset) In the mail with booking information
\subset	On the social media of the airline
	ank you for filling out this questionnaire! If you have any remarks or questions, u can leave them below.

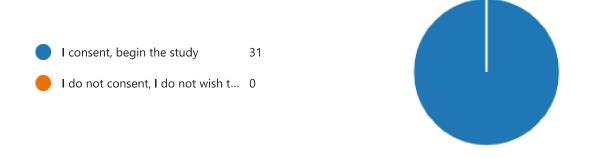
This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

Microsoft Forms

~ Thesis Maryette ~

31 12:41 Active
Responses Average time to complete Status

- 1. By clicking the button below, you acknowledge:
 - Your participation in the study is voluntary.
 - You are aware that you may choose to terminate your participation at any time for any reason.



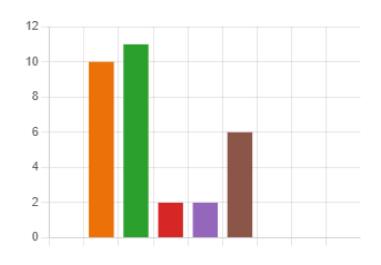
2. What is your gender?





3. What is your age?

	Under 18	0
•	18-24	10
•	25-34	11
	35-44	2
	45-54	2
	55-64	6
	65-74	0
	75-84	0
	85 or older	0



4. How often do you use a meal delivery service?

Less than 2 times a month 13

Between 2 and 4 times a month 7

Between 4 and 8 times a month 3

More than 8 times a a month 0

I do not use any meal delivery s... 8



11% of people answered **Between 4 and 8 times a month** for this question, and the majority answered **"Yes"** for Question 24.



11% people answered
"Between 4 and 8 times a
month" for question 4

100% of them answered "Yes" for question 24

5. What meal delivery service do you use?

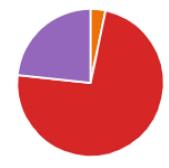
25 Responses Latest Responses
"Restaurants own delivery service "
"Thuisbezord"

13 respondents (54%) answered Thuisbezorgd for this question.

Pizza order directly Pavarotti usually dominos from the delivery at airports Thuisbezorgd UberEats (Government of the delivery at airports Thuisbezorgd or ubereats (Government of the delivery at airports Thuisbezorgd or ubereats (Government of the delivery at airports Thuisbezorgd or ubereats (Government of the delivery at airports Thuisbezorgd or ubereats (Government of the delivery at airports Thuisbezorgd or ubereats (Government of the delivery at airports Thuisbezorgd or ubereats (Government of the delivery at airports Thuisbezorgd or ubereats (Government of the delivery at airports Thuisbezorgd or ubereats (Government of the delivery at airports Thuisbezorgd or ubereats (Government of the delivery at airports Thuisbezorgd or ubereats (Government of the delivery at airports Thuisbezorgd or ubereats (Government of the delivery at airports (Government of the delivery at airports) (Government of the delivery at airports (Government of the delivery at airports) (Government of the delivery at

6. At what time do you mostly use the meal order service?

In the morning, before 11.00 0
 Between 11.00 and 14.00 1
 Between 14.00 and 17.00 0
 After 17.00 22
 I do not use any meal delivery s... 7



7. What is your main reason for using a meal delivery service?

26 Responses Latest Responses
"No time to cook"

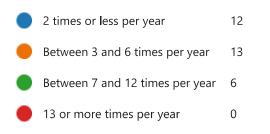
"Een keer per week willen we iets nieuws eten."



8. Flying - The following questions are about your flying habits.

How often do you fly?

Going on a trip with a plane on the way there and back counts as 2 times.





45% of people answered **Between 3 and 6 times per year** for this question, and the majority answered "**In the airline app**" for Question 26.



45% people answered
"Between 3 and 6 times per
year" for question 8

62% of them answered "In the airline app" for question 26

9. What is your main reason for flying?

Work	2
Vacation	19
Visiting family or friends	10



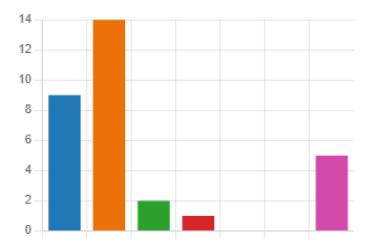


4% people answered "Work" for question 9

100% of them answered "I like my booking and traveling to be as efficient as possible with a good price" for question 10

10. Which description fits you the best?

- I'm always searching for the bas... 9
- I like my booking and traveling t... 14
- I want to have an efficient trip w... 2
- I'm traveling mostly for work bu...
- I do not travel very often but wh... 0
- I like to double-check everythin...
- I'm traveling by plane if it is the ... 5



7% of people answered I want to have an efficient trip with some extra's and I am willing to pay for it for this question, and the majority answered "Yes" for Question 24.



7% people answered "I want to have an efficient trip with some extra's and I am willing to pay for it" for question 10 100% of them answered "Yes" for question 24

18% of people answered I'm traveling by plane if it is the only possible option, so my travel must be quick and smooth for this question, and the majority answered "No" for Question 15.



18% people answered
"I'm traveling by plane if it
is the only possible
option, so my travel must
be quick and smooth" for
question 10

100% of them answered "No" for question 15

28% of people answered I'm always searching for the basics (luggage, seat, flight-time) for the best deal possible for this question, and the majority answered "In the mail with booking information" for Question 26.



28% people answered "I'm always searching for the basics (luggage, seat, flight-

63% of them answered "In the mail with booking information" for question 26 18% of people answered I'm traveling by plane if it is the only possible option, so my travel must be quick and smooth for this question, and the majority answered "2 times or less per year" for Question 8.

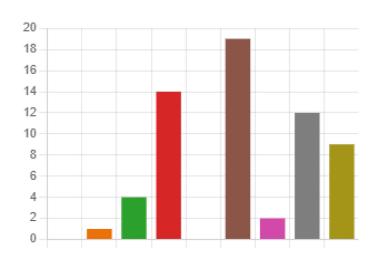


18% people answered "I'm traveling by plane if it is the only possible option, so my travel must be quick and smooth" for question 10

80% of them answered "2 times or less per year" for question 8

11. Which airline do you use most often? (If you want, you can pick more than one)





12. Why do you use this airline the most?

Tatest Responses

"Convenience "

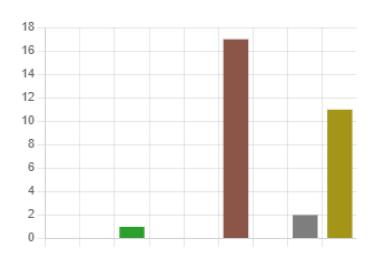
"Low cost flights"

"I travel to Luton to visit my family, and Easyjet flies there directly "

10 respondents (**34**%) answered **cheaper** for this question. Transavia because of the price **BA** or KLM cheap for easyjet crew for klm travel **Price** Easyjet flies KLM cheaper fly traveling Trans fly cheap destinations **Best** cheapest option **Transavia Cheap & frequent** KLM because of the number

13. What is your favorite airline?

Air France
British Airways
Delta Airways
Easyjet
Finnair
KLM
Lufthansa
Transavia
Other
11



31 Responses

Latest Responses "High service level" "Service and style" "I don't have a preference"

6 respondents (21%) answered **good services** for this question.

friendly personel

things go wrong

Good planes service and quality

services at Schiphol o

good experiences good services cheapest

travel

time nice crew

great service Good quality Fijne serv

personal item Feels comfortable

goed€

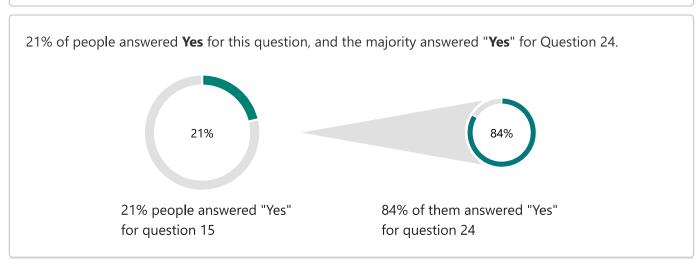
15. Do you have a membership with an airline company



21% of people answered **Yes** for this question, and the majority answered "**In the airline app**" for Question 26.

21% 84%

21% people answered "Yes"
84% of them answered "In the airline app" for question 26



16. If yes, at which airline do you have a membership?

10 Responses Latest Responses
"KLM, Cathay Pacific"
"KLM"

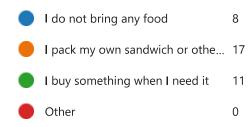
southwest Delta card for all the airlines mileage card

Tespondents (50%) answered KLM for this question.

**Tesponde

17. Going on a short European flight - The next section is about your habits when you are going on an afternoon flight to a European destination. **The flight duration is 1h30 and it leaves at 15.00**

What do you prepare in terms of food when travelling to the airport?





18. What do you prepare in terms of drinks when travelling to the airport?

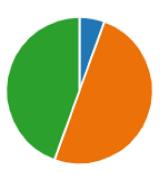
- I do not bring any drinks2
- I pack my own hot/cold drink
- I bring a bottle that I can fill wh... 24
- I buy something when I need it
- Other (



19. What do you prepare in terms of food when waiting at the airport?

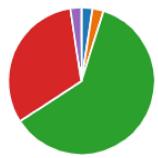
2

- I do not bring any food
- I pack my own sandwich or othe... 18
- I buy something when I need it 16
- Other 0



20. What do you prepare in terms of drinks when waiting at the airport?

- I do not bring any drinks
- I pack my own hot/cold drink
- I bring a bottle that I can fill wh... 25
- I buy something when I need it 13
- Other 1



21. What do you prepare in terms of food for **the time on the plane**?

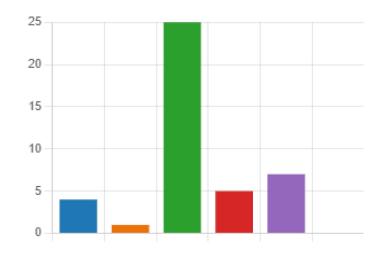
- I do not bring any food
- I pack my own sandwich or othe... 17
- I buy something when I need it
- I expect the airline to give me s... 5
- Other (



22. What do you prepare in terms of drinks for **the time on the plane**?

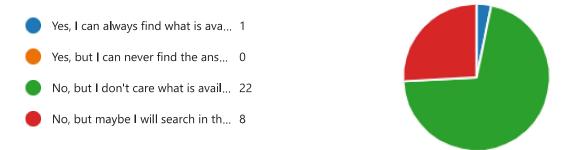
0

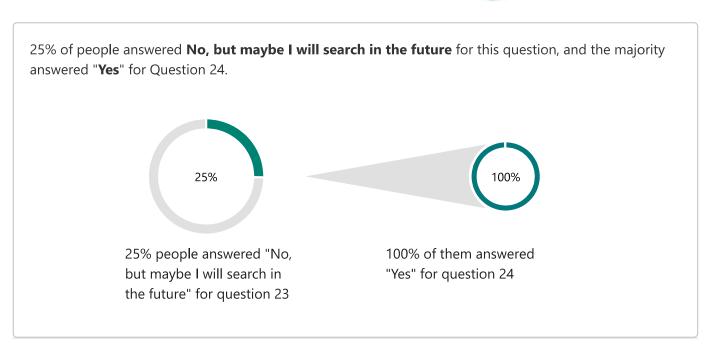
- I do not bring any drinks
- I pack my own hot/cold drink
- I bring a bottle that I can fill wh... 25
- I buy something when I need it
- I expect the airline to give me s... 7
- Other



23. Food & beverages inflight - The next section contains questions about your experience of in-plane food & beverage services while going on European flights. The European flights are between 30 minutes and 3 hours.

Do you search online what type of food & beverages are available during your flight?





24. Would you be interested in adjusting your food & beverage choice before you fly? This includes changing what you would like and opting out of receiving the service.



25. Can you explain your answer above? And if yes, what changes you would make?

Latest Responses

"Food - especially KLM - is not good "

31 Responses "I would probably opt out of food and beverage service during the f light."

"I have special dietary needs, so it would be useful to be able to pas s them on beforehand."

26. Where would you like to view information about food & beverages on your flight?





27. Food & beverages inflight - The next section contains questions about your experience of in-plane food & beverage services while going on European flights. The European flights are between 30 minutes and 3 hours.

Do you search online what type of food & beverages are available during your flight?

Yes, I can always find what is ava... 0

Yes, but I can never find the ans... 0

No, but I don't care what is avail... 0

No, but maybe I will search in th... 0

28. Would you be interested in adjusting your food & beverage choice before you fly? This includes changing what you would like and opting out of receiving the service.	
Yes	0
No	0
29. Can you explain your answer above? And if yes, what changes you would make?	
0	
Responses	Latest Responses
30. Where would you like to view information about food & beverages on your flight?	
On the website of the airline	0
In the airline app	0
In the mail with booking inform	0
On the social media of the airline	0
31. Thank you for filling out this questionnaire! If you have any remarks or questions, you can leave them below.	
4	
Responses	Latest Responses

Back to appendix overview

No service

No service is provided for the customer

Rank:

Current service

@ the plane

The F&B service is given to the passengers after take off by the cabin crew. Each passenger receives a sweet or savory snack with a drink.



Rank:

Rank:

Rank:

Pick-up at the gate

@ the airport

The only a basic F&B is provided at the gate. The customer can receive this and take it on the plane themselves.





KLM Cityhopper Fairline self-service wall

@ the airport

A KLM Cityhopper Fairline self-service wall is located at the airport, behind security and near the departing gates. Each passenger can walk by and receiver their basic F&B after



KLM Cityhopper Fairline store @ the airport

A KLM Cityhopper Fairline store is located at the airport, behind the security and near the departing gates. Each passenger can walk by and receiver their basic F&B after showing their boarding ticket. If the passenger wants something extra, they





Voucher

@ the airport

A digital voucher is given to each passenger that can be spend at any store to buy some F&B. The voucher expires after the flight day and there is one voucher per person.



Rank:

Rank:

Paid catering

@ the plane

During the flight the crew starts with handing out the basic catering. If the passenger want something extra they can pick from the paid catering options.

Basic catering

and paid catering







A trolley with a free refill service for water bottles or serving free coffee/tea in reusable coffee cups brought by the passengers. If there is no reusable option brought by the passenger the back-up option is to give a plastic cup with the wanted drink.

Free beverage refill

@ the plane







Paid pre-order F&B

@ the plane

The passenger can order more than 4h before the flight what they want to eat during the flight. All options are paid products and are only available when ordered in advance.



miro

Rank:

Rank:

No service

No service is provided for the customer

Rank:

Current service

@ the plane

The F&B service is given to the passengers after take off by the cabin crew. Each passenger receives a sweet or savory snack with a drink.



Rank:

Rank:

Rank:

Pick-up at the gate

@ the airport

The only a basic F&B is provided at the gate. The customer can receive this and take it on the plane themselves.





KLM Cityhopper Fairline self-service wall

@ the airport

A KLM Cityhopper Fairline self-service wall is located at the airport, behind security and near the departing gates. Each passenger can walk by and receiver their basic F&B after



KLM Cityhopper Fairline store @ the airport

A KLM Cityhopper Fairline store is located at the airport, behind the security and near the departing gates. Each passenger can walk by and receiver their basic F&B after showing their boarding ticket. If the passenger wants something extra, they can buy more products that are available in the store.





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Rank:

Rank:

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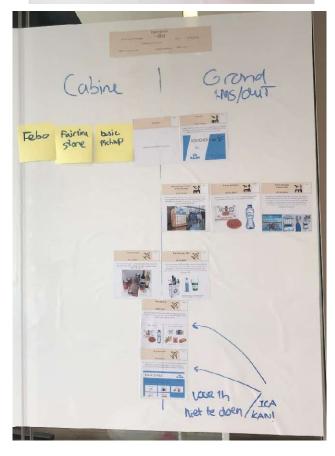


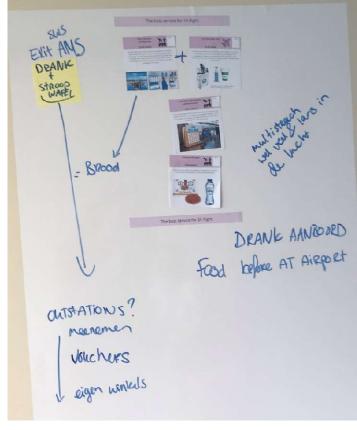
Back to appendix overview

Results KLC









Notes session KLC

Customer categorie ronde

- Geen service is het minst voor de klant, rode post it.
- Klant vindt winkel wel leuk, deze komt in ieder geval hoger dan de febo muur. Is leuk een beetje branding.
- Paid catering basis + paid. Aan boord vinden mensen het vaak helemaal niet erg om wat meer te betalen. Wel makkelijk voor de klant.
- Current service. Extra paid scoort hoger dan dit. Maar de verwachting is wel full service. Mensen houden van gratis. Ze verwachten het niet eens meer. Toch hoger dan extra paid. Current service scoort nu net zo hoog als de store. Met deze rijen is de store niet te doen. Maar daar gaan we even niet vanuit. Store is wel te vergelijken met de lounge of andere restaurants daar op de airport.
- Free beverage refill. Zit geen eten bij? Dit wordt wel gewaardeerd. Moet wel wat eten bij. Dit schrijven we op.
- De pre-order: daar denken mensen nog niet over na. Grabben bij de gate maakt niet uit of daar wel of geen persoon bij staat. Voucher van 2 euro heb je eigenlijk niks aan.
- Free refill in combinatie met iets anders scoort hoogst, los zou die wel zakken. De klant houdt van keuze, op die manier is de winkel wel wat waard. Keuze, vers en goed geprijsd.
- Huidige service + paid catering (nieuwe categorie) scoort dan eigenlijk het hoogst. Maar de kwaliteit is ook belangrijk, dit zal in de winkel wel beter zijn dan alles aan boord. Huidige service + paid staat dat wel het hoogst, omdat de keuze echt vergroot wordt. Belangrijk punt is wel de kwaliteit.
- Basic service met paid staat wel hoger dan de basic die je zelf moet meenemen.

Sustainability categorie:

- "het afval is niet ons probleem" dus geen service is sowieso het meest sustainable. Wij hebben geen controle over wat mensen zelf meenemen. Dat valt dan niet meer onze footprint.
- Febo muur, best prima. Je neemt mee wat je op eet. Fairline store zelfde.
- Basic + Paid catering aan boord. Je krijgt waste, je moet veel meenemen. Je wilt geen nee verkopen dus je neemt veel mee.
- Paid of gratis, we willen geen nee verkopen. Hierdoor gooien we veel weg en vliegen we met extra kilos.
- Free beverage kan wel vrij hoog. Je gooit niks weg, je neemt wel kilos mee. Alles komt uit 1 tank dus minder materiaal, maar wel kilos. Bij de winkel hebben mensen misschien ook al dingen op dus nemen ze het niet mee. Febo muur bij de gate gaat wel allemaal mee aan boord. Refill komt nu even hoog als deze twee.
- Pre-order; wat meegenomen wordt gaat wel op. Maar kilos worden wel gevlogen. Even hoog als winkel.
- Basic product aan de gate: minder waste dan febo muur. Passsagier pakt het en eet het op. Staat dus hoger dan de febo muur en winkel etc.
- Voucher; 3 euro is te weinig, daar gaan mensen misschien niets mee doen. Mensen gaan het opsparen
 misschien. Voucher kan je wel een partnership met restaurants aan gaan. Of de voucher is gewoon
 korting bij een restaurant. Maar dan wil je misschien liever korting op je ticket. Voor de anderen voelt dit
 niet zo. Voucher misschien iets omhoog omdat mensen er niets mee doen.

Operationele categorie:

- Ze gaan cabine en grond (=schiphol + outstations) scheiden.
- Geen service is top voor iedereen. Proces wordt versimpeld. Voucher kan je daar ook hangen, zelfde hoogte.
- Basic product op airport. Dit is makkelijker dan huidig product. Voor cabine is deze net zo hoog als bovenstaand, voor grond iets lager want zij moeten wel bevoorraden etc.

- Fairline store. Voor cabine is makkelijk en komt dus even hoog weer als bovenstaand, maar voor grond wel meer werk. Het is wel 1 plek, per gate is het eigenlijk ingewikkelder want je moet op meerdere plekken zijn. Dus winkel scoort wat dat betreft iets hoger.
- Febo: zelfde voor cabine, scoort bij grond ook beetje hetzelfde als basic bij de gate pakken.
- Current service: in het midden voor beide. Refill ook.
- Paid pre order: heel moeilijk. Zowel cabine en grond moeten gaan nadenken, zeker in die korte vluchtijd is het eigenlijk niet te doen. In ICA kan het wel misschien. Maar bij KLC is dit haast niet te doen. Scoort laag.
- Paid aan boord: ook niet te doen voor korte vluchten, net zoals bovenstaand.

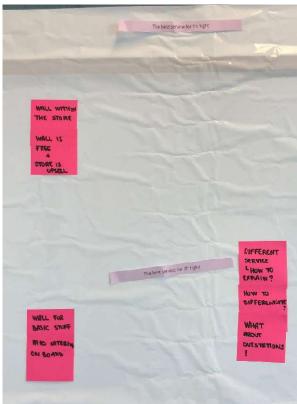
Best service for 1 h:

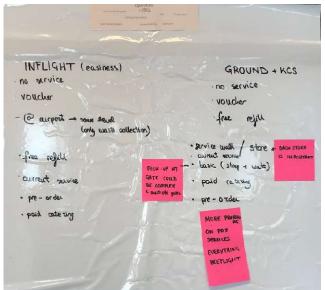
- Geen service valt eigenlijk af, scoort te laag bij de klant. Idee: Alle vluchten van KLC in een mooie nieuwe terminal aan de overkant met een mooie foodstore.
- De winkel scoort hoog voor klanten en maakt niet uit voor 1 of 2 uur. Dit in combinatie met de drankentrolley aan boord. Drankentrolley met stroopwafel erbij. De klant vindt stroopwafel misschien te weinig, dus winkel moet wel erbij. Of je beslist drank product is aan boord, eten is op airport. Stroopwafels wegen niks. De dranktrolley is wel het meeste gewicht. Bij het eten komt wel veel meer waste kijken.
- Outstations is trouwens wel een ander verhaal. Daar kan je op de airport geen dingen aanbieden en moet
 je toch dingen meenemen aan boord. Voorheen en terug kan je die stroopwafel eigenlijk wel meenemen,
 die gaan het verschil niet maken. Halve trolley nodig voor op en neer stroopwafels. Drank moet wel in
 twee trolleys, maar nog altijd minder dan nu.
- De store is wel veel makkelijker voor grond operatie in vergelijking met aan de gates. Op sommige buitenstations kunnen we ook zo'n store maken, en dan bij de bestemmingen waar dit niet kan neem je het mee aan boord.
- Zo min mogelijk gekoelde producten mee aan boord. Alle gekoelde dingen misschien alleen aanbieden op airport. Dan blijft het ook in de koeling, wordt de koelketen niet onderbroken en hoef je het niet weg te gooien als het niet wordt opgegeten.
- Misschien wordt het wel een trend en nemen de andere stations het over, om het makkelijker uit te rollen. Alleen voor KLM wordt het wel lastig bij sommige stations, die hebben daar geen zin in. Maar je kan wel in de industrie een balletje aan het rollen brengen.
- Vouchers op outstations zou nog een idee kunnen zijn ja. Tussenstap tussen zelf meenemen en naar een
 winkel gaan. Dit moet wel opgebouwd worden en getest. In de logistiek moet voor die vouchers moet dan
 wel iemand naar alle stations om te onderhandelen. Er komt ook veel communicatie bij kijken. Als
 mensen weten waar je het voor doet, wordt het ook beter gewaardeerd.
- Vooral testen!! Klant is de moeilijkste inschatting om te doen.

Results OFMA









Notes session OFMA

Customer

- Current is the best now right because it includes everything,
- Hard to have 100% complete satisfaction for everybody all the time
- People order regulary more than one drink
- 3euro is very little money and the customer needs to do something to get it. we show the value what we spend on it, not nice to show
- · Wall could have more locations, geen rijen want het gaat snel, fijn geen personal contact
- Ik wacht toch wel bij de gate dus dan iets extra's doen om mn catering op te halen
- I like the pre-order option with basic product, communication is key with it but timing wise it is hard to use, the customer had
- All paid options; communications about what you get if not used or if used
- Every location where the pax needs go to is extra stress factor

Sustainability

- Waste and weight on plane the least
- Voucher is both lower, catering can be cut down on every level
- Basic product, both things can be kept very long
- Wall is good becauce it all the time cooled, nothing is thrown away less space and enegery
- Preorder is better because you only bring what you need
- We could sell klm reusable products postmix

Operation

- No service best on all aspects, but if they like it is not really the case for all cabin crew
- At the gate very difficult and complex on the last moments, is there a central point
- Voucher is easy because it is out of their hands, IT on the boarding pass
- Difference for inflight everything outside of the plane is easy
- Inflight & preorder is a lot of work to find the right people
- Refill is better than current only because of less wast sorting

Ground

- Terrible (low) preorder you really need to could everything
- Basic + paid is bad because it is still filling a lot
- Wall you need an extra back up centre to fill the machines
- Back office of the airport solutions
- Pick up how diffucult do you make it for yourself, could be very complex could be very easy for the bus gates, if there multiple things

<u>Top</u>

1h

- Teribble; current, pre-order, basic +paid
- Fine/good the rest
- Everything before the flight staat los van de vlucht duur,

• Preference: short flights, i would not have time to pick something at the airport (it should be very short), arrival at the airport for a short flight is very little

Combination for 1h

• Wall (for free stuff) in store (for paid)

2h same as 1h

- With extra paid catering only
- But with help for short transfers, still the free service onboard
- Challenging for tthe pax if there are different services next to each other
- Passenger service -> any thing extra on airport is terrible because they will get more questions and busyness in their work area

Results KCS



Sustainability





reusable products

least amount of weight in the air

types of waste

extra waste due to unused products

positive or negative (side)effects





















miro

Thesis Maryette

Welcome to my thesis research questionnaire!

I, Maryette Lumeij, am researching different service options for how an airline can provide a more sustainable food and beverage service on short flights within Europe. During this study, you will be presented with information about 3 different services. You will be asked to assess them on how you would use them and what your favorite option would be. Your responses will only be used for my thesis research and are kept completely confidential.

The questionnaire will take around 10-15 minutes to complete. Your participation in this research is voluntary. You have the right to withdraw at any point during the study. The principal investigator of this study can be contacted at M.M.Lumeij@student.tudelft.nl for any questions.

* Required

1

By clicking the button below, you acknowledge:

- Your participation in the study is voluntary.
- You are aware that you may choose to terminate your participation at any time for any reason. *

\bigcirc	I consent, begin the study
\bigcirc	I do not consent, I do not wish to participate

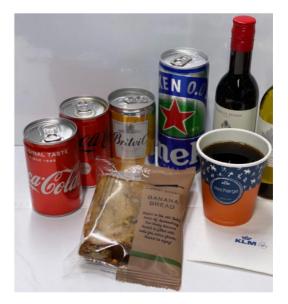
General questions

2	
Wh	at is your age? *
3	
Wh	at is your gender? *
O M	Voman
O N	1an
O P	refer not to say
4	
Wh	at is your current occupation? *
S-	tudent
P	arent
v	Vorking
Ir	n between jobs

Н	ow often do you fly per year? *
	6
W	/hat is your main reason for flying? *
\bigcirc	Work
\bigcirc	Vacation
\bigcirc	Visiting family or friends
	7
	/hich airline do you use most often? (If you want, you can pick more than ne) *
	-,
	Air France
	British Airways
	Delta Airways
	Easyjet
	Finnair
	KLM
	Lufthansa
	Transavia
	Other

Why do you use this airline the most? *
9
Are you focused on sustainability efforts by airlines when booking a flight? *
Yes
○ No
10
If yes, what are the sustainability efforts that you look for in airlines?
11 What are your efforts to become more sustainable in daily life? *

The KLM food and beverage service



On every KLM flight, the passengers get a **free food and beverage service during the flight after take-off**. On a flight within Europe that lasts 2 hours, the passenger of KLM gets a (vegetarian) **sandwich** with a cheese or egg salad. Next to that, they can pick a **drink** (or more than one) from the assortment of water, coffee, tea, juices, sodas, wines and beer. For flights around 1 hour, the sandwich is replaced by a piece of banana bread or a package of chips.

12

Did you already know this is the current food and beverage service of KLM?

Yes

() No



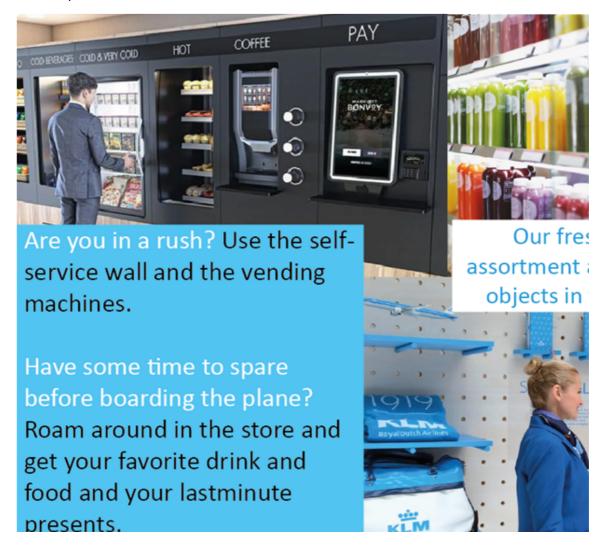
Concept evaluation

The next part of the questionnaire consists of explanations of a service followed by

some questions.
Imagine that you are presented with these services and that you are going on a 2-hour flight within Europe.

Concept 1: KLM store

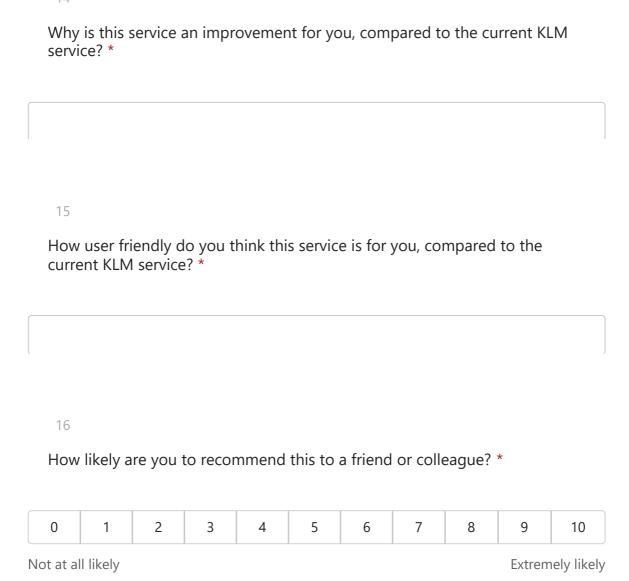
The KLM store is **located after the security** and next to the other shops at the airport. Each passenger of KLM can **come by the store and receive their free drink and snack**. There is a **self-service wall for passengers** that are **in a hurry**. The passengers that have more time can roam around the store and buy any other special KLM product.



13

How likely are you to use this service *

0	1	2	3	4	5	6	7	8	9	10	
---	---	---	---	---	---	---	---	---	---	----	--



Concept 2: Voucher

The food & beverage voucher is **connected to the passengers boarding pass**. This voucher can be **used at any food/drink store**, like cafe's or restaurants at the airport. The passenger is free to pick the location where they want to use it. The voucher discount is only possible to **use on the day of traveling**.



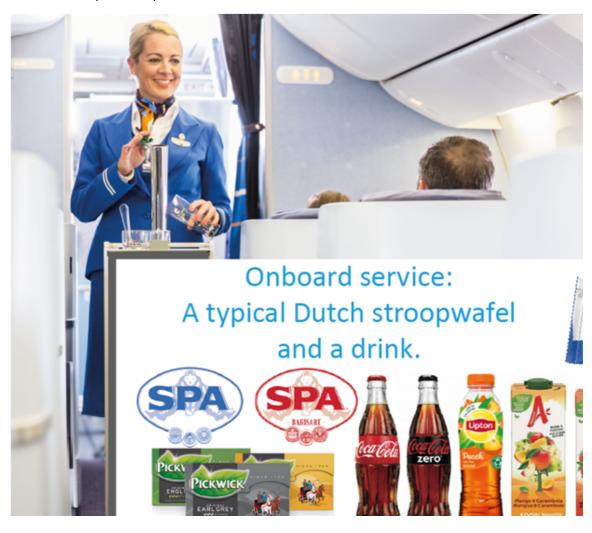
17

How likely are you to use this service *

Why is this service an improvement for you, compared to the current KLM service? *										
19										
				hink thi	s servic	e is for	you, coi	mpared	to the	
curre	ent KLIVI	service	?							
20										
20										
	likely a	re you 1	to recor	nmend	this to	a friend	or colle	eague?	*	
	likely a	re you 1	to recor	nmend	this to	a friend	or colle	eague?	*	

Concept 3: Onboard food and beverage service

The onboard service is just **like the current onboard food & beverage service**. However, the passengers get a **Dutch stroopwafel** instead of the sandwich. The number of drink options is the same but they all come from the same **drink dispenser** to limit the waste of drink containers. The **passenger can bring their own bottle or reusable cup**, then the cabin crew will use that as the drink container instead of a plastic cup.



21

How likely are you to use this service *

0	1	2	3	4	5	6	7	8	9	10	
---	---	---	---	---	---	---	---	---	---	----	--

	is this s ce? *	service a	an impr	ovemer	nt for yo	ou, com	pared to	o the cu	ırrent Kl	_M
22										
23										
		iendly d I service		hink thi	s servic	e is for	you, coı	mpared	to the	
24										
How	likely a	re you 1	to recor	nmend	this to	a friend	or colle	eague?	*	
0	1	2	3	4	5	6	7	8	9	10

Final thoughts

25

What service would be your favorite to use when going on a 2 hour flight? *



\bigcirc	Concept 1: KLM store
\bigcirc	Concept 2: Voucher
\bigcirc	Concept 3: Onboard service
\bigcirc	The current KLM service

26

Why would this be your favorite service? *

Can you rank the services by what you think is the most sustainable (top) to not sustainable (below)? *



Concept 1: KLM store

Concept 2: Voucher

Concept 3: Onboard service

The current KLM service

28

What are your reasons to believe the top service is the most sustainable option? *

If you have an	y questions, you can mail me at M.M.Lumeij@student.tudelft.nl
29	
Or if you hav	re any final comments or thoughts you can leave them below.
or ir you hav	e any mar comments of thoughts you can leave them below.

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Feedback voucher







'You get to choose anything you like with the voucher, more freedom. Plus you have to wait for your flight anyway, so looking for something tasty is a nice way to pass some time.'

'Any discount is appreciated.'

'The quality is probably better than food on the airplane.'

'It would feel like you get a small present from the airline.' 'It is more personalized and it feels nice and novel, like a gift. The food on the plane doesn't feel as much like a gift (though that is probably because it is so normalized).'

Perceived improvement compared to current situation

'It'd be still inconvenient because you have to carry around stuff but at least I can pick whatever I want.

'More choice but Schiphol has 'Would be nice, as long as the ticket too much choice.' price does not increase.'

'Everything is so expensive now, Id expect Id have to buy more in order to use the voucher.'

'Unlimited freedom for choosing food. I would just want to make sure that there are available options that fit the price range of the voucher as airport food is very pricey.'

'This does not seem like an improvement to me. €5 is a really low amount with the prices you have at the airport. This would be a big downgrade compared to what you get now.'

'There's no such thing as a free lunch. Rather than pay for the ticket including voucher rather pay directly at the shop.'

'The user can shop at their favorite food counter or bar, I think that's very nice. Instead of getting an already made order.'

'I think it's more user friendly because you can use it in shops that you already know 'Since it is attached to the boarding pass which you (e..g AH) and know how they work.' 'You don't have to wait until the onboard service starts.'

'I like that you have more options now.' Perception of userfriendiness

'Very user friendly. It does not require extensive explanation or learning.'

usually have to show when buying things behind customs I think it would work great. Maybe also incorporate a digital version?'

'I think quite user friendly, since you still have to grab the 'It's good because I think it avoids food yourself, but now with probably more quality, and long lines of waiting for food as the more according to your wishes.' options are more spread out.'

'Less in the personal contact, more in the

freedom of choice."

'Sweet you can choose whatever you like, but less luxurious.'

'It does still mean people who are in a hurry might not be able to use it, but other than that I feel like it is pretty user-friendly.'

'Vouchers suck, it doesn't feel like a service but money back'

'Current KLM is fine, I don't need them at the airport itself."

'I think the current service is much more user friendly. With the voucher, you have to get it yourself and I think €5 is a very low amount.'

> 'What is left of the onboard service if there is no catering involved?!'

Feedback onboard service







'For me it would be not a lot of effort to bring my own cup as it is quite clear what the reason for this is; less waste! This would be a good motivation for me to use this service. On such a short flight, I think the stroopwafels are fine and if you still have a variety of drinks to choose from it doesn't really

differ much from the current service.' 'Stroopwafel is Dutch and memorable.'

'More sustainable and stroopwafel probably tastes better than the sandwich.'

'The idea of all drinks coming from the same dispenser or possibly refilling my own water bottle should reduce 'One tap for all drinks sounds the amount of single-use plastic used in the flight.'

'Less waste and the sandwich is not needed on a 2hr flight.'

'I like it when companies stick their neck out to try to go zero waste for example.'

great for sustainability.'

Perceived improvement compared to current situation

'The BYOB idea is fine but I dislike the stroopwafel (what about diabetic/gluten free/people etc etc).

> 'It's not an improvement but it gives me the least hustle during the travel for short flights.'

'I would definitely forget to bring my own cup and being the only one that has to ask for a plastic cup, might lead to some feeling of shame. Btw I'm not that big of a fan of stroopwafels.'

> 'I don't understand why a sandwich gets changed for a stroopwaffle though.'

'The stroopwafel feels a bit cheap and not that filling. The drinks would be fine in my opinion. I don't know if I would remember to bring my own cup however.'

Perception of userfriendiness

'Very easy because I don't need to do anything different than usual and I don't need to know that I have to get my food before the flight.'

'I think it is quite user-friendly, since it is still the service that KLM offers now. I would recommend with this concept that for the bit longer flights, there is perhaps a snack that fills a bit more.'

'I think it will take some time to adjust to bringing your own cup, but I think after some time people will appreciate the reduce in waste.'

'Just user-friendly as right now.'

'Less variety and I would forget an own bottle or cup.'

'It's less user friendly and requires more preparation from the customer side.'

'It's similar to the current service, but a bit less user-centred. A stroopwafel is less of a meal than a sandwich.'

Especially with covid on the horizon, I'd much rather keep my bottle on my person, and judge if a dispenser or tap was clean enough for me to use it.'

'It's guite similar to the current service, just with less options. So it feels like a downgrade.'

Feedback store







'I don't see that an improvement because I would have to carry around my food and bring it with me on the plane when I already

have my luggage so it would be a burden.'

Perceived improvement compared to current situation

'I don't have to wait on staff to start service during flight.'

'This way there is maybe more to choose from, so it fits everyone's personal situation better.'

'I'm lactose intollerant and then I might have more options.'

> 'On short flights I don't need any beverage or food. A cup of coffee on the ground will do.'

'I find the sustainability aspect important, I would be very willing to cooperate to make the plane less heavy and use this service. Especially because it is free.'

'You're in control of getting the food. I can choose what I want and when I want it.'

'It does seem like a very good improvement when you're in a hurry.'

'What is left of the customer service if you remove the catering service onboard?!'

Perception of userfriendiness

'Of course it requires more effort from the passengers themselves. I can imagine not everyone is in favor of that. Also less personal. However, I think that my generation is quite used to this and wouldn't mind that much.'

'Pretty user-friendly, especially for neurodivergent people.'

'Feels user friendly, since you can choose stuff and a free shop at the airport in comparison to all the really expensive ones is nice. :)'

'More personal, but I would not think it was free as in part of the KLM package. So I might not get it, because I would assume I would have to pay for it.'

'Less user friendly since you have to actively look & find the KLM store and you have to carry it with you to the gate whilst your luggage might be already full.'

'I think many people would forget that this service exists and miss out on the opportunity.'

> 'Getting a snack brought to your seat is very luxurious and a lot better than getting it yourself in a store.'

> > 'The personal attention of a flight attendant is somewhat lost now.'

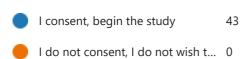
Thesis Maryette

43
Responses

19:39
Average time to complete

Active Status

1. By clicking the button below, you acknowledge: - Your participation in the study is voluntary. - You are aware that you may choose to terminate your participation at any time for any reason.





2. What is your age?

43 Responses Latest Responses

"28"

"27"

"26"

10 respondents (23%) answered 24 for this question.

25 22 **24** 27 23 21 26 23

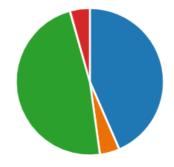
3. What is your gender?

Woman 24 Man 18 Prefer not to say 1



4. What is your current occupation?

Student 20 2 Parent Working 22 In between jobs 2



5. How often do you fly per year?

43 Responses Latest Responses
"150 flights"
"5"
"4"

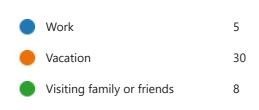
5 respondents (**12**%) answered **Once** for this question.

4x

02 plane 4 flights last year 05 6 Once 2x

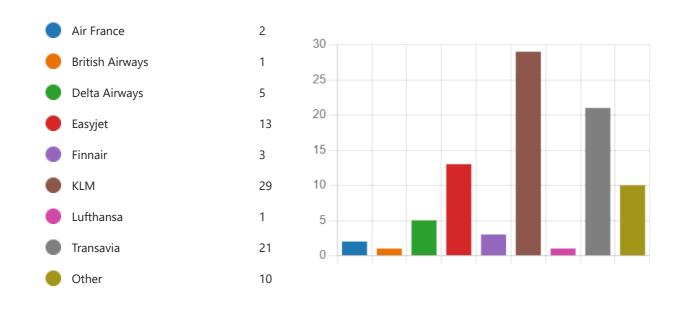
times per year | year | ma

6. What is your main reason for flying?





7. Which airline do you use most often? (If you want, you can pick more than one)



8. Why do you use this airline the most?

43 Responses Latest Responses

"Transporting parts"

"Status and comfort"

"Dutch airlines so they fly anywhere I need to go"

17 respondents (**40**%) answered **cheap** for this question.

usually pick cheap tickets good service short flights destinations price price/quality cheapest option quality **Cheapest or most available**

flights cheap good

low reliable cheap and convenient

Best av

Dutch

9. Are you focused on sustainability efforts by airlines when booking a flight?



10. If yes, what are the sustainability efforts that you look for in airlines?

16

Responses

CO2 compensation, planting trees, no transits, etc.

4 respondents (25%) answered flight for this question. smart use efforts of airplanes natural resource shorter flights certain ticket dat weet compensati datflight Maar carbon compensation **CO2 NIET** sustainable beslissing denk over millieu convenient flight sustainability planting trees planes which are more efficient

11. What are your efforts to become more sustainable in daily life?

Latest Responses

"No car, living small"

Responses

"If possible: take the train and bike, watch what I eat, shower ...

"Eating less meat, composting/recycling, investing in refillabl...



12. Did you already know this is the current food and beverage service of KLM?



13. How likely are you to use this service

		0
Promoters	2	
Passives	24	-35
Detractors	17	-100 +100 NPS®

14. Why is this service an improvement for you, compared to the current KLM service?

Latest Responses

43

Responses

"You know what the choices are "

"Choose what you want and can eat: allergies. "

"It would be nice to have options, and also have more freedo...

7 respondents (16%) answered food for this question.

service wall

de service wat

free food

options for fo

snacks

fliaht

plane food service

current service self-service

waste of food

Je KLM improvement drink beve

15. How user friendly do you think this service is for you, compared to the current KLM service?

Latest Responses

43

Responses

"Not particularly, I also like the service on board. And it is diff...

"More user friendly; more personalized however can feel like ...

"Seems nice, but I would be worried about long lines special...

8 respondents (19%) answered user friendly for this question.

Absolutely friendly

shop you have more service

regula

luxurious

KLM

user friendliness effort

people

user friendly

not very friendly stewardess ook store

longer

free

flight attendant current services

16. How likely are you to recommend this to a friend or colleague?

Promoters	1
Passives	18
Detractors	24



17. How likely are you to use this service

Promoters	12
Passives	15
Detractors	16



18. Why is this service an improvement for you, compared to the current KLM service?

Latest Responses

43 Responses "You can not buy anything for 5 euro at an airport."

"Doesn't feel like it is the same as a snack+drink on board. ...

"Unlimited freedom for choosing food. I would just want to ...

8 respondents (**19**%) answered **Food** for this question.

food is not board nice schiphol food waste best food voucher food is very pricey schiphol food waste

Food choices for ensive

better than food service expensive improvement in food

19. How user friendly do you think this service is for you, compared to the current KLM service?

Latest Responses

43

Responses

"Easy but not an improvement in service"

"Less, feels a bit generic. The interaction with the stewards is ...

"It's good because i think it avoids long lines of waiting for fo...

10 respondents (23%) answered user friendly for this question.

flight boarding pass nice current service **Vouchers** food user friendly

Not that user

service but money airport

easy

option long I

service meer

board service physical boarding borading par

20. How likely are you to recommend this to a friend or colleague?

7 **Promoters Passives** Detractors

25



21. How likely are you to use this service

Promoters 15 **Passives** 11 Detractors 17



22. Why is this service an improvement for you, compared to the current KLM service?

Latest Responses

43

Responses

"Not really an improvement (can also be I don't really like sw...

"Everyone likes stroopwafels, and it is fine every moment of t...

"I like the sustainability aspect. I always bring my own bottle...

11 respondents (26%) answered stroopwafel for this question.

stroopwafels are fine

short flight

Stroopwafel has too much calories

Stroopwafel is Dutch flight

cup or bottle water bottle

fan of stroopwafels

improvement waste of all the sandwiches

stroopwafel

pro

drink

idea stroopwafel to a sandwich

Stroopwat

23. How user friendly do you think this service is for you, compared to the current KLM service?

> Latest Responses 11 11

43

Responses

"The same, do not think I would notice the difference"

"I think it will take some time to adjust to bringing your own...

7 respondents (16%) answered **user friendly** for this question.

wel duurzaam

dispenser or tap

bottle (

previous options

current service

user friendly

small options bottle

Similar service

flight

people

bit less user

water bottles Sim

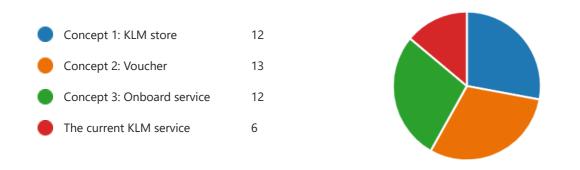
bit longer

paper cup

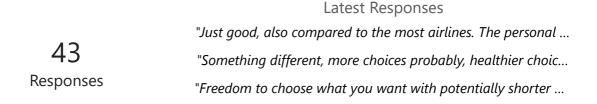
24. How likely are you to recommend this to a friend or colleague?



25. What service would be your favorite to use when going on a 2 hour flight?



26. Why would this be your favorite service?



7 respondents (16%) answered good for this question.

Good amount of choice

decent food options food or drinks

good for use flight good

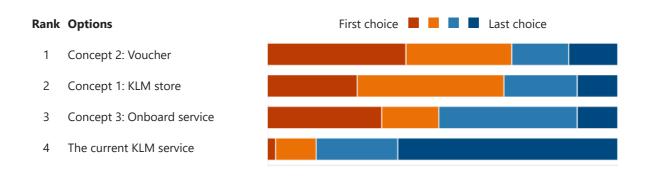
food waste

time
personal service

short flight

freedom klm
opt
probably choose

27. Can you rank the services by what you think is the most sustainable (top) to not sustainable (below)?



28. What are your reasons to believe the top service is the most sustainable option?

Latest Responses

"Less unused food waste."

"Less personal packaging"

"The voucher has little intervention in current infrastructure ...

13 respondents (30%) answered waste for this question. waste on the airport food waste bo klm store option current **service**_{KLM s} weight and the waste people **KLM waste** plane vouchers use of packaging store onb lot of waste plastic cups

29. Or if you have any final comments or thoughts you can leave them below.

Latest Responses

16

Responses

"Maybe also include business catering ideas "

"Successs, leuk onderzoek (: "

"At current moment, schipol security waiting times of two ho...

5 respondents (**31**%) answered **Good luck** for this question.

options all have a question leuk onderzoek

options for vegans

dietary options food self service

service option

onboard cups service Good luck

onboard option

luck with your thesis co

ID Star	t time Co	ompletion time Email	Nam By clicking th Wh	at is your a What is your gender?	What is your current	t occ How often do you fly p	e What is your main reas	o Which airline do you use
2	8-17-22 15:02:37	8-17-22 15:18:16 anonymous	I consent, be	24 Woman	Student;	1	Vacation	Easyjet;KLM;Transavia;
3	8-17-22 16:04:32	8-17-22 16:16:08 anonymous	I consent, be	22 Woman	Student;	1-3	Vacation	Lufthansa;KLM;Transavia
4	8-17-22 16:11:23	8-17-22 16:19:51 anonymous	I consent, be	31 Man	Working;	5	Work	Delta Airways;KLM;South
5	8-17-22 16:14:50	8-17-22 16:23:39 anonymous	I consent, be	24 Woman	Student;	2	Vacation	KLM;Easyjet;
6	8-17-22 16:20:29	8-17-22 16:37:40 anonymous	I consent, be	24 Woman	Working;	Once	Vacation	Transavia;
7	8-17-22 16:38:46	8-17-22 16:49:43 anonymous	I consent, be	26 Woman	Student;	1-2	Vacation	KLM;Transavia;Easyjet;
8	8-17-22 17:02:51	8-17-22 17:18:46 anonymous	I consent, be	23 Woman	Student;	4	Visiting family or friends	s Easyjet;Ryanair;
9	8-17-22 17:41:52	8-17-22 17:54:45 anonymous	I consent, be	27 Man	Working;	At least twice a year		s Delta Airways;Easyjet;An
10	8-17-22 18:07:59	8-17-22 18:16:18 anonymous	I consent, be	23 Woman	In between jobs;	6	Vacation	Easyjet;Ryanair;KLM;Trai
11	8-18-22 3:28:15	8-18-22 3:38:23 anonymous	I consent, be	28 Woman	Working;	2-3	Vacation	Delta Airways;
12	8-18-22 7:36:22	8-18-22 7:46:38 anonymous	I consent, be	27 Woman	Working;	5	Visiting family or friends	s Transavia;Easyjet;Vueling
13	8-18-22 7:35:30	8-18-22 7:54:53 anonymous	I consent, be	24 Woman	Student;	1 or 2 times	Vacation	Transavia;KLM;Easyjet;Fi
14	8-18-22 8:13:26	8-18-22 8:26:35 anonymous	I consent, be	24 Man	Student;	1 or 2	Vacation	Transavia;Easyjet;
15	8-18-22 9:27:28	8-18-22 9:43:33 anonymous	I consent, be	23 Woman	Student;	4	Vacation	KLM;
16	8-18-22 9:49:55	8-18-22 9:56:02 anonymous	I consent, be	23 Woman	Student;	Once	Vacation	Ryanair;
17	8-18-22 10:13:33	8-18-22 10:25:45 anonymous	I consent, be	24 Woman	Working;	2	Vacation	Transavia;
18	8-18-22 11:16:36	8-18-22 11:45:34 anonymous	I consent, be	58 Woman	Parent;	2x	Visiting family or friends	s Emirates ;KLM;
19	8-18-22 11:27:41	8-18-22 14:06:29 anonymous	I consent, be	24 Woman	Student;	This really depends per	y Vacation	Transavia;KLM;
20	8-18-22 16:02:45	8-18-22 16:14:04 anonymous	I consent, be	25 Man	Student;	1	Vacation	Transavia;
21	8-18-22 18:37:41	8-18-22 19:01:57 anonymous	I consent, be	32 Man	Working;Student;	1-2	Visiting family or friends	s KLM;
22	8-18-22 19:26:41	8-18-22 19:42:24 anonymous	I consent, be	59 Man	Working;	3	Vacation	KLM;Transavia;
23	8-18-22 20:03:04	8-18-22 20:15:18 anonymous	I consent, be	61 Man	Working;	1	Vacation	Transavia;
24	8-18-22 21:14:57	8-18-22 21:31:50 anonymous	I consent, be	21 Man	Working;	14 flights last year	Work	Easyjet;SAS, Eurowings;
25	8-18-22 23:14:45	8-18-22 23:30:23 anonymous	I consent, be	22 Woman	Student;	3 times	Vacation	KLM;Transavia;
26	8-19-22 10:10:28	8-19-22 10:15:17 anonymous	I consent, be	23 Woman	Student;	2	Vacation	KLM;
27	8-19-22 9:52:06	8-19-22 11:09:14 anonymous	I consent, be	22 Man	Student;	1	Vacation	KLM;
28	8-19-22 11:01:20	8-19-22 11:11:05 anonymous	I consent, be	24 Man	Student;	Once	Vacation	Different one each time;
29	8-19-22 11:33:58	8-19-22 11:40:15 anonymous	I consent, be	30 Woman	Working;	0.5	Vacation	Easyjet;KLM;Transavia;
30	8-19-22 11:36:47	8-19-22 11:45:44 anonymous	I consent, be	22 Man	Student;	0.2	Vacation	KLM;
31	8-19-22 11:40:56	8-19-22 11:52:09 anonymous	I consent, be	27 Man	Working;	Once	Vacation	British Airways;Ryanair;
32	8-19-22 11:45:42	8-19-22 11:53:41 anonymous	I consent, be	22 Woman	Working;	Once	Visiting family or friends	s Easyjet;KLM;
33	8-19-22 11:56:41	8-19-22 12:00:43 anonymous	I consent, be	24 Man	Working;	6	Vacation	Air France; Finnair;
34	8-19-22 11:49:10	8-19-22 12:11:50 anonymous	I consent, be	26 Woman	In between jobs;	Maybe 0.5 times per ye	ea Vacation	KLM;Transavia;
35	8-19-22 13:01:04	8-19-22 13:11:27 anonymous	I consent, be	72 Man	Working;	6	Work	KLM;Delta Airways;
36	8-19-22 14:22:47	8-19-22 14:28:02 anonymous	I consent, be	24 Woman	Working;	1	Vacation	Transavia;KLM;
37	8-19-22 14:32:49	8-19-22 14:43:14 anonymous	I consent, be	54 Woman	Working;Parent;	3	Visiting family or friends	s KLM;
38	8-19-22 14:37:45	8-19-22 16:18:44 anonymous	I consent, be	26 Prefer not to say	Student;	2	Vacation	KLM;
39	8-20-22 14:16:34	8-20-22 14:26:34 anonymous	I consent, be	23 Woman	Student;	4x	Vacation	Transavia;
40	8-20-22 17:14:43	8-20-22 17:42:12 anonymous	I consent, be	55 Man	Working;	6	Work	KLM;Easyjet;
41	8-21-22 12:21:55	8-21-22 12:35:23 anonymous	I consent, be	64 Man	Working;	5 x 2	Vacation	KLM;
42	8-22-22 9:09:27	8-22-22 9:20:44 anonymous	I consent, be	26 Man	Working;	4	Visiting family or friends	s KLM;Transavia;

Issually pick the one than No recycle whatever (can ar NO 2 you're in control of gettin think many people wou 4 9 you can choose yourself the user can can shop at Ether they are cheep (is No 6 at more vegetarian mer's expertant	Why do you use this airl Are y	/ If yes, wha What are your efforts to Did y l	How like Why is this service an im How user friendly do yo⊦How lik	ely are you to re(How likely are yo	ou to us Why is this service an in How user friendly do you
Paints and cheap tickets No Reduce consumption No Born thave to wait and stee 7 0 Not improved Vouchers suck KM for high confort an No Seating separatine, taking Yes 4 You can buy something cleas user friendly, since y 5 7 More choice Seating Program of Control of The quality is fine and this Seaton Seates waste, take this No Seates waste, tak	I usually pick the one tha No	. recycle whatever i can ar No	7 you're in control of gettiri think many people wou	4	9 you can choose yourself the user can can shop at
IKM for high comfort an No - Lating vegetarian, taking Yes - A You can buy something cless user friendly since y - 5 - 7. More choices - All title more than option price and convenience. No - Take the bike or walk as Yes - 7. I can choose what I want it is similar, a little more - 7 - 9. I get the choose anythil like that you could saw because they are cheap No - Recycling, not wasting w No - 8. I don't see that an impro Not much because I wou - 3 - 8. If to be still incovinenthe I think, if's more user friend walk as Yes - 9. I travel cheap so it would think, depending on the - 3 - 9. Food and drinks in all incovinenthe I think, if's more user friend y say with the cheap No - No single use plastics - Yes - 2. I travel cheap so it would the most part by the Yes - Yes - 1. I travel cheap so it would the most part by the Yes - Yes - 1. I travel cheap so it would native that an impro Not much because I would native that a might not you have more - 1. I travel cheap so it would native that the yes - 1. I travel cheap so it would native that the yes - 1. I travel cheap so it would native, stored - 0 - 5. Would be nice, as long as Current kim is fine, I don - No required with the cheap No - No waste less, recycling Yes - 8. Easy and quick - Very easy (maybe for old - 8. You can choose your own Very easy (maybe for old - 8. You can choose your own Very easy (maybe for old - 8. You can choose weight of think quick user friendly, not - 6 - 9. Again much less weight of the plane and yes - 1. I think more items could Probably similar. A bit the - 7 - 8. Being able to choose fro Not that user friendly. I think the current service of the plane and the yes - Y	Either they are cheap (sh No	Eat more vegetarian mea Yes	8 It would make buying a cIt's more effort than now	8	10 I can have my drink at th Very
The quality is fine and th No Isoparate waste, take the No Isoparate waste, take the Isoparate waste, take the Isoparate waste was	Points and cheap tickets No	Reduce consumption No	8 Don't have to wait on sta Have to wait and see	7	0 Not improved Vouchers suck
price and convenience No Take the bike or walk as Yes Recycling, not wasting w No 8 Idon't see that an Impro Not much because they use of the No No Recycling, not wasting w No 8 Idon't see that an Impro Not much because they use of the No No Separating rubbish, main No 6 If my flight is only 2 hour I think, depending on the 3 9 Food and drinks in airpor Very user friendly, It doe I always go with the ches No No single use plastics Yes 2 I travel cheaps to It would! It wouldn't matter, stores 0 5 Would be nice, as long as Current kin is fine, I don't not not not not not not not not not no	KLM for high comfort an No	- Eating vegetarian, taking Yes	4 You can buy something c Less user friendly since y	5	7 More choices A little more than option
Because they are cheap No Recycling, not wasting w No 8 I don't see that an impro Not much because I wou 3 9 Food and drinks in airpro Very user friendly. It doe Named to Separating rubbish, main No 6 If my flight is only 2 hour t think, depending on the 3 9 Food and drinks in airpro Very user friendly. It doe Named to Separating rubbish, main No 5 Options, plus you can eai Pretty but it's unclear ho 5 4 Everything is so expensiv Less user friendly. It doe No Waste less, recycling "Ves 8 Bay and quick Very easy (which was a supplied for lot a separating very easy No Not really one that I use No 10 A Everything is so expensiv Less user friendly No Not really one that I use No 10 A Everything is so expensive Less user friendly Not Season and the No 10 A Everything is so expensive Less user friendly Not Not really one that I use No 10 A Everything is so expensive Less user friendly Not Not really one that I use No 10 A Everything is so expensive Less user friendly Not Not really one that I use No 10 A Everything is so expensive Less user friendly Not Not really one that I use No 10 A Everything is so expensive Less user friendly Not	The quality is fine and th No	I separate waste, take th No	6 This way there is maybe More personal as mentic	7	9 You get to choose anythil like that you have more
Nalinly due to lower rate No Ialways go with the cheir No No single use plastics Yes Ialways go with the cheir No No single use plastics Yes Ialways go with the cheir No No single use plastics Yes Ialways go with the cheir No No single use plastics Yes Ialways go with the cheir No No single use plastics Yes Ialways go with the cheir No No Recycling, public transpo No No Recycling, public transpo No No No waste less, recycling Yes Ialways go with the cheir No No waste less, recycling Yes Ialways go with the cheir No No No really one that Iuse No In only do the lat mostly vegetarian, rive Ialways go with the cheir No Sustainable product chol Yes In old you have an one street, which is so expensive Less used go no In old you have that use No Vegetarian R not flying a Yes Vegetarian R not flying a Yes Vegetarian R not flying a Yes In old you have an one of the cheir No Is she easiest to book at No Space, friendly and easy Yes No No Idont really make an effi Yes Is to do not really make an effi Yes Is to many (holiday) d No Cheap No No Cheap No N	price and convenience No	Take the bike or walk as Yes	7 I can choose what I want It is similar, a little more	7	9 I get what I want for a sh I love that you could save
Lakways go with the che No Frequent flyer card, poin No Recycling, public transpo No Sout really one that I use No Not really one that I use No Sout service & personne No Recycling Yes South Not really one that I use No Sout service & personne No Sout service & personne No Sout service & personne No Not really one that I use No Sout service & personne No Not really one that I use No Sout service & personne No Not really one that I use No Sout service & personne No Not really one that I use No Sout service & personne No No sustainable product choir Yes No Sout service & personne No No Sout service & personne No No No Sout service & personne No No No Sout service & personne No No No No Sout service & personne No N	Because they are cheap No	Recycling, not wasting w No	8 I don't see that an impro Not much because I wou	3	8 It'd be still incovinent be I think it's more user frie
Frequent flyer card, poin No Cheap No Waste less, recycling, public transpo No Waste less, recycling yes Sea and quick Very easy (lang be for old) Sea and part of the sea and the sea on the sea in the sea on the sea on the sea in the sea on the sea on the sea on the sea of the sea on th	Mainly due to lower rate No	Separating rubbish, main No	6 If my flight is only 2 hour I think, depending on thε	3	9 Food and drinks in airpor Very user friendly. It doe
Cheap No Waste less, recycling Yes 8 Easy and quick Very easy (maybe for old 8 8 You can choose your own Yery easy (maybe for old 9 Again much less weight of the hink quite user friendly, affordable No sustainable product chol Yes 10 I think more items could Probably similar. A bit let 7 8 Being able to choose from Not that user friendly. The Good service & personne No Vegetarian, minimalist, p. No I donnt really make an effives Space, friendly and easy Yes I fleed so at 1 think was an effives No I donnt really make an effives Space, friendly and easy Yes I fleed so at 1 think has ear effives to many (holday) d. No I do look at a team east. b Yes Not toom The package of food, sep'ves 8 Je hebt zelf de keuze al n Absolutely friendly 8 1 Concept 1 is better 1 is friendly, but I do not to team easy to the control of the sustainable for the sustainable for the sustainable produce	I always go with the chea No	N/a No single use plastics Yes	2 I travel cheap so it would It wouldnt matter, stores	0	5 Would be nice, as long as Current klm is fine, i don
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How likely are you to re How likely	are you to us Why is this service an im How user friendly do yo How likely	are you to re: What service would be y Why would this be your Can you rank the service What are your reasons t Or if you have any final of
9	9 one tap for all, great for user can bring their own	9 Concept 3: Onboard serv you dont have to think a Concept 3: Onboard serv by bringing your own bottle you limit the use of pl
10	10 Better for environment a Very	10 Concept 2: Voucher It gives me the most free Concept 3: Onboard serv A lot less plastic Good luck with your thes
0	8 Less waste Same	8 Concept 1: KLM store Simple and fast Concept 1: KLM store; Co Gives more choices to customers
6	10 More sustainable and str About the same! Althoug	8 Concept 3: Onboard serv Most convenient Concept 2: Voucher;Conclif you can get something at any store you really ge
8	4 I'm not sure it is. I would Less so, less variety and I	4 Concept 2: Voucher Freedom to choose betw Concept 2: Voucher; Concept 3: Voucher a small intervention. Only the vouchers would
9	6 I like to have the option, I like that someone does	6 Concept 2: Voucher Because I like to drink be Concept 3: Onboard serv Less cups than the currer:)
8	9 I like stroopwafels a lot a Very easy because I don'	10 Concept 3: Onboard serv Because it is more conve Concept 3: Onboard serv Because you say they'll b Good luck with your thes
9	10 The idea of all drinks con Very.	9 Concept 2: Voucher There is more of an incer Concept 3: Onboard serv Concept three significantly reuses the amount of s
2	5 Stroopwafel is good, but I dont see how the servic	0 The current KLM service I traveled with klm 3 wee Concept 3: Onboard serv For me it was hard to con Succes met afstuderen, g
2	7 Id like the sandwich optic Hard to say because so n	6 The current KLM service I like the sandwich and to Concept 3: Onboard servit explicitly states how it aims to use less plastic ar
8	6 If its free i would use it, i Its fine	5 Concept 1: KLM store Self service, quicker, hop Concept 2: Voucher; Concept 1: KLM store are able to make food on d
7	8 Not having fresh food be I think quite user friendly	7 Concept 2: Voucher I guess because I always Concept 2: Voucher; Concept 3: Voucher Since it is implemented in an existing system, there
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0	10 It is an improvement as i I think it is similar in term	10 Concept 3: Onboard servit is almost the same as t Concept 2: Voucher; Concept With the voucher you do The options all have a qu
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7	5 Sustainable option, it seel do not know if I will brir	4 Concept 1: KLM store Freedom to choose what Concept 2: Voucher; Concept 1: KLM store Freedom to choose what Concept 2: Voucher; Concept 1: KLM store Freedom to choose what Concept 2: Voucher; Concept 3: KLM store Freedom to choose what Concept 3: Voucher; Concept
7	9 I think it would be a bit n A bit less user friendly sir	7 Concept 3: Onboard serv I think its a good idea to Concept 3: Onboard serv I think getting rid of the II think a self service optic
2	8 It's not an improvement Same as it is now	8 The current KLM service Gives me the most for th Concept 2: Voucher;Conclt already exist.
8	5 Stroopwafel has too muc Better because you can c	5 Concept 2: Voucher Own taste an more possi Concept 2: Voucher;Concept 2: Voucher
5	5 Stroopwafel is Dutch anc No experience	5 Concept 1: KLM store Always looking for decen Concept 3: Onboard serv Being sustainable on an a Use an if-statement after
6	10 Environmental friendly Just as user friendly as ri	8 Concept 1: KLM store Sounds like a good way t Concept 2: Voucher;Con(No 'extra KLM' waste in Succes
4	3 The BYOB idea is fine but Just as user friendly.	5 Concept 1: KLM store Good amount of choice, Concept 2: Voucher; Concept you bypass the service (area) of KLM
2	6 It reduces the waste of d There is no difference fro	6 Concept 3: Onboard serv I like stroopwafels Concept 1: KLM store; Co Less packaging since you need fewer items on han
2	8 Same service, less waste Similar service	7 Concept 3: Onboard serv Similar service, less wast Concept 2: Voucher; Concept 1 have tried to rank in order of produced waste
9	9 More sustainable Great, but I liked the pre	8 Concept 2: Voucher Easy, neurodivergent frie Concept 2: Voucher; Concept 1: Voucher and Good luck, seems like thi
1	8 Not Far less user friendly as y	1 The current KLM service Highest level of service Concept 3: Onboard serv If all service is onboard KLM has the largest amour
0	4 I think you'd probably ge Especially with covid on 1	O Concept 1: KLM store I think because if I have t Concept 3: Onboard serv I think the concept of usi Good luck with your thes
10	10 It reduces the amount of Very	9 Concept 2: Voucher It gives you several optio Concept 2: Voucher;Con The only waste produced is the packaging from for
1	3.	2 The current KLM service Easy and don't need to tlThe current KLM service;
8	6 The stroopwafel feels a k The same I guess. The on	8 Concept 2: Voucher Personalized! And I am u Concept 1: KLM store;Co For the voucher, you might still need to print some
0	0 no not relevant	0 Concept 1: KLM store can be used as needed; f Concept 1: KLM store;Co least wasteful
5	9 Less waste and the sand Similar	8 Concept 3: Onboard serv No effort, but less waste Concept 3: Onboard serv No separate packages for everyone
8	8 Beter for environment Very friendly	8 Concept 3: Onboard serv Environment friendly Concept 1: KLM store;Co Beter for environment
0	0 No, I am vegan, nor do i∣No, vegan, don't carry w	O Concept 1: KLM store Because the others don't Concept 2: Voucher; Cone Because it usees what is Make sure there are eno
9	7 Hmm it's a bit of an impr It's quite similar to the cı	5 Concept 2: Voucher I can choose myself what Concept 1: KLM store; Co Less food waste, less fuel consumption (less weigh
6	5 Less waste of food Is the same to me	6 Concept 2: Voucher If close to the departure Concept 1: KLM store;Co If people have to pay themselves then they think t
4	8 Ik vind dit prima voor korprima en wel duurzaam	7 Concept 3: Onboard serv Goede combinatie van di Concept 3: Onboard serv Goede combinatie van di Ik adviseer om ook de co
8	10 I like the sustainability as I think it will take some t	8 Concept 2: Voucher Freedom to choose what Concept 2: Voucher;Con The voucher has little int At current moment, schip

omments or thoughts you can leave them below. astic cups is!

et something you like and you probably would have got otherwise but now for free. This prevents people from 'getting it because it's free' but it actually meets that persons wishes.

I be printed in this case, but you could also make it digital. The takeout wall option seems like it eould have some impact to make and use. The onboard service might not be as effective, since I don't think everyone will bring their own cup, so you would

is!

single-use packaging and plastic used in the current KLM service (from drinks and snacks).

roetjes van jasonscissors

nd that seems realistic. Unclear though how you'd account for the carbon impact of dining at other restaurants withe voucher

lemand so less waste. The food in the klm store doesnt realy have that option, same as onboard service and the current situation

efor no extra 'co2' things need to be done, except for printing the text on the ticket.

nd still personal because you're interacting with KLM and you might also be able to snack before your flight and sleep on the plane for example.

use you can keep track on the distribution and prepare for it

o there is no extra warmte

estion with how likely you are to use this service. If that option is the only option (so no onboard food) i will use the option as there is no alternative so then my answer is 10 (most likely) for every option. This was unclear to me lokaties op vliegveld verdelen, eventueel met bonussysteem werken.

as to be taken onboard the plane. I put voucher above the store because people could get something at a restaurant at schiphol where chances are higher that it does not come in a packaging and that people have already eaten it before boarding (and the does not come in a packaging and that people have already eaten it before boarding (and the does not come in a packaging and that people have already eaten it before boarding (and the does not come in a packaging and that people have already eaten it before boarding (and the does not come in a packaging and that people have already eaten it before boarding (and the does not come in a packaging and that people have already eaten it before boarding (and the does not come in a packaging and that people have already eaten it before boarding (and the does not come in a packaging and that people have already eaten it before boarding (and the does not come in a packaging and that people have already eaten it before boarding (and the does not come in a packaging and that people have already eaten it before boarding (and the does not come in a packaging and that people have already eaten it before boarding (and the does not come in a packaging and that people have already eaten it before boarding (and the does not come in a packaging and that people have already eaten it before boarding (and the does not come in a packaging and the does not come in a packa

on would remove the humanity and that special feeling you get when flying. The service is still one of the nice things about flying I think. So the onboard option with (own) cups or onboard cups would have my preference. Thanks for the cool concepts an

first question page. If never fly KLM then better to not show the rest of questions

ļd

s is a good project! nt of control over waste streams is!!

od and no additional waste is created from KLM

ething? So that would make the store the most sustainable.

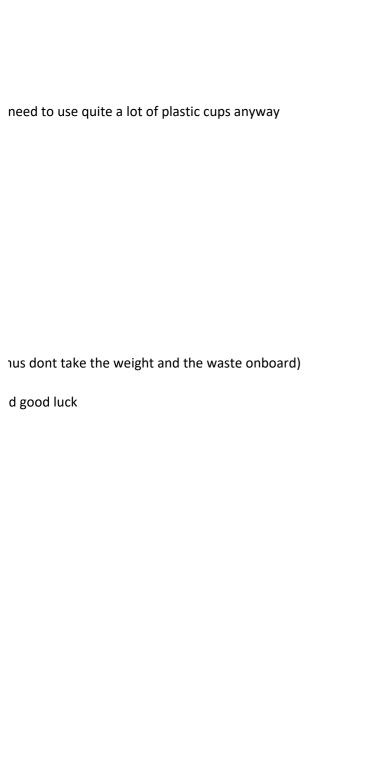
ugh dietary options for vegans ectera, consider inflation 5 euro isn't enough to get anything.

it on the plane) and KLM does bot have to build a new store in all the airports, so saves energy & material for construction, since they're using existing infrastructure.

wice before ordering. If they receive a voucher they will for sure use it, unless they forget. Present on board service will give a lot of waste and unused products

ntactmoment van de crew met de passagier als service te zien.

ool security waiting times of two hours make you very exhausted reducing my wanting to wait in line for food again. Not sure how long this issue will persist for but something to keep in mind when considering concept 1 and 2



Back to appendix overview

Short haul pilot



