2012 IATA GLOBAL PASSENGER SURVEY HIGHLIGHTS

We know because we asked.

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2012 IATA GLOBAL PASSENGER SURVEY

- IATA inaugurated this survey in 2012 and utilized social media to reach target audience
- Nearly 3,000 respondents from over 110 countries who travelled in the 12 months prior participated in survey which was conducted in June 2012
- Respondents were 17% North America, 36% Europe, 17% Asia Pacific, 21% South America, 9% Middle East and Africa
- Results reflects wider preferences regionally and globally, not just individual respondents
THEIR'S STILL SOMETHING MAGIC ABOUT FLYING

Under-25s say they “enjoy the experience on board the aircraft” as much as “arriving at my destination”.

The older age groups just want to arrive.
BOOKING VIA ONLINE TRAVEL AGENTS STILL LESS THAN 50% OF AIRLINE WEBSITES

- 52% booked most of their flights themselves via an airline website; while 22% used an online travel agency.

- In terms of travel class, 24% traveled in business when traveling long-haul (flights of 5 hours or more) compared to 82% in economy when traveling short-haul (flights of less than 5 hours).
HIGH PREFERENCE FOR MORE SOCIAL INTERACTION AND TIMELY TRAVEL INFO

- 59% use social media on a daily basis
- 60% want to interact with their airline using social media during their journey
- 84% interested in receiving travel information; while only 42% interested in sharing travel plans with family and friends

Interest in various social media services provided by airlines

North America | Latin America | Europe | Africa | Middle East | Asia-Pacific
---|---|---|---|---|---
Be informed about special offers | 80% | 70% | 60% | 70% | 80%
Receive travel information | 90% | 80% | 70% | 80% | 90%
Receive journey information | 80% | 70% | 60% | 70% | 80%
Ability to purchase tickets and other services | 60% | 50% | 40% | 50% | 60%
Sharing travel plans with friends and family | 40% | 30% | 20% | 30% | 40%

We know because we asked. www.iata.org/paxsurvey
MINORITY BOUGHT ANCILLARY SERVICES: BAGS, FOOD & SEATS MOST FREQUENTLY PURCHASED

- 34% bought additional services for flights in preceding 12 months
- Of those purchasing ancillary services, most paid for checking baggage and/or excess baggage, followed by onboard food and beverage, then assigned seats and/or seat upgrades

### Types of additional services travelers bought in preceding 12 months

- Excess baggage: 60%
- Onboard food and beverage: 50%
- Assigned seats/seat upgrades: 40%
- Wireless Internet: 20%
- Priority check-in: 15%
- Priority boarding: 15%
- Access to VIP lounges: 10%
- Inflight entertainment: 10%
- Other: 5%

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INTERNET & AUTOMATED CHECK-IN PREFERRED EQUALLY AS BIOMETRIC BOARDING PASSES

- Internet and Automated check-in equally preferred when traveling with hand baggage only: 37% and 36% respectively
- 37% prefer not to have a boarding pass and would use some form of biometrics as boarding token when traveling with hand baggage only
- Travelers prefer to print web bag-tags when printing a web boarding pass; highest preference came from South America
SELF-SERVICE TRUMPS HUMAN INTERVENTION: MAJORITY PREFER SELF-BOARDING & BIOMETRICS

- 71% prefer to use self-boarding gate device and self-scan their mobile phone when boarding
- 77% comfortable to use biometrics if available; lowest comfort level in Europe
TRAVELERS DON’T MIND PROVIDING PASSPORT DETAILS FOR A FACILITATED JOURNEY

- 86% interested in providing an airline with their passport details in advance to allow a smoother journey
- 91% interested in automated immigration border gates for a faster arrival processing
- For travel information such as permits, visas or vaccinations, most travelers search online, only 35% checked with relevant embassy/consulate
TRAVELERS SATISFIED WITH CHECKED BAG EXPERIENCE; HIGH INTEREST IN BAG TRACKING

- 67% satisfied with their checked baggage experience for most recent flight
- 81% interested in tracking bags in real time
- Most preferred option for registering a claim for mishandled or misplaced baggage is to see a reclaim agent at airport
REASONABLE QUEUING TIME ACCEPTABLE, REMOVAL OF PERSONAL EFFECTS ISN’T

- 51% consider 5-10 minutes an acceptable queuing time at security screening
- Most frustrating of security screening is queuing time; followed by removing shoes, belts and other personal effects
- 73% are willing to share personal background information with governments in order to speed up security screening

Most frustrating elements of the security screening process
PROACTIVE NOTIFICATIONS IN EVENT OF FLIGHT DISRUPTIONS ARE UNANIMOUSLY PREFERRED

- 40% faced a travel disruption in preceding 12 months
- Almost all travelers want proactive notifications, preferably by text message (66%)
ALTHOUGH THERE ARE MORE ACTIVITIES ONBOARD TODAY, TOP THREE FAVORITE ACTIVITIES ON A FLIGHT ARE:

- Watching movies (41%)
- Reading (21%)
- Sleeping (17%)
NO-ONE CAN STAY YOUNG FOREVER

Out of all the choices for favorite things to do during a flight, ‘playing games’ was the least popular.

Even less popular than ‘catching up on work’!

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DIVERSE LOCATIONS AND AGES OF RESPONDENTS PRESENT A TRULY GLOBAL PERSPECTIVE

Regional breakdown of respondents
- Europe
- North America
- South America
- Asia Pacific
- Middle East and Africa

Age breakdown of respondents
- 25 and younger
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and older

Gender breakdown of respondents
- Male
- Female

We know because we asked.
The 2012 IATA Global Passenger Survey highlights self-service, social and information.

- Majority of travelers want greater interaction with their airlines for timely and accurate information.
- Travelers don’t mind providing personal information in advance if it means a smoother travel experience subsequently.
- Diverse respondent profile reveals interesting variations by region, age and gender.

For more info on the IATA Global Passenger Survey, please contact us at paxsurvey@iata.org.