IATA Global Passenger Survey

2024 Highlights

Satisfaction with flying at high level & stable

% of Satisfied (Very satisfied + Somewhat satisfied)
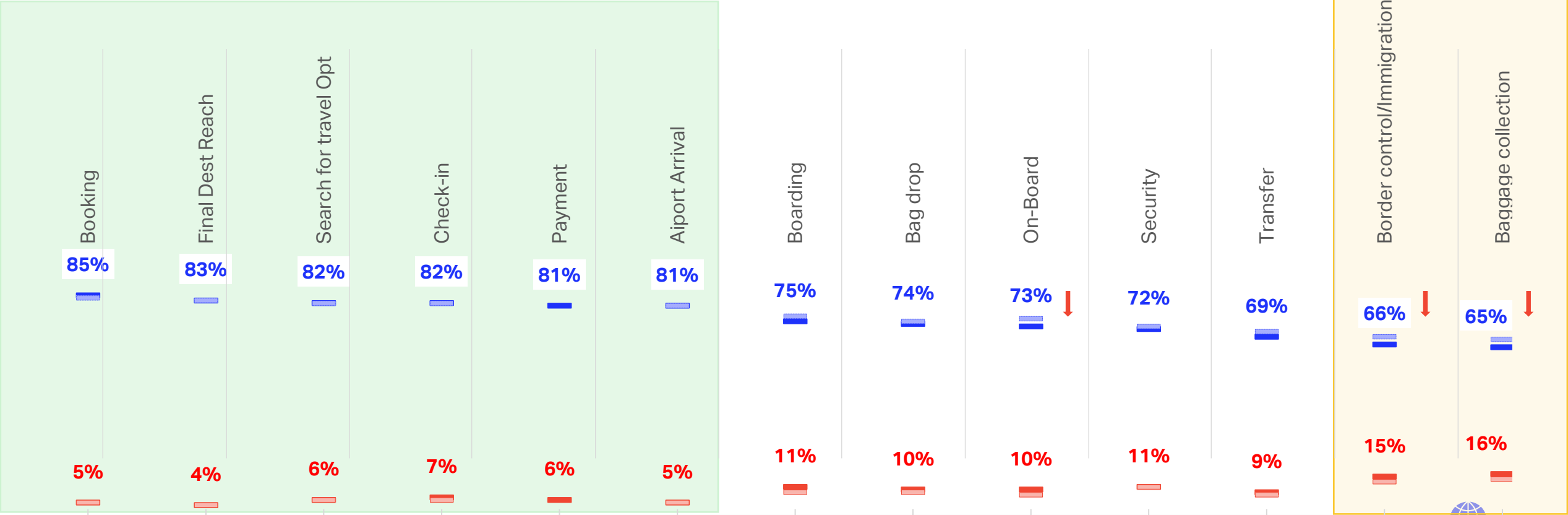
2017	2018	2019	2021	2022	2023	2024
74	75	75	82	80	82	82

2021 last 24 months

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Satisfaction highest with **booking related** touchpoints, check-in and arrival. Dissatisfaction with baggage collection & border control

- ■ 2024 Satisfied
- ■ 2023 Satisfied
- ■ 2024 Dissatisfied
- ■ 2023 Dissatisfied

Booking	Final Dest Reach	Search for travel Opt	Check-in	Payment	Aiport Arrival	Boarding	Bag drop	On-Board	Security	Transfer	Border control/Immigration	Baggage collection
85%	83%	82%	82%	81%	81%	75%	74%	73% ↓	72%	69%	66% ↓	65% ↓
5%	4%	6%	7%	6%	5%	11%	10%	10%	11%	9%	15%	16%

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Speed & convenience remain top passenger priorities they want…

|	
Security	Less or no queuing
Boarder control	No queuing, online visa application before travel
Baggage	Fast delivery, tracking possibility, baggage travelling ahead
Boarding	More efficiency, no bus, place for carry on luggage
Transfer	No additional security / immigration checks & bag dropping at transfer airport.

Speed and convenience can be enhanced by completing these processes before arriving at the airport.

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Need for speed & convenience also visible in selection criteria for departure airport

Top 3 reasons for selecting your departure airport:

Location	68%
Travel time	33%
Fare Price	25%
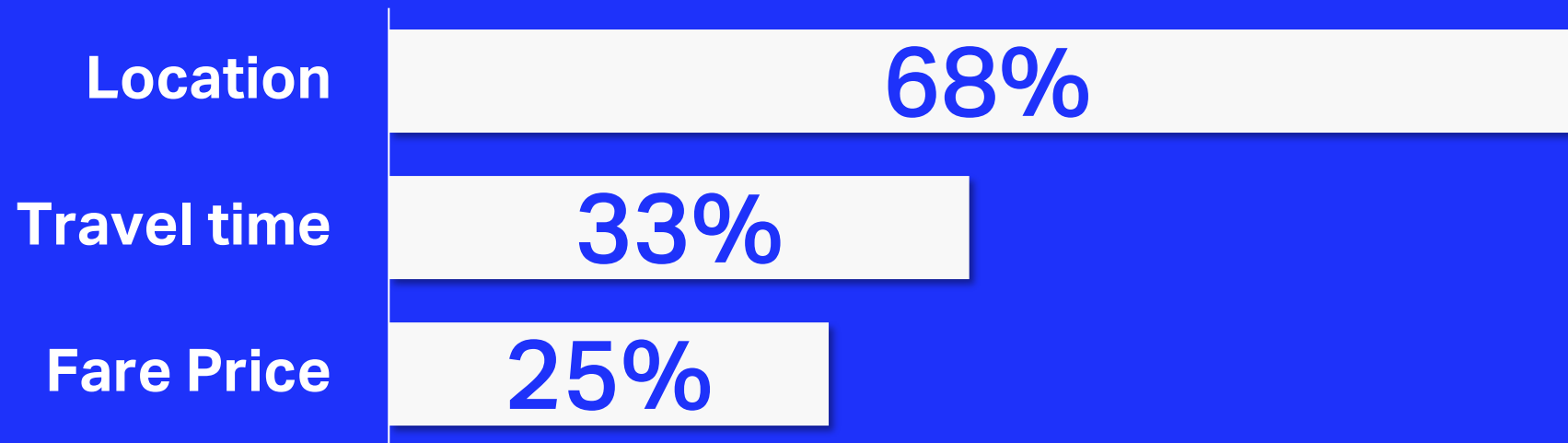
Source: Global Passenger Survey 2024
Base: N(2024)=13'487

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Online remains preferred booking method

72%

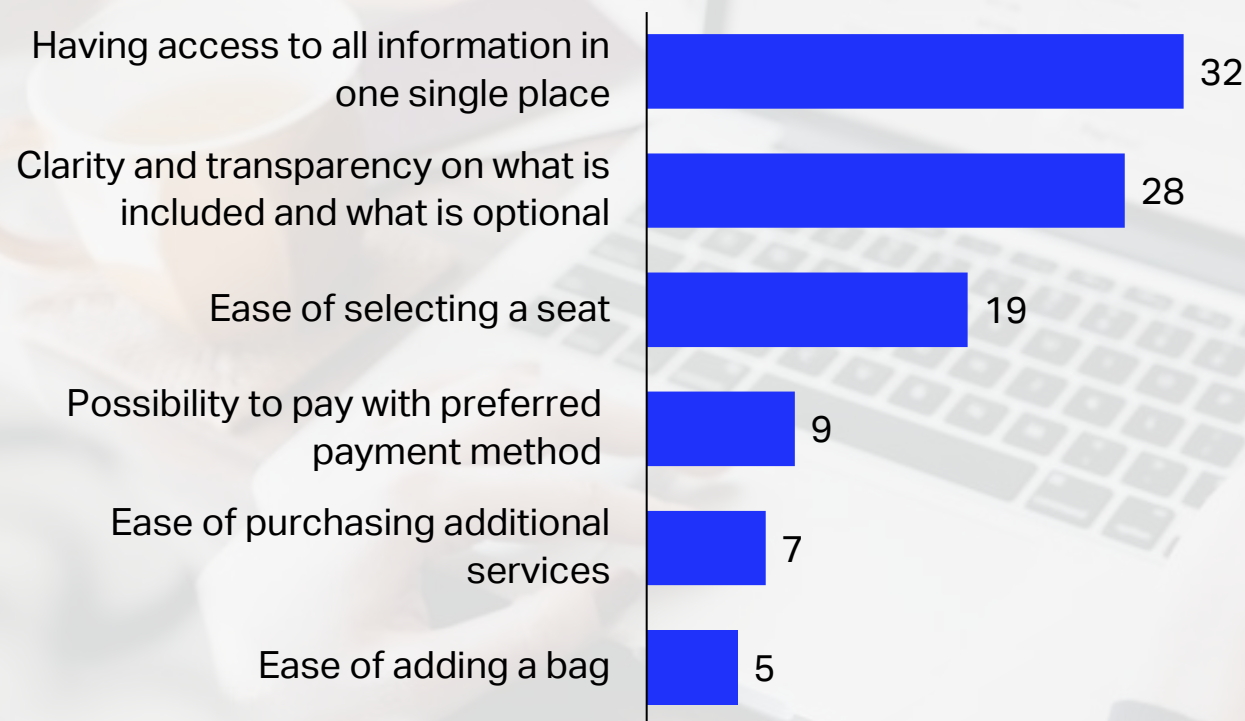of passengers booked majority of flights online

16%

favour a method that includes human interaction.

Biggest online sources used:

1. Airline websites – 37%
2. Airline apps – 16%
3. Online travel agent website – 9%
4. Price comparison website – 8%

Passengers demand all info in one place at time of booking

Pre-travel aspects to be addressed:

Aspect	Value
Having access to all information in one single place	32
Clarity and transparency on what is included and what is optional	28
Ease of selecting a seat	19
Possibility to pay with preferred payment method	9
Ease of purchasing additional services	7
Ease of adding a bag	5

Source: IATA Global Passenger Survey 2024. Base: N(2024)=13'487

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Credit cards remain preferred way to pay for air travel because of convenience

79%

of travelers state debit/credit cards as a preferred payment option

70%

prefer a payment method because ease of use/simplicity

However…

Passengers <25 year old prefer digital payments over credit cards

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Payment touchpoint remains critical to support industry growth

16%

of passengers dissatisfied with their air ticket payment experience

19%

of passengers did not purchase ancillaries because of a payment issue

Improvement areas:

- Keep the payment process easy & simple
- Offer payment in installments
- Offer payment alternatives

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Strong interest in digital wallets:

20%

state a digital wallet as (one of) their preferred payment options

77%

interested in using a digital wallet that is loaded with a payment card, digital ID and loyalty cards.

Interest highest in Africa, Asia Pacific and the Middle East.

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Speed is the essence at the Airport

Maximum desired time to get to the gate (without shopping, dining, etc.)

Less than 30min
for 72% of the passengers with a carry-on bag only

Less than 45min
for 76% of the passengers with a carry-on bag and checked-in bag

Less than 1h
for 79% of the passengers with mobility aid or special assistance

Queuing is key frustration at the airport:

Security →

37%
call out queuing as the key element of the **security process** that needs improvement

Boarding →

52%
call out an efficient queuing process at the gate as an area that would improve their boarding experience.

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To save time, travelers are willing to complete processes before airport arrival

89%

said they would be interested in a **trusted travel program** to get them through security faster

86%

of passengers like to obtain a **visa before traveling**

45%

would like to **complete immigration procedures** before arriving at the airport

36%

would like to complete **check-in** before arrival at the airport

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1 in 2 passengers have used Biometrics at the airport

46%
of passengers used biometrics at the airport in 2024. This is the same % as in 2023.

73%
of passengers want to use biometric data instead of passports and boarding passes

84%
are very or somewhat satisfied about their use of biometrics

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Assurance about- and data protection remain the key enablers for biometrics

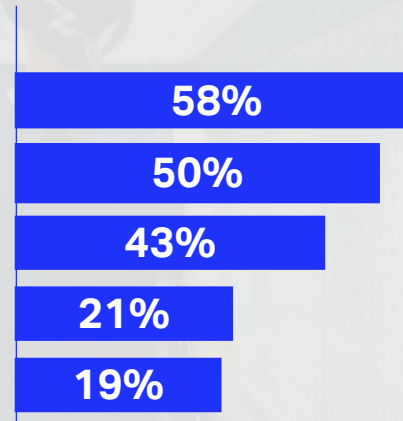## Biggest concerns on the use of biometrics

Data breaches — 58%

Data being shared with other organizations — 50%

Lack of information on how my data is used — 43%

Not knowing how long my data will be stored — 21%

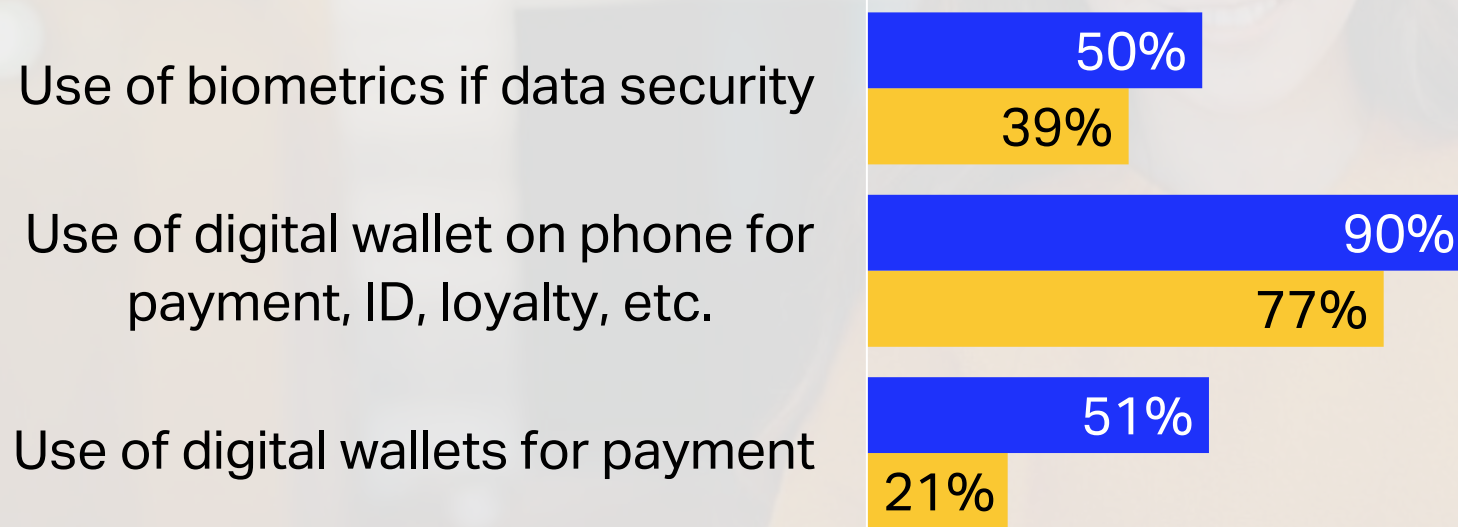**Not knowing how I can have my data deleted** — 19%

Source: IATA Global Passenger Survey 2024. Base: N(2024)=13'487

39%

would reconsider the use of biometrics if they were reassured about its privacy

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<25 yr. olds more willing to use technology to improve their travel experience

Use of biometrics if data security
- <25 yrs.: 50%
- Average: 39%

Use of digital wallet on phone for payment, ID, loyalty, etc.
- <25 yrs.: 90%
- Average: 77%

Use of digital wallets for payment
- <25 yrs.: 51%
- Average: 21%

Legend: ■ <25 yrs. ■ Average

Regional Preferences

African passengers...

Are more likely to book their tickets through **travel agents**

Show a stronger interest in **adopting digital solutions and technology** to streamline travel processes.

Complex visa requirements are a more significant deterrent for African travelers compared to other regions.

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Asia Pacific passengers...

Are the most **price-conscious** when choosing their departure airport.

Are leading in the use **mobile apps, digital wallets and biometrics** for air travel purposes.

Complex visa requirements are also a strong deterrent for travelers from Asia Pacific.

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European passengers…

Are more likely to book through an **airline's website** and pay with a **credit or debit card.**

Are **more cautious about using digital solutions and sharing personal information** to enhance their travel experience.

Are least likely to share **biometric data** to speed up processes, and when they do, they are less satisfied than travelers from other regions.

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Latin America and Caribbean passengers...

Place the highest value on **payment flexibility,** preferring to pay in instalments more other regions.

Are more inclined than any other region to **obtain visas from a consulate or embassy.**

Use **biometrics** less than other regions; but show a strong willingness to adopt the technology and report high satisfaction when they use it.

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Middle Eastern passengers...

Are the most likely to **choose an airport for its facilities and services.**

Are more likely to **book** their flights through a **channel where human interaction** is involved that most other regions.

Are more open to **use smartphones to store digital wallets, digital passports, and loyalty cards** for booking, payment, and airport navigation.

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North American passengers...

Prefer to pay for their flights with **debit or credit cards** and are the most frequent users of **loyalty points** for payment

Actively use **biometric identification** for airport processes and report high **satisfaction** with it.

Nearly all are interested in **providing data in advance for more 'lighter' security** checks at the airport.

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Want to learn more?

Get your copy of

2024 Global Passenger Survey

- PDF Report

- PDF + Excel Combo

- Historical Combo Last 4 years

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Thank You