

IATA: Understanding our Customers

IATA Passenger Understanding:

GPS

Yearly survey, >10K global air travelers

- General air travel satisfaction
- Trends
- Zoom in on specific themes (baggage, accessibility, biometrics, etc.)

PaxInsight

Continuous survey within 48h of flight, confirmed airline passengers,

- Satisfaction with total passenger journey (pre-, in-, and post-flight) and KPIs such as NPS, overall satisfaction, etc.
- 150 monthly responses by airline, region and cabin class.



With traffic higher than before and growth being driven by new generations, customer understanding is more important than ever

104%+

traffic is now at 104.4% of pre-COVID levels

Aug 24 Total traffic - data measured in revenue passenger kilometers or RPKs

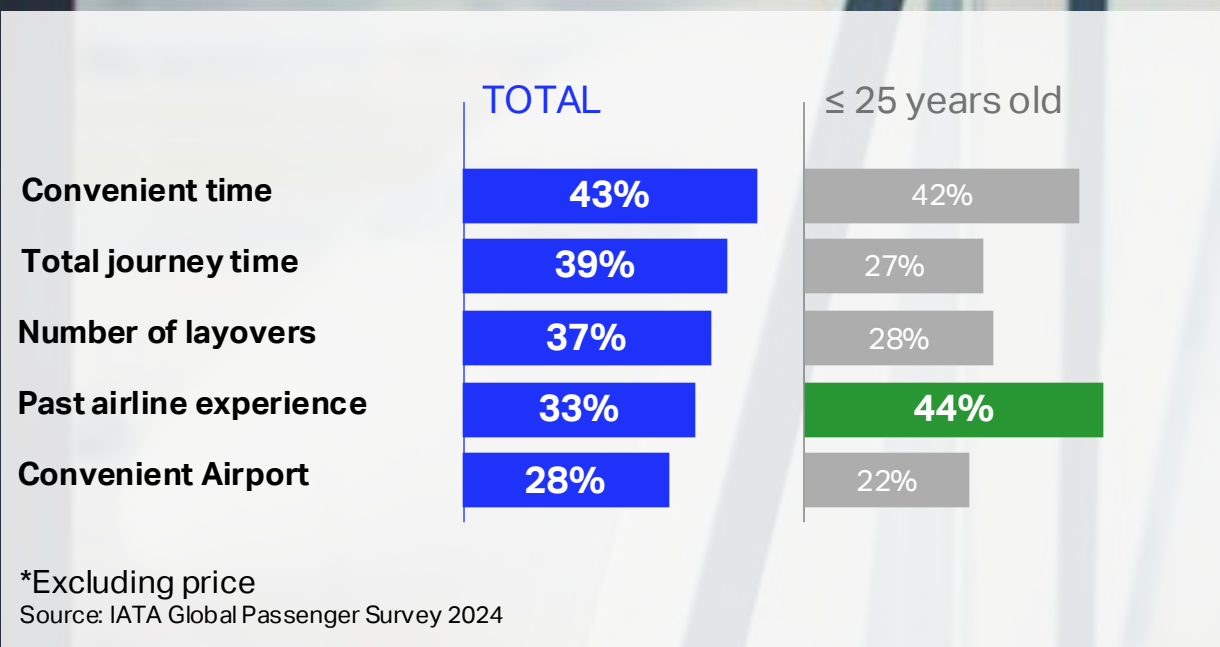
Source: IATA Sustainability & Economics, Monthly Statistics

40%

of the growth is driven by passenger below 40 years old

Source: IATA Global Passenger Survey 2023

GPS: Gen Z place high importance on past airline experience when choosing a flight





Introducing IATA PaxInsight:

The industry trusted program to
track and benchmark Passenger Satisfaction

IATA PaxInsight

An IATA solution for airlines, shaped by airlines



Identify experience enablers and pain points

Unlock opportunities



Data by region, airline, and class

With next-level granularity

By Regional Route

EU-ME-Asia & Transatlantic North in Nov'24

Transpacific, Transatlantic South, Intra-continents in Q1-2 25

By Airline

For all subscribing airlines

By Class

Business & Economy included - P.Eco & First Optional



150

responses collected monthly

per [region](#), per [airline](#), per [class](#)*

*Sample size for P.Eco and First to be evaluated based on seat capacity of each airline

IATA PaxInsights: Unique characteristics

**Best-in-Class
Data**



**Reliable
Methodology**



**Holistic View
across the Travel Journey**



**The Right
Benchmark**



**Customizable
& Cost Efficient**



**Actionable
Reporting & Visualizations**



ROADMAP

Nov'24
Soft Launch

Feb'25
Hard Launch

Q2 2024

Q3 2024

Q4 2024

Q1 2025

Q2 2025

Pre-Survey Testing
Survey Set-Up

Pilot with DDS Direct

Europe-Middle East-Asia

Transatlantic North

Launch all Regions

Transpacific

Transatlantic South

Intra-Americas

Intra-Europe

2 Contracts signed, 4 contracts close to be signed
Strong engagement with other additional airlines

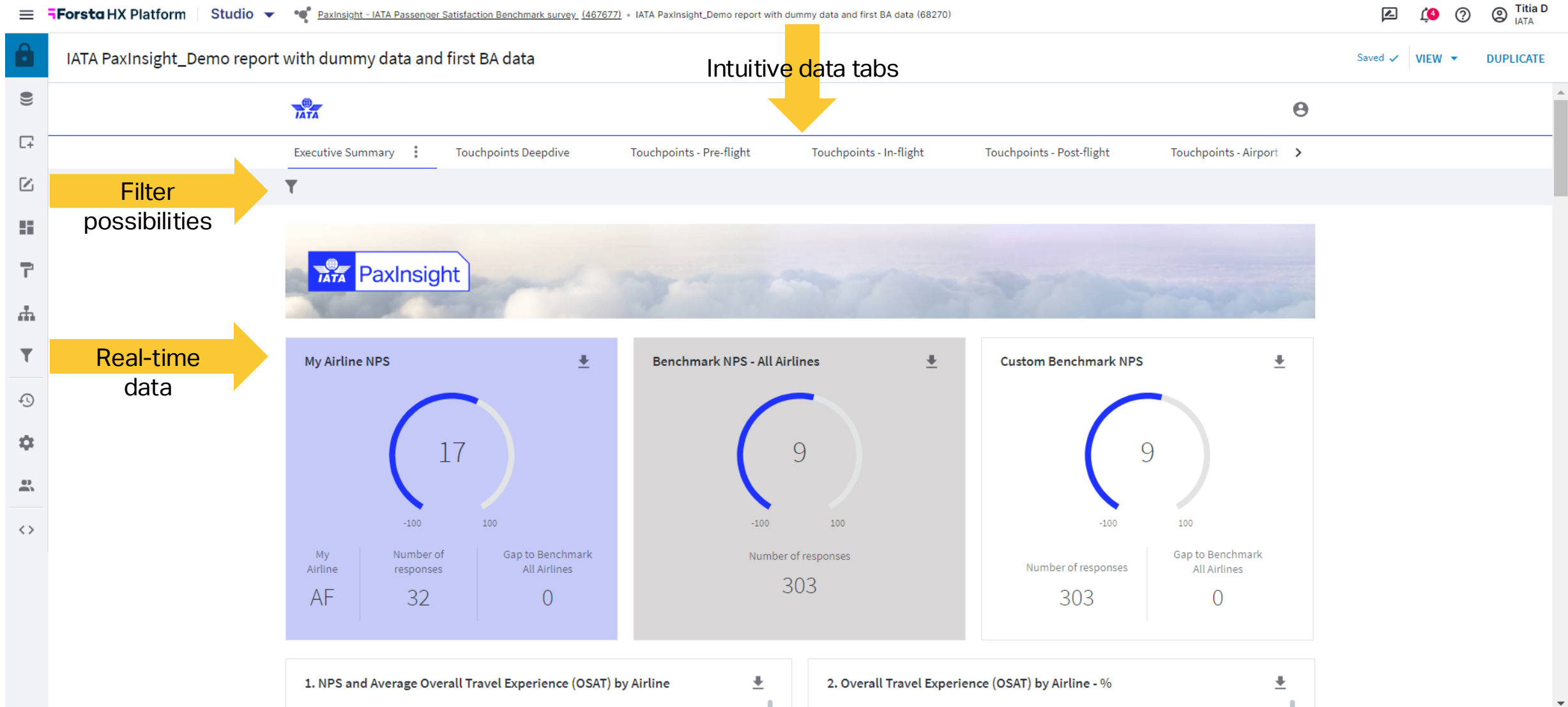
And any other geographical subset with
minimum 3 participating airlines

IATA PaxInsight demo



PaxInsight

Dashboard tour – Dummy data



Big picture: Overview of airline scores by touchpoint

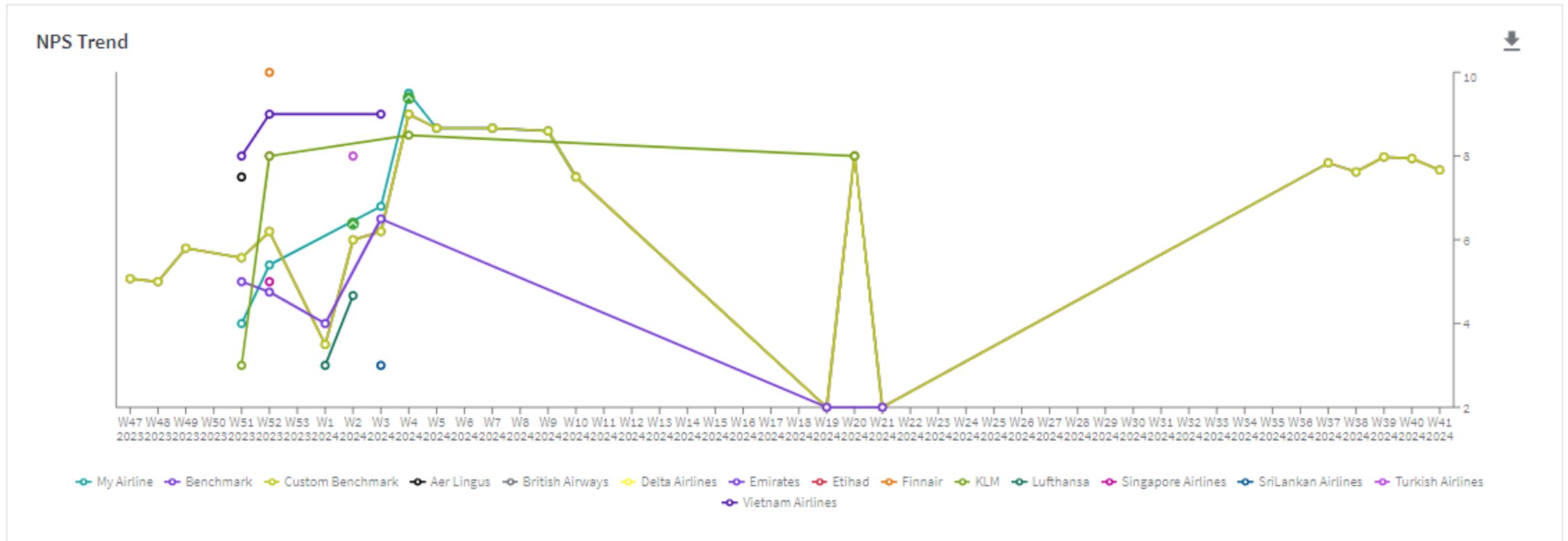


Vs. in-depth results:

Detailed info by touchpoint, comparable to all participating airlines and total benchmark

Overall Cabin Environment by Airline ↓						
	Overall Cabin Environment	Attribute 1 - Cabin lighting	Attribute 2 - Cabin design (material, colors)	Attribute 3 - Condition of cabin interior	Attribute 4 - Stowage space to store hand luggage	Attribute 5 - Cabin temperature
Air France	4.2 25	4.1	3.7	4.1	4.4	4.3
Benchmark	3.9 206	3.6	3.5	3.7	3.6	3.4
Custom Benchmark	3.9 206	3.6	3.5	3.7	3.6	3.4
Aer Lingus	3.5 2	4	4	4	4	4
Air France	4.2 24	4.1	3.7	4.1	4.4	4.3
British Airways	3.8 149	3.4	3.2	3.6	3.4	3.0
Delta Airlines	5 1	5	5	5	5	5
Emirates	4.3 4	4	5	4	4	4
Etihad	4 1	3		3	2	3
Finnair	3 1	4	4	3	3	3
KLM	3 5	5	5	5	4	4
Lufthansa	4 2	3	4	5	4	3
SriLankan Airlines	4 1					
Turkish Airlines	5 1					
Vietnam Airlines	4.3 3	4	4	4	4	4

Assess scores over time in easily customizable graphs



FIND OUT MORE

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More info:



Modern Airline Retailing and Customer Experience

Leveraging Orders and Digital Identity – with the Customer at the Centre



The airline industry is on a transformation path to strengthen its customer centricity

Objectives to:

- Personalize offers to customers with new products and services
- Enable shopping and payment at any touchpoint and with multiple payment solutions
- Simplify and improve customer journey experience
- Digitalize and automate customer touchpoint processes (former "boarding pass")

Leverage:

- Modern standards across shopping / booking / payment / travel
- Digital identification of customers and of travel intermediaries
- Real time data flow and data exchange between stakeholders

Customer at the Centre



What does this mean for Border Control, and passenger data requirements?



What does this mean in Air Travel Accessibility?



And what does this look like for airport development?