

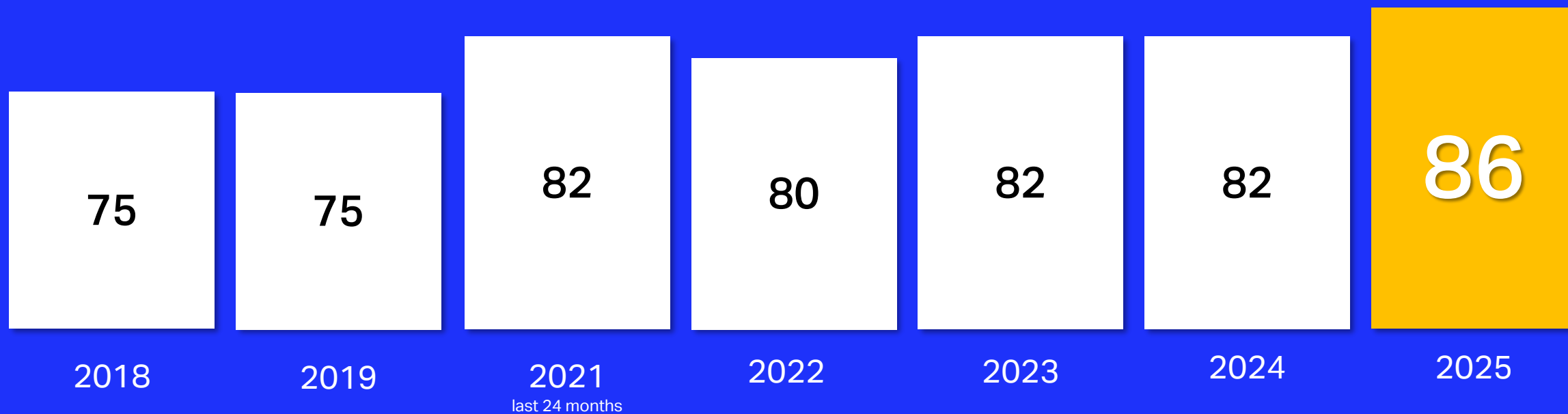


IATA Global Passenger Survey

2025 Highlights

Passenger Travel Satisfaction at All Time High

% of Satisfied (Very satisfied + Somewhat satisfied)

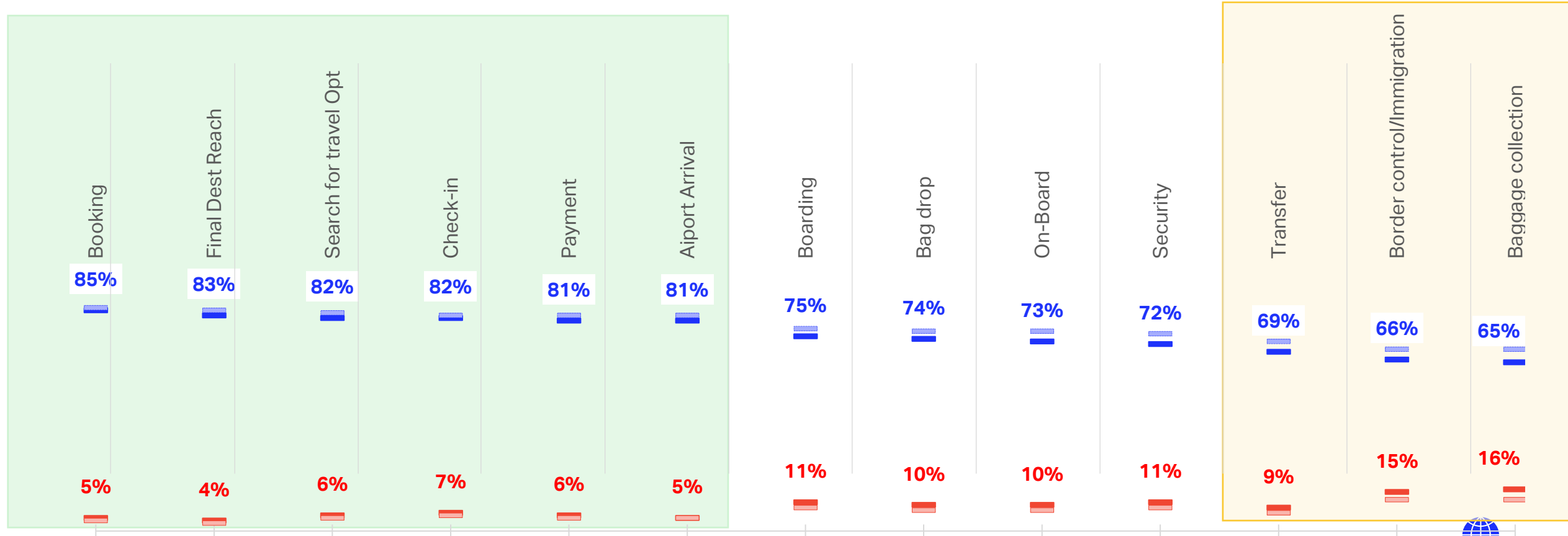


Source: Global Passenger Survey 2025

Base: N (2018)=10'408, N (2019)=10'877, N (2021)=13'579, N (2022)=10'206, N (2023)=8'790, N(2024)=13'487, N (2025)=10'534

Baggage, Border Control & Transfer Remain Key Pain Points

■ 2024 Satisfied ■ 2024 Dissatisfied
■ 2025 Satisfied ■ 2025 Dissatisfied



Source: Global Passenger Survey 2025
Base: N (2024)= 13'487, N (2025)=10'534

Two Key Trends are Redefining the Travel Experience:

Smartphones



Biometrics



Use of Digital and Biometrics Increasing Across Touchpoints

Booking & Payment

Increase in Airline App Bookings
Growth of Digital Wallets

Check-in

High preference for online check in

Baggage

Real-time baggage tracking increasing
Growth in use of electronic bag tags

Border control

Online visa preferred
Willingness to share digital ID

Security

High interest in trusted traveler program
Biometrics preferred

Passengers are ready to embrace digital tools and biometrics to accelerate speed and convenience across every touchpoint.

Booking via Airline Apps Gaining Popularity

73%

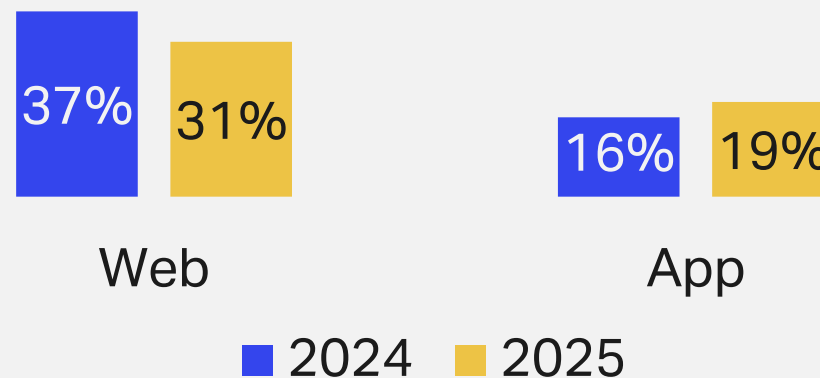
of passengers
booked majority
of flights online

50%

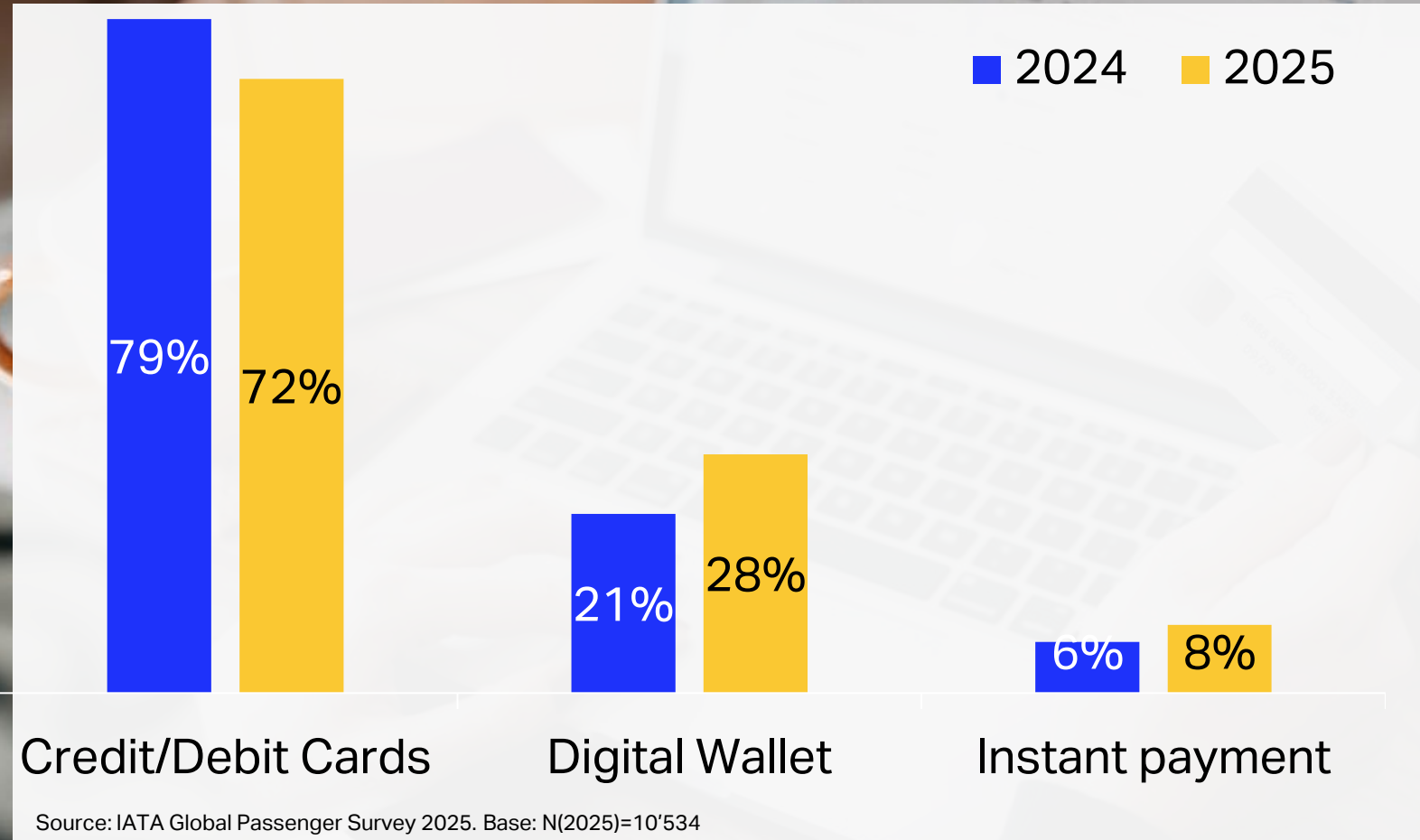
booked via
**direct digital
channels:**

Airline websites
and Apps.

**Airline apps gaining popularity
over airline websites:**



Preferences for Alternative Payment Methods on the Rise



Card payments remain dominant, but their share is declining.

Digital wallet usage has surged, nearly doubling since 2022.

Passengers Want Their Smartphones to do More for Them:

78%

Of all passengers want to use a smartphone that combines a **digital wallet, digital passport, and loyalty cards** to book, pay, and navigate airport processes

87%

Of passengers aged 25 or under want to use a smartphone that combines a digital wallet, digital passport and loyalty card.

Use of Biometrics increasing

50%

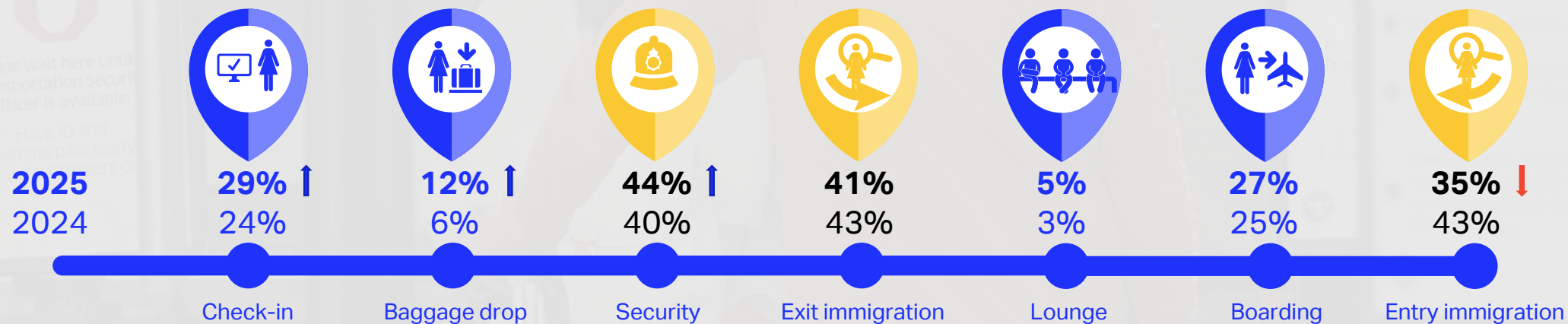
of travelers used biometric identification at the airport vs. 46% in 2024.

Increases are highest in:

1. Middle East (+12%pts.)
2. North America, Latin America and Asia-Pacific (+9%pts)



Biometrics Most Used at Security & Immigration



Biometrics: High Acceptance & Satisfaction



74%

Willing to Use
Biometrics



85%

Acceptance
highest in the
Middle East



86%

Satisfied with use
of Biometrics

Data Concerns Remain Key Barrier to use of Biometrics

Concerns on the use of biometrics

Data breaches

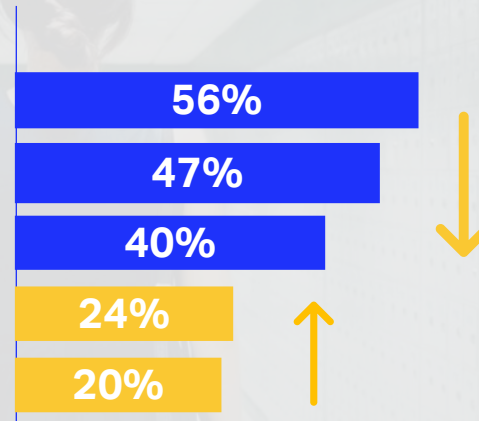
Data being shared with other organizations

Lack of information on how my data is used

Not knowing how long my data will be stored

Not knowing how I can have my data deleted

Source: IATA Global Passenger Survey 2025. Base: N(2024)=10'534



General security concerns are declining.

Focus is shifting to data lifecycle: **retention & deletion**.

Key demand: Greater **transparency** and **user control**.

Speed Remains the Essence at the Airport

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



Less than 30min

for 73% of the passengers with a carry-on bag only



Less than 45min

for 78% of the passengers with a carry-on bag and checked-in bag



Less than 1h

for 90% of the passengers with mobility aid or special assistance

Use of electronic bag tags on the rise

35%

of travelers used a bag tag the past year vs. **28% in 2024.**

42%

Tracked the location of their luggage through the airline app vs. **35% in 2024**

88%

Would be more confident to travel with checked-in luggage if they can track their luggage in real-time

Increased Confidence in Traveling with Luggage Sent Ahead of Flight

68%

Of passengers feel more confident to travel with checked-in baggage if they have their **bags travelling ahead of them.**

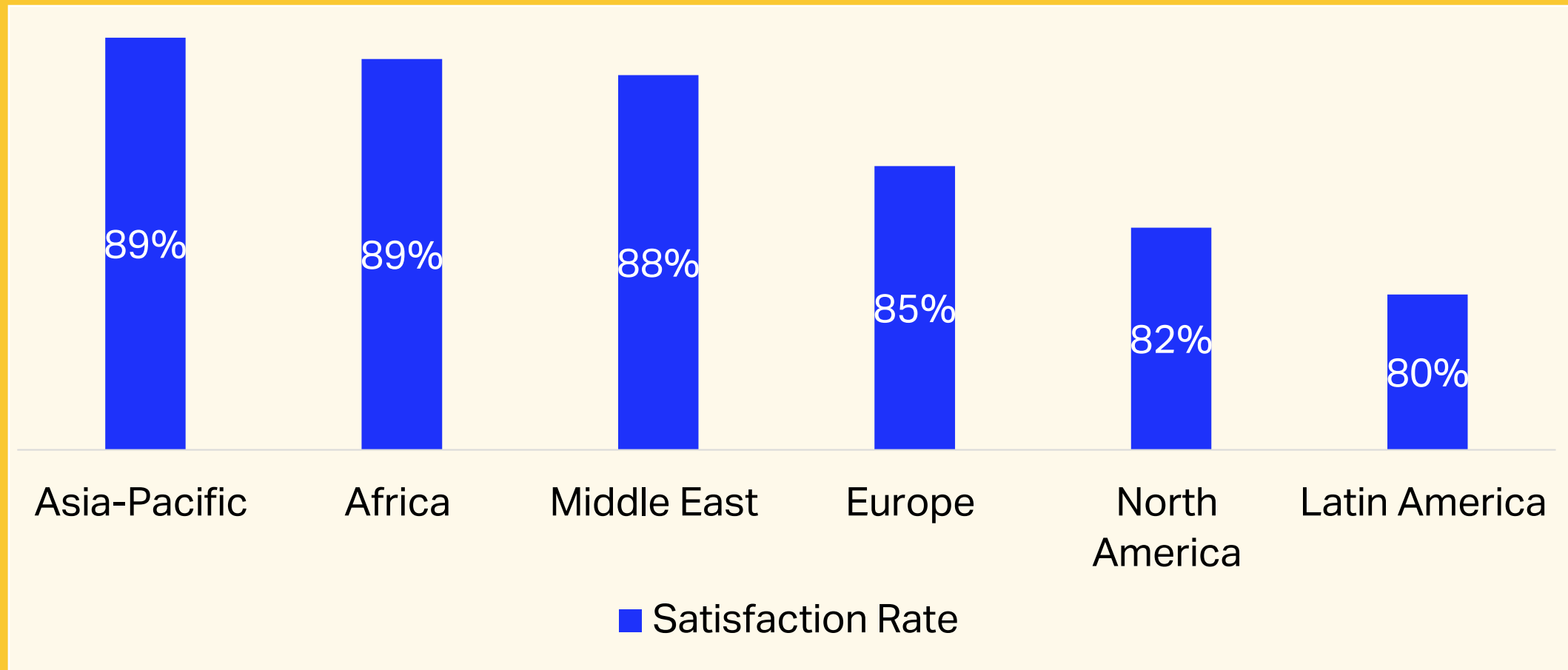
Max 24h before

91% of those interested in sending luggage ahead want to check it in within 24 hours before their flight.

Regional Satisfaction Preferences /



Asia-Pacific and African Travelers are the Most Satisfied



African Passengers Value Human Touch

They are most likely to book through airline offices or call centers (**11%** vs **4%** globally).

Utilize **bank transfers** for payment at more than double the global average (**38%** vs **18%** globally).

Are the most likely globally to be deterred from travel by **visa complexity and cost** (**82%** vs **72%** globally).

Asia Pacific Passengers are the Most Digitally Savvy

Show the world's strongest preference for using **digital wallets** (PayPal, Alipay, Apple Pay, etc.) (**46%** vs **28% globally**), to pay for travel with usage among passengers under 25 reaching **63%**.

Least likely to pay for travel with a **credit card** (**55%** vs **72%** globally).

They are among the most frequent users of **biometrics** (**55%** vs **50%** globally), though their satisfaction with these experiences is the lowest (**46%** vs **50%** globally).

Middle East Passengers Value Loyalty

Passengers favor airports with strong **service reputations** and their **preferred airlines** (**52%** vs **42%** globally).

Utilize a balanced **mix of payment** methods, including strong credit card and **loyalty point usage** (**27%** vs **23%** globally).

Show the highest willingness in the world to use **biometric** technology (**85%** vs **74%** globally).

European Passengers are Traditional and Cautious

Have a strong preference for booking through **airline websites** and paying by **credit / debit card** more than the global average (**81%** vs **72%**).

Least likely of all regions to have **used biometrics** in the past 12 months (**41%** vs **50%** globally)

They are least willing to share data in advance or replace documents with **biometrics** (**37%** vs **43%** globally).

Latin America and Caribbean Passengers Value Personal Interaction

Biometric willingness strong and growing— second-highest acceptance globally after Middle East (**79%** vs **74%** globally).

They are more likely than any other region to obtain visas from a **consulate or embassy** (**31%** vs **22%**).

They are more likely to book tickets through human interaction than global average. (**23%** vs **15%**)

North American Passengers Prioritize Convenience

They are the most likely to choose flights based on **total journey time** and **fewer layovers** (**81%** vs **65%** globally).

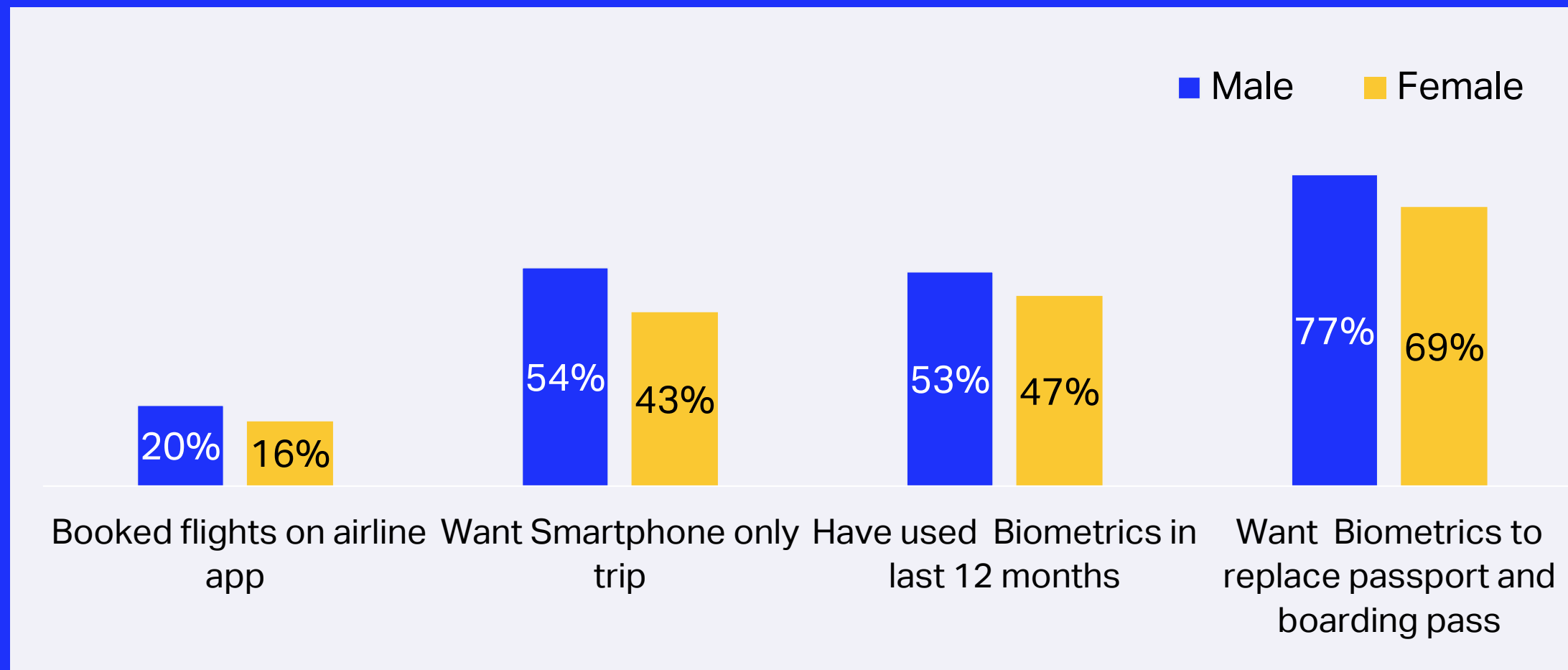
They rely on airline websites for booking more than any other region (**39%** vs **31%** globally)

Biometrics are widely used, but privacy concerns are the strongest globally (**61%** concern **data breaches**).

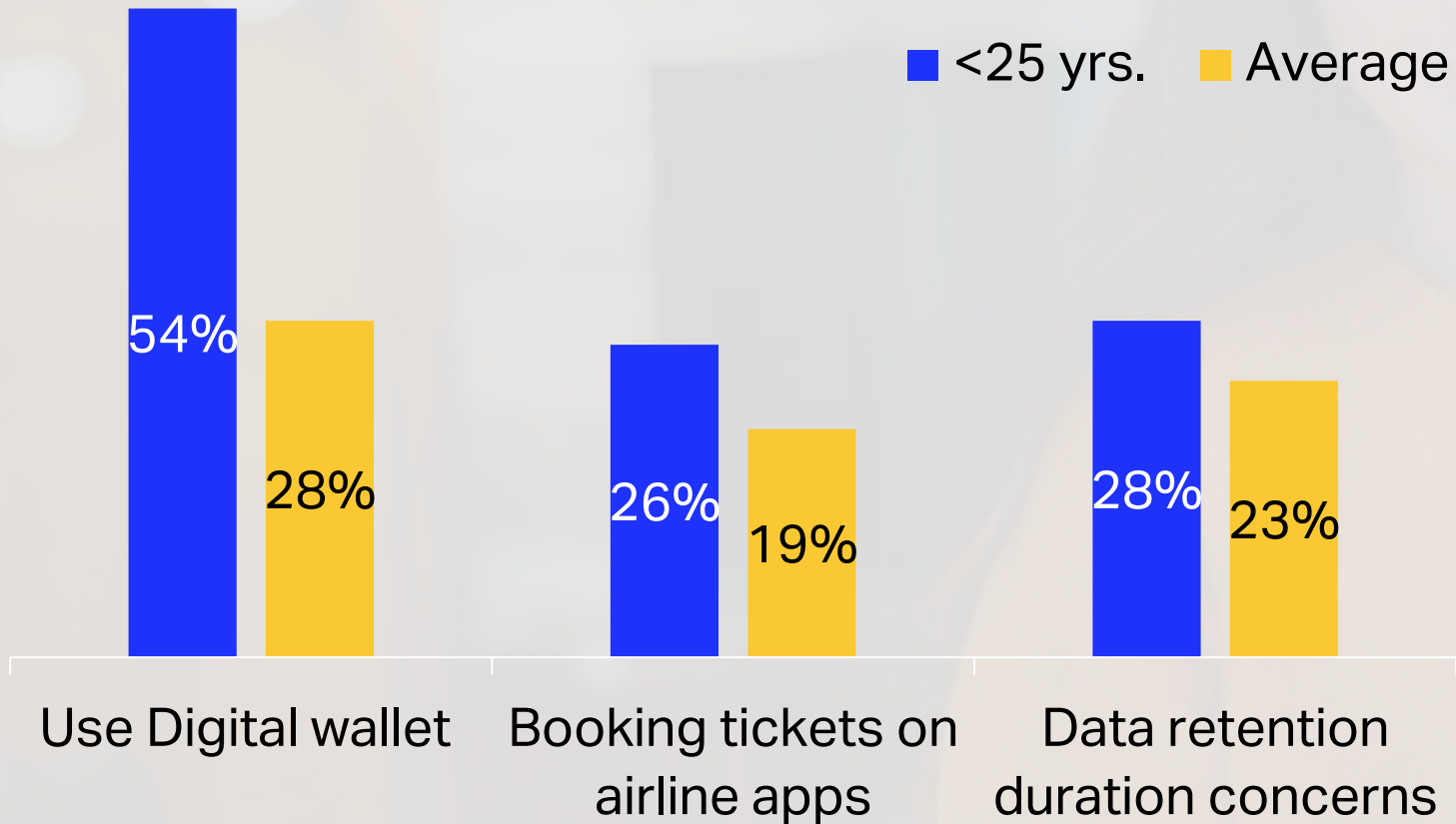
Demographic Preferences



Men More Open to use of Phone & Biometrics for Travel



Gen Z's : Digital Natives with High Privacy Expectations



Younger travelers are the most proactive in **using technology** to enhance their journeys but want stronger assurances on **privacy and security**.

They are far more likely to book flights through **apps** and show higher preference for **digital wallets**.

Want to learn more?

Get your copy of
2025 Global Passenger Survey

- PDF Report
- PDF + Excel Combo
- Historical Combo Last 5 years

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Thank You



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