

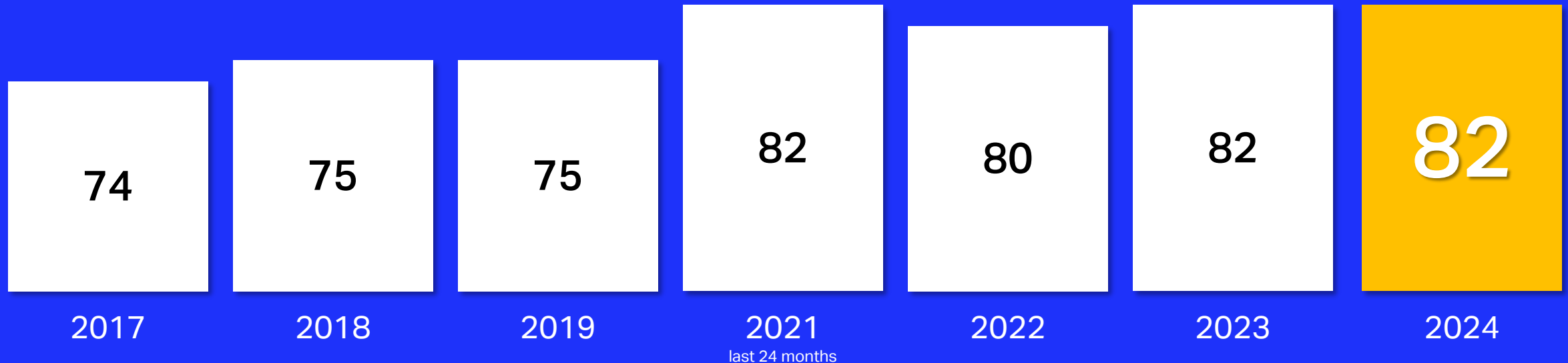


IATA Global Passenger Survey

2024 Highlights

Satisfaction with flying at high level & stable

% of Satisfied (Very satisfied + Somewhat satisfied)

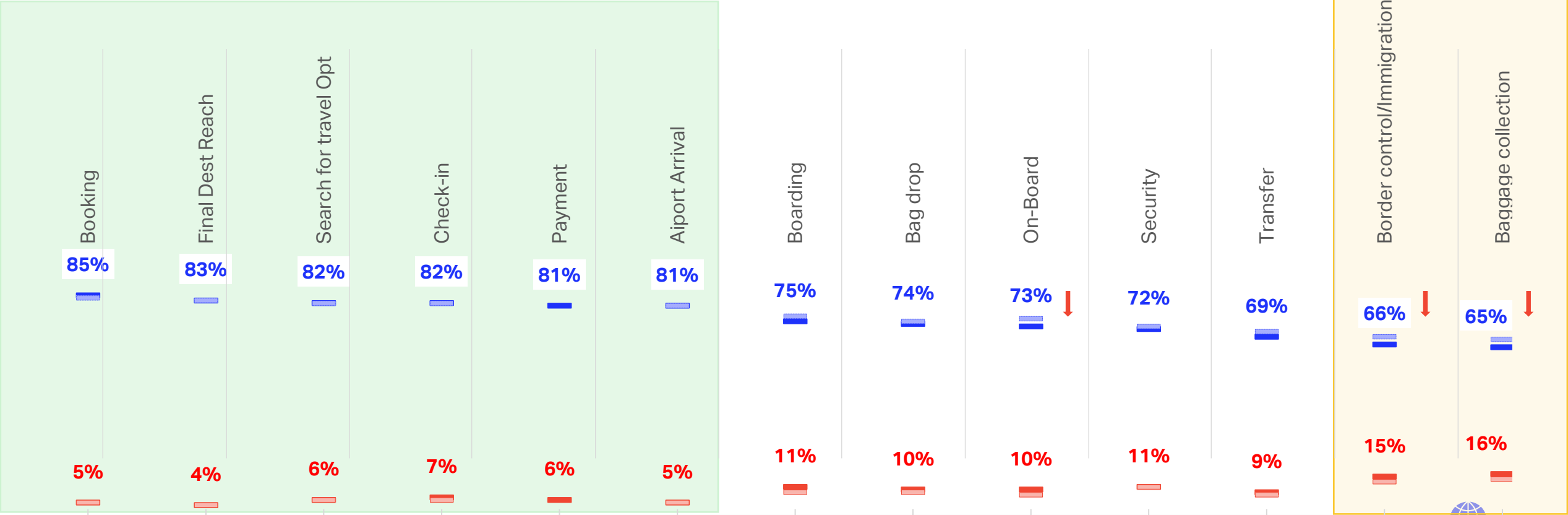


Source: Global Passenger Survey 2024

Base: N (2017)=10'675, N (2018)=10'408, N (2019)=10'877, N (2021)=13'579, N (2022)=10'206, N (2023)=8'790, N(2024)=13'487

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

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



Source: Global Passenger Survey 2024
Base: N (2023)=8'790, N (2024)= 13'487



Speed & convenience remain top passenger priorities they want...

Security

Less or no queuing

Border 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

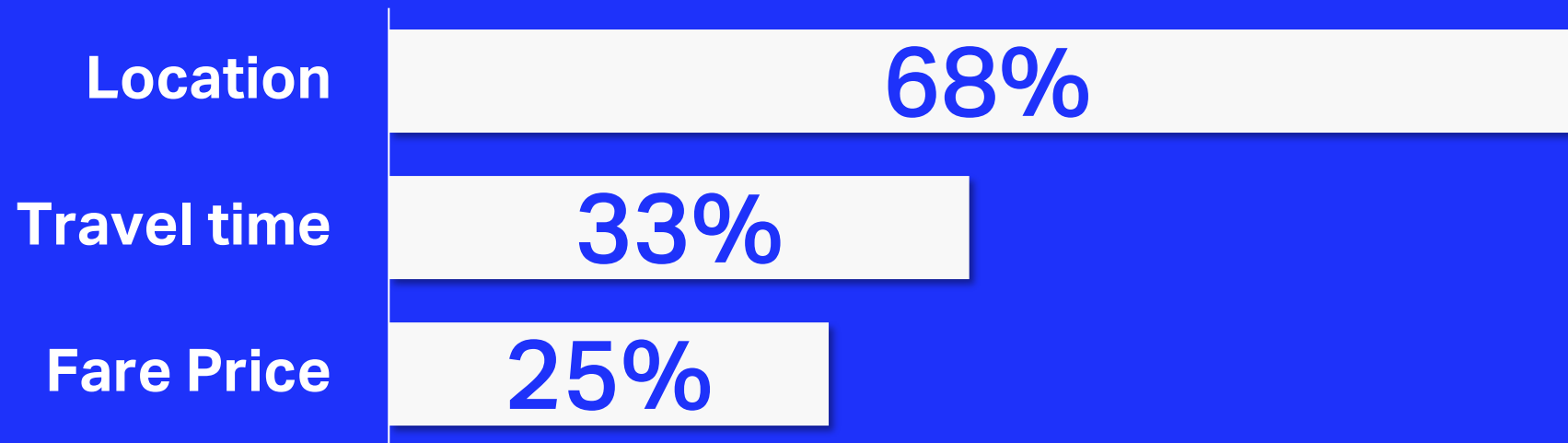
Transfer

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.

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

Top 3 reasons for selecting your departure airport:



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

Online remains preferred booking method

72%

of passengers
booked majority
of flights online

16%

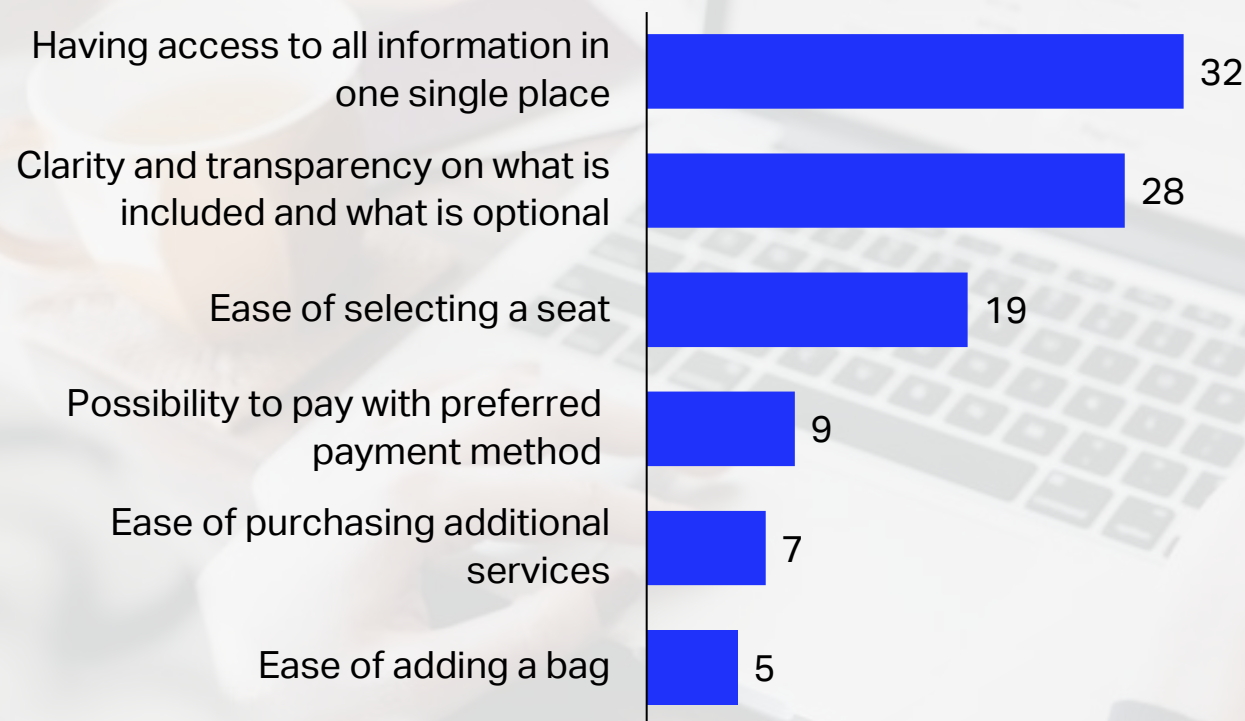
favour a method
that includes
human
interaction.

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:



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

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

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

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.

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.

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

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

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

Biggest concerns on the use of biometrics

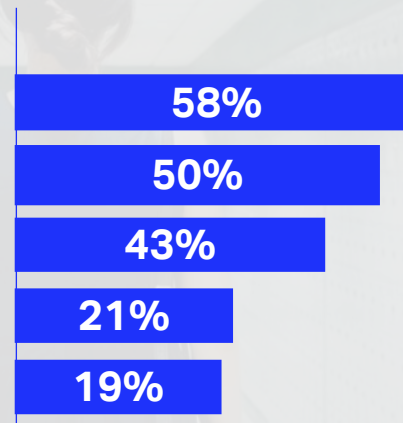
Data breaches

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

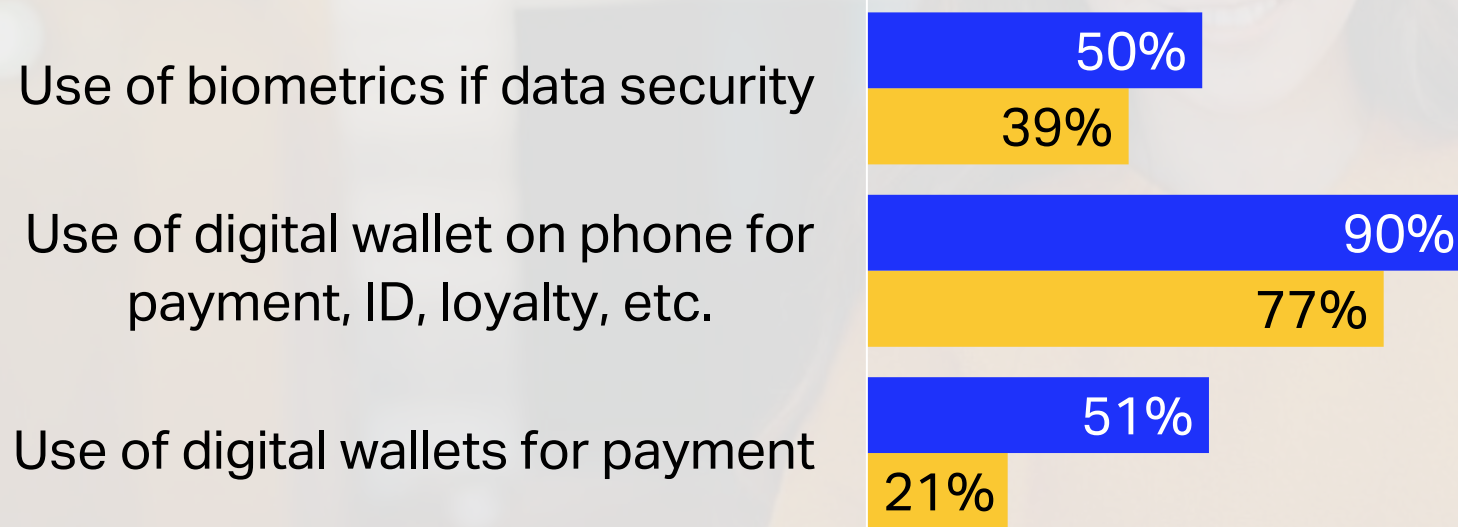


Source: IATA Global Passenger Survey 2024. Base: N(2024)=13'487

39%

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

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



■ <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.

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 than most other regions.

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

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.

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.

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.

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.

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



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