The Aircraft Experience
Nawal Taneja, Airline Business Strategist, Ohio State University
IATA Global Passenger Survey

WE KNOW BECAUSE WE ASKED

2018 Highlights Focus on Aircraft Experience
10,408 respondents

APRIL - JULY 2018
Satisfaction Drivers

**Main Points of Attention**
- Booking
- Payment
- Check-in
- Bag tag
- Bag drop
- Security
- Border control/immigration
- In-flight entertainment
- Boarding
- Bag collection
- On-board service
- Payment
- Booking
- Bag tag

**Impact on Overall Satisfaction**

**Secondary Points of Attention**

**Secondary Strengths**

**Average Satisfaction Scores**

**Main Strengths**
PASSENGER SATISFACTION THROUGHOUT THE CUSTOMER JOURNEY

- Off airport experience
- Passenger in control
- Airport experience
- Passenger with less control

- Booking
- Payment
- Check-in
- Bag tag
- Bag drop
- Security
- Border control / immigration
- Boarding
- IFE
- On-board service
- Bag collection
SEAMLESS JOURNEY

WORLD OF INTERACTIVE DATA

TRANSFORMING AIRPORT

AIRCRAFT EXPERIENCE
Which areas could improve your experience the most when boarding an aircraft?

- Efficient queuing process at the boarding gate: 64%
- Availability of overhead space for the hand luggage on the aircraft: 42%
- Not queuing on the jet bridge: 33%
Large share of air passengers would rather watch digital content on a seatback device (54%) than on their own device (36%).
Emerging trends for on-board Wi-Fi usage preferences:

- Send/receive emails: 58%
- Instant messaging (e.g. Messenger, WhatsApp, WeChat, Line): 56%
- Browse the internet: 54%
- Social media access (e.g. Facebook, Weibo, Instagram, Twitter): 43%
- Searching connecting flight related information (e.g. gate number): 39%
- Planning your onward journey (e.g. accommodation, transportation): 37%
- Filling in customs e-declarations or other e-forms: 33%
- Live video/music streaming: 28%
Electronic boarding pass

Biometric identification replacing my passport

On-line check-in using my smartphone/device

When boarding - scan the boarding token myself

Notifications through an app

Less than 30 seconds to drop off my baggage at departure

Less than 5 minutes to wait for my baggage at arrival
FEMALE

- Booking hotel together with the purchase of the flight ticket
- Less willing to share personal information
- Prefer paper passport than biometric identification

Availability of overhead space for carry-on baggage is important

Excess carry-on baggage is my concern

Can wait more than 10 minutes for baggage delivery at arrival
Have an agent drop off my bag

Passing through immigration or security at the transfer airport is a burden

Hand the boarding token to an agent when boarding

Availability of overhead space for carry-on bag is important

Seatback device for IFE

Notifications through an SMS

Face-to-face interaction with an agent when travel disrupted
Middle East:
Maximum 5 minutes to spend at immigration and border controls

Africa:
Possibility to track my bag could improve my travel disruption experience

North America:
Receiving notifications about wait time at immigration and security

Latin America:
Courtesy of screening personnel needs improvement

North Asia:
Online check-in using my smart phone/device

Asia Pacific:
Drop off my bag at a location other than the airport

Europe:
Not having to queue on jet bridge will improve my boarding experience

Middle East:
Maximum 5 minutes to spend at immigration and border controls
What else makes passengers happy?
Going beyond the survey…

Spacious cabins
Comfortable seats and legroom
Low noise
Good lighting
Air quality
Effective catering

Adapted from: P. Vink et al., Possibilities to improve the aircraft interior comfort experience, Elsevier 2011
Flying in 20 years – away from the tube-and-wing jet aircraft
GPS 2018 Report

GPS 2018 Combo
(Report and Data Viewer)

www.iata.org/gps
Thomas Roetger, Assistant Director, Environment Technology, IATA
IATA Global Passenger Survey

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2018 Highlights
Focus on Aircraft Experience
PASSENGER SATISFACTION THROUGHOUT THE CUSTOMER JOURNEY

Off airport experience

Airport experience

Onboard the aircraft

Passenger in control

Passenger with less control

-40%

-20%

0%

20%

40%

60%

80%

100%

Satisfied

Dissatisfied

Satisfied (2017)

Dissatisfied (2017)

Booking

Payment

Check-in

Bag tag

Bag drop

Security

Border control / immigration

Boarding

Onboard service

IFE

Bag collection
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SEAMLESS JOURNEY

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MILLENNIALS

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On-line check-in using my smart phone/device
Biometric identification replacing my passport

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55+

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Sources: DLR, DZYNE Technologies, Volocopter, Airbus
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Nicolas Jourdan, Product and Services Strategy Manager, Airbus