



IATA Global Passenger Survey

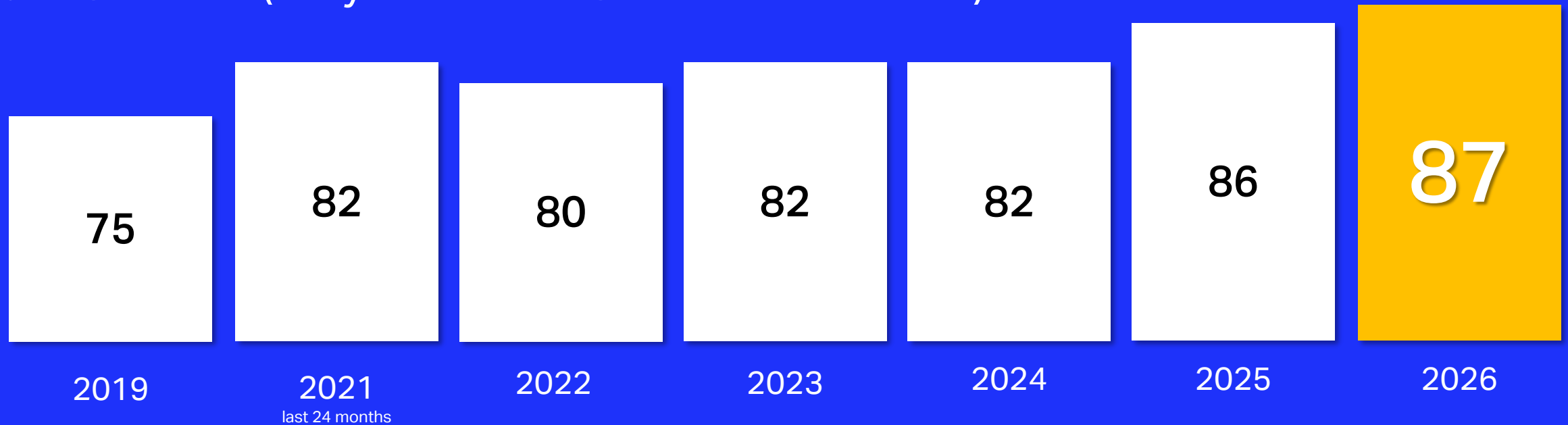
2026 Highlights

2026 IATA Global Passenger Survey Highlights. © Copyright International Air Transport Association. All rights reserved.



Travel Satisfaction Reaches All-Time High

% of Satisfied (Very satisfied + Somewhat satisfied)

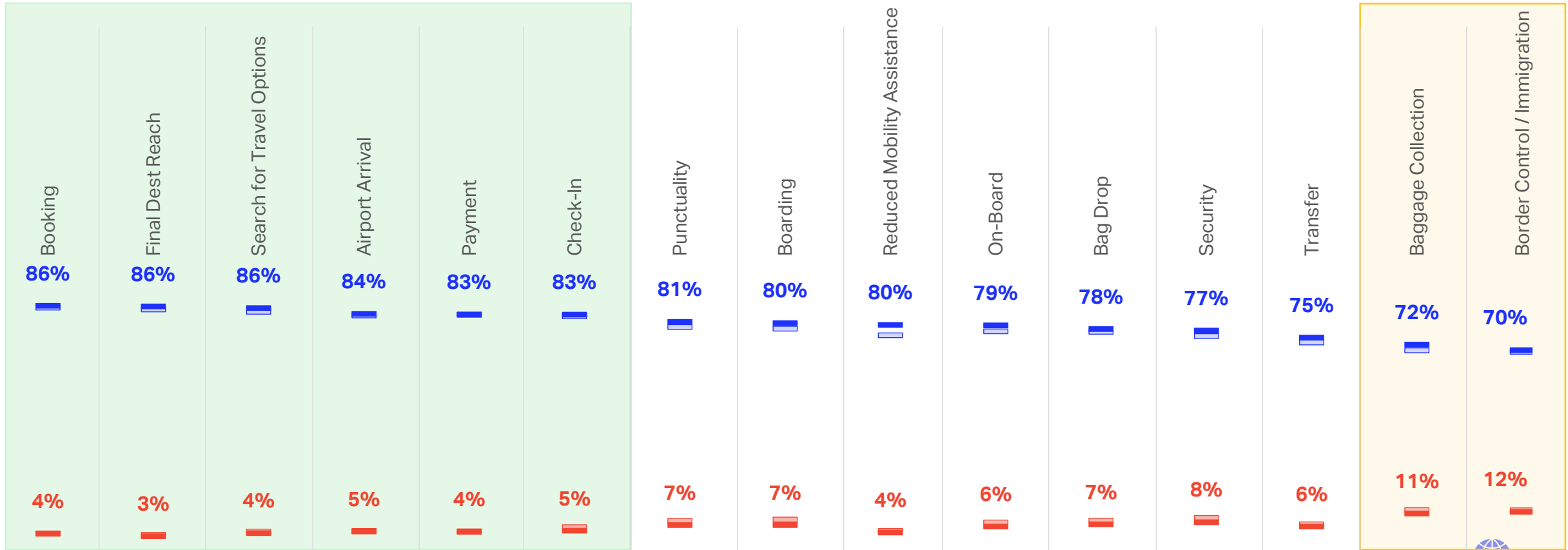


Source: IATA Global Passenger Survey 2026

Base: N (2019)=10'877, N (2021)=13'579, N (2022)=10'206, N (2023)=8'790, N (2024)=13'487, N (2025)=10'534, N (2026)=10'665

Baggage & Border Control Remain Key Pain Points

■ 2026 Satisfied ■ 2026 Dissatisfied
 ■ 2025 Satisfied ■ 2025 Dissatisfied



Source: IATA Global Passenger Survey 2026; Base: N (2025)=10'534, N (2026) = 10'665

Three Trends Shaping Passenger Travel

Biometrics Becoming Mainstream



AI Changing Travel Planning

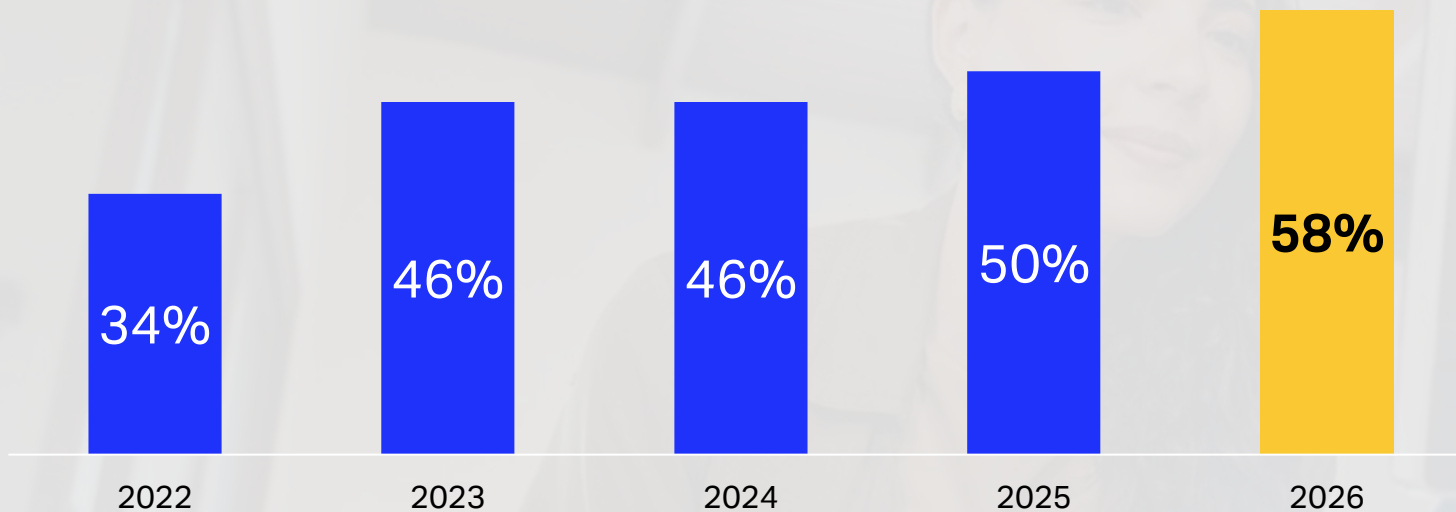


Entry Requirements, Conflicts are Shaping Travel Decisions



Biometrics Usage Continues to Grow

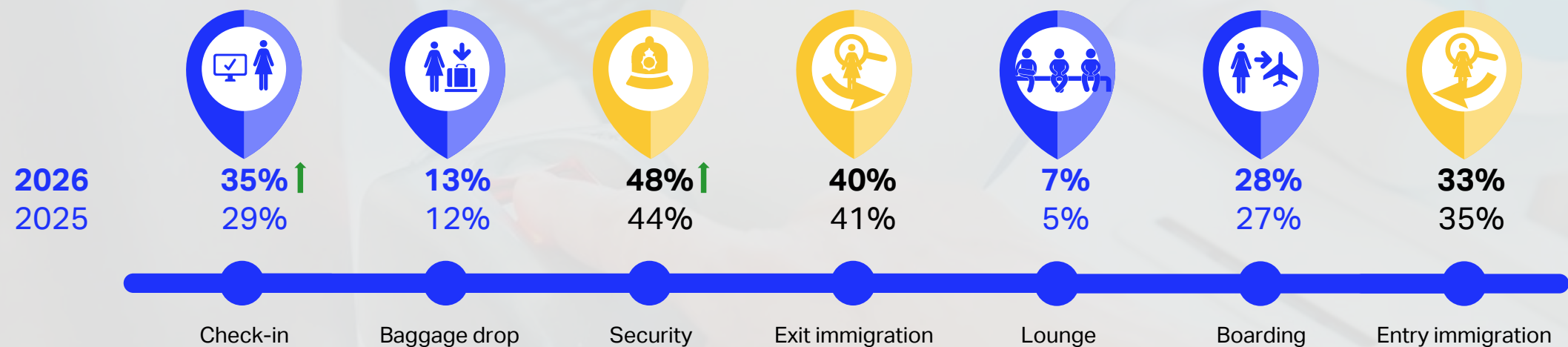
Biometrics Usage



Source: IATA Global Passenger Survey 2026.

Base: N (2022)=10'206, N (2023)=8'790, N(2024)=13'487, N (2025)=10'534, N (2026)=10'665

Biometrics Adoption Increases Most at Check-In & Security



Biometrics Satisfaction and Acceptance Remain High



87%

Satisfied with the
Use of Biometrics



78%

Willing to Use
Biometrics



75%

Prefer One-Time
Registration

Growing Data Concerns Continue to Limit Biometrics Adoption

Concerns About Biometrics Usage

Data breaches

59%

Data being shared with other organizations

49%

Lack of information on how my data is used

41%

Not knowing how long my data will be stored

24%

Not knowing how I can have my data deleted

20%

Source: IATA Global Passenger Survey 2026. Base: N (2026) = 10'665

Digital Identity Gains Strong Traveler Interest



84%

are interested in using a digital passport for online check-in



82%

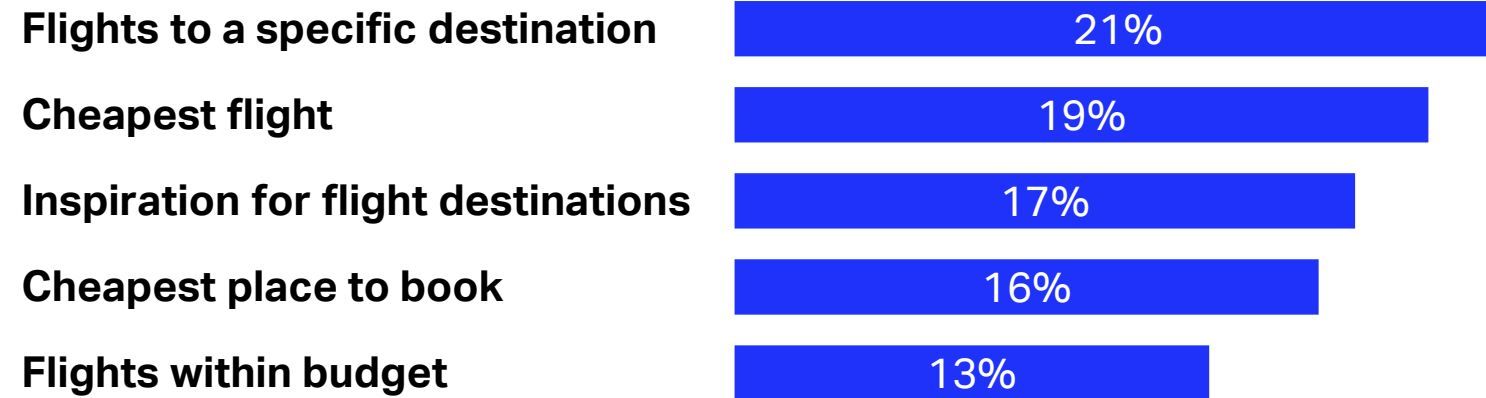
are interested in sharing their digital passport with airlines during booking

AI is Transforming How Travelers Plan

49%

of passengers
have used AI for
travel planning
and booking

AI Usage During Planning & Booking



Source: IATA Global Passenger Survey 2026. Base: N (2026) = 10'665

Entry Requirements and Conflicts are Shaping Travel Decisions

Geopolitical Situations



Visa Requirements



Immigration Friction Is Becoming More Prominent

43%

of passengers were discouraged from travelling due to **immigration requirements**

vs. 33% in 2025

Complex Processes

were the main reason for discouragement (53%), followed by **Privacy Concerns** (17%) and **Cost** (17%)

Travelers Prefer Digital, Pre-Travel Immigration Processing



45%

selected immigration procedures as a process to complete before travelling

vs. 41% in 2025



86%

are willing to digitally share immigration information

vs. 83% in 2025

Geopolitical Uncertainty Is Influencing Travel Decisions

59%

of passengers were discouraged from travelling due to **geopolitical issues or conflicts**

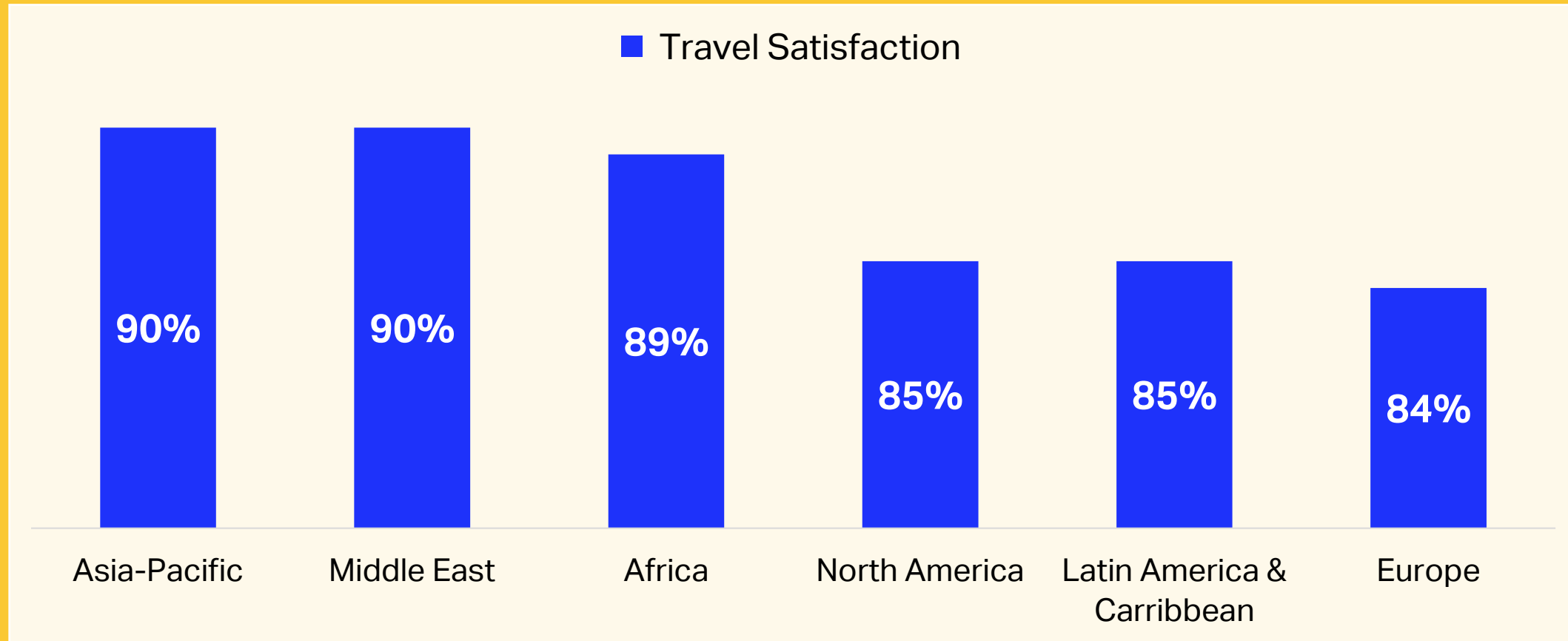
Safety Concerns

were the main reason for discouragement (72%), followed by **Travel Uncertainty** (13%) and **Increased Costs** (10%)

Regional Satisfaction / Preferences



Asia-Pacific and Middle East Travelers Are the Most Satisfied



Middle East: Most Digital-Savvy, but Price Sensitive

Highest **AI usage** in travel planning (**72%** vs. 49% globally), with the broadest range of AI use cases

Highest willingness to use **biometrics** (**84%** vs. 78%) and **digital passports** during airline booking (**88%** vs. 82%) and online check-in (**91%** vs. 84%)

Most likely to be discouraged from travel due to **cost increases** arising from geopolitical issues (**24%** vs. 10%) and immigration requirements (**31%** vs. 17%)

Asia-Pacific: Mature Digital Users, but Risk-Conscious

Highest adoption of **electronic bag tags** among all regions (**56%** vs. 42% globally)

High **AI** usage (**57%** vs. 49%) and **biometrics** usage (**62%** vs. 58%), but also stronger concerns about **data breaches** (**62%** vs. 59%)

Most likely globally to be discouraged from travel by **geopolitical issues** (**62%** vs. 59%), with the strongest **safety concerns** (**77%** vs. 72%)

Africa: Enthusiastic About Digital Travel, but Facing Highest Immigration Friction

Lower biometrics usage, but **satisfaction** with the experience is the highest among all regions (**91%** vs. 87% globally)

Strong interest in **biometrics** (**82%** vs. 78%) and **digital passports** during airline booking (**87%** vs. 82%) and online check-in (**87%** vs. 84%) – the **second highest** after Middle East

Most likely globally to be discouraged from travel by **visa complexity and costs** (**84%** vs. 70%)

Europe: Digitally Conservative, but Geopolitically Resilient

Lowest adoption of **AI** (**35%** vs. 49% globally) and **biometrics** (**47%** vs. 58%) among all regions

Least willing to use **biometrics** (**70%** vs. 78%) and **digital passports** during airline booking (**74%** vs. 82%) and online check-in (**79%** vs. 84%)

Least likely globally to be discouraged from travel by **geopolitical issues** (**54%** vs. 59%)

North America: Values Digital Convenience, while Safeguarding Privacy

Most likely to have **tracked baggage via airline apps** (64% vs. 51% globally) and the strongest preference for **self-service bag drop and tagging** (38% vs. 34%) across all regions

Highest **biometrics** adoption (63% vs. 58%) and preference of **one-time registration** (79% vs. 75%), but the strongest **data breach** concerns (64% vs. 59%)

Strongest preference for **applying visas online** (68% vs. 60%), but the highest **privacy concerns** about sharing immigration information (23% vs. 17%)

Latin America & Caribbean: Assurance-Seeking, with Untapped Digital Potential

Lowest usage of **electronic bag tags** (25% vs. 42%) and below-average adoption of **AI** (43% vs. 49% globally) and **biometrics** (51% vs. 58%)

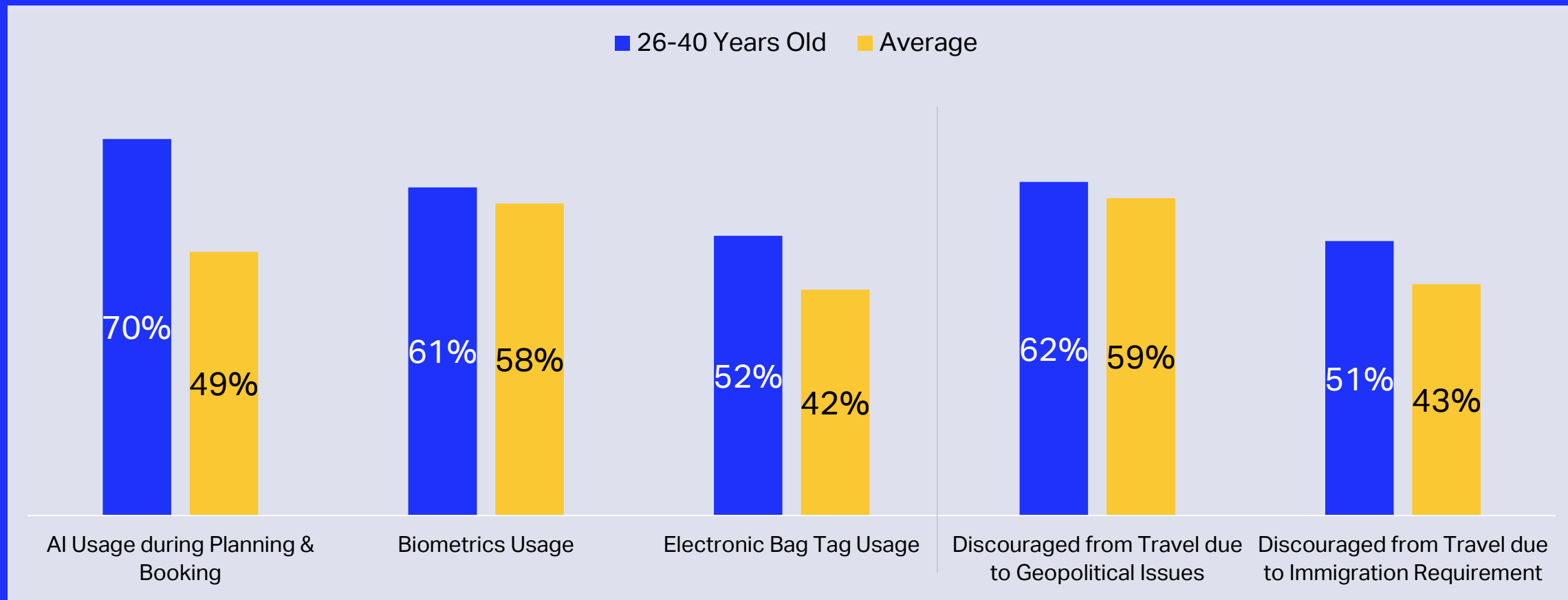
Most concerned about **lost, delayed, or damaged baggage** (56% vs. 48%), but show the highest interest in trying **electronic bag tags** (79% vs. 65%)

Strongest preference for **completing immigration processes before travel** (58% vs. 45%) and applying at a **consulate or embassy** (33% vs. 25%)

Demographic Preferences



26-40 Years Old: Digitally Advanced, but Seeking Travel Certainty



Want to learn more?

Get your copy of

2026 Global Passenger Survey

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

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Thank You

