
TABLE OF CONTENTS

1	SURVEY OVERVIEW	1
1.1	Background	1
1.2	Survey Objectives.....	1
1.3	Survey Methodology.....	1
1.4	Report Structure and Topics Covered.....	1
2	KEY FINDINGS.....	3
2.1	General Travel Patterns	3
2.2	Social Media and Technology	3
2.3	Ancillary Services	3
2.4	Check-In	3
2.5	Boarding	4
2.6	Passenger Facilitation	4
2.7	Baggage	4
2.8	Security.....	5
2.9	Flight Disruption.....	5
2.10	Travel Experience.....	5
3	SAMPLE AND WEIGHTING	7
3.1	The Unweighted Sample	7
3.2	Sample Weighting	7
4	BACKGROUND OF AIR TRAVELER	9
4.1	Gender and Age	9
4.2	Annual Household Income	10
5	GENERAL TRAVEL PATTERNS.....	11
5.1	Trip Frequency	11
5.2	Usual Class of Travel	13
5.3	Sales Channels Used to Book Flights	17
6	SOCIAL MEDIA AND TECHNOLOGY.....	19
6.1	Social Media Use.....	19
6.2	Social Media Interaction with Airlines During a Journey	20
6.3	NFC Capability and Needs.....	23
7	ANCILLARY SERVICES	29
7.1	Purchase of Ancillary Services in the Past 12 Months.....	29
7.2	Main Reason for Purchasing Ancillary Services	31
7.3	Main Reason for Not Purchasing Ancillary Services.....	32
8	CHECK-IN.....	35
8.1	Preferred Check-In When Traveling With Hand Baggage Only	35
8.2	Preferred Check-In When Traveling With Baggage	36
8.3	Perceived Level of Knowledge of Airline Processes	38



9	BOARDING	41
9.1	Self Boarding Gate Device	41
9.2	Electronic Boarding Pass on Mobile Phone	42
9.3	Comfort Levels in Using Biometrics for Airport Processes.....	43
10	PASSENGER FACILITATION	45
10.1	Passport Details for Airlines for a Smoother Journey	45
10.2	Interest in and Use of Automated Immigration Border Gates	47
10.3	Information Sources Used for Navigation in Airports and for Obtaining Travel Related Information/Documents	50
11	BAGGAGE	53
11.1	Satisfaction with Overall Baggage Experience	53
11.2	Tracking Baggage in Real Time	54
11.3	Mishandled/Misplaced Baggage	56
12	SECURITY	61
12.1	Acceptable Queuing Time at Security Points	61
12.2	Security Information Levels	63
12.3	Screening Process	65
12.4	Dedicated Security Lanes	68
13	TRAVEL DISRUPTION	71
13.1	Disruptions Faced by Travelers and Reasons for the Disruptions	71
13.2	Travel Disruption Status Updates.....	72
13.3	Proactive Notification and Preferred Option in Case of Flight Disruptions.....	73
14	TRAVEL EXPERIENCE	77
14.1	Favorite Aspect of a Journey.....	77
14.2	Favorite Activity During a Flight.....	80
15	APPENDIX A: SAMPLE SIZE	85
16	APPENDIX B: COUNTRY OF RESIDENCE	85
17	APPENDIX C: SURVEY QUESTIONNAIRE	87