



# 2013 IATA GLOBAL PASSENGER SURVEY HIGHLIGHTS

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## 2013 IATA GLOBAL PASSENGER SURVEY

- Independent survey conducted in June/July 2013
- Second time survey has been conducted
- Targeted respondents through social media, email and word-of-mouth
- Nearly 8,000 respondents from over 140 countries participated in survey
- Results reflect regional and global preferences in travel

**OF COURSE**  
I need internet  
when I fly!



What's  
**YOUR**  
opinion?

[www.iata.org/paxsurvey](http://www.iata.org/paxsurvey)

I want to  
know where  
my luggage  
is all the  
time.



What's  
**YOUR**  
opinion?

[www.iata.org/paxsurvey](http://www.iata.org/paxsurvey)

I guess I'd  
like the  
boarding  
pass on my  
phone.



What's  
**YOUR**  
opinion?

[www.iata.org/paxsurvey](http://www.iata.org/paxsurvey)

*This year, we used quirky images to promote the survey to average traveler.*

Ooh, I don't  
mind all that  
waiting at  
airport  
security.



What's  
**YOUR**  
opinion?

[www.iata.org/paxsurvey](http://www.iata.org/paxsurvey)

I like  
talking to  
the person  
next to me  
on a flight.



What's  
**YOUR**  
opinion?

[www.iata.org/paxsurvey](http://www.iata.org/paxsurvey)

Remarkably,  
I feel quite  
embarrassed  
when I get a  
pat-down.



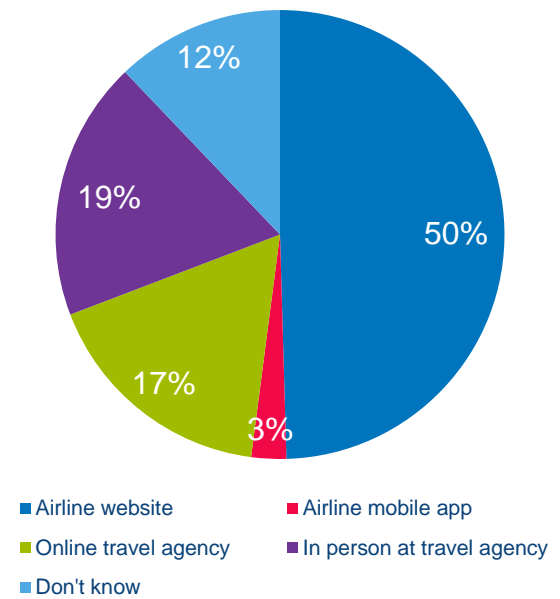
What's  
**YOUR**  
opinion?

[www.iata.org/paxsurvey](http://www.iata.org/paxsurvey)

# BOOKING TICKETS ON AIRLINE WEBSITES CONTINUES TO DOMINATE

- 50% booked flights on an airline website
- A combined 36% used travel agencies (online and offline)
- Compared with 2012, threefold increase in travelers booking on mobile applications

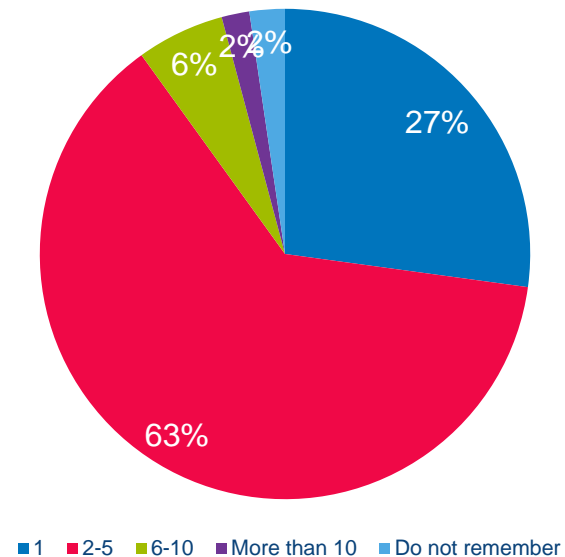
Breakdown of channels used to book flights



# COMPARING IS COMMONPLACE; 71% VISIT MORE THAN 1 WEBSITE PRIOR TO PURCHASE

- 63% of travelers compared multiple travel websites before purchasing
- One in four travelers (27%) purchased directly from website visited
- European travelers most likely to compare (77% used more than 1 website); while North American travelers least likely to compare (33% used 1 website)

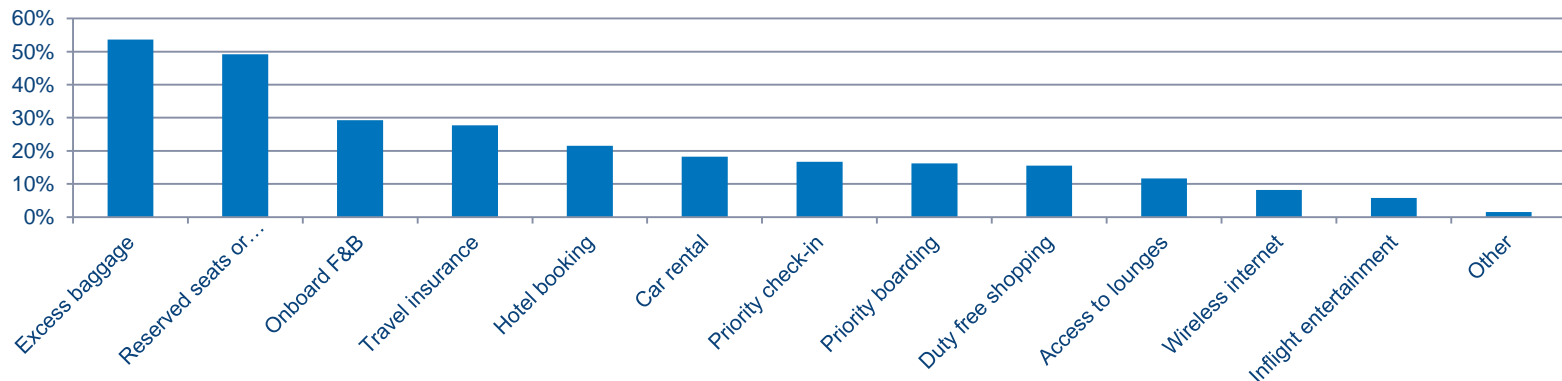
Number of websites compared before booking flights



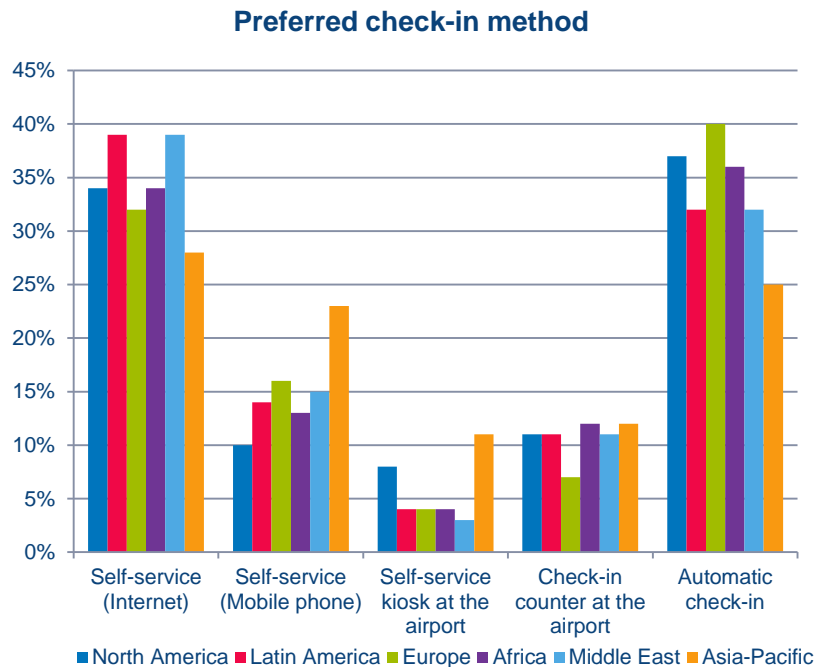
# NORTH AMERICA LEADS IN OFFERING ANCILLARY SERVICES; BAGS & SEATS TOP LIST

- Nearly half (48%) of travelers bought ancillary products in past 12 months; highest percentage in North America (55%) and lowest in Africa (38%)
- Of those purchasing ancillary services, most paid for checking bags and/or excess baggage (54%), followed by reserved seats and/or upgrades (49%)

Types of additional services travelers bought in the past 12 months



# INTERNET & AUTOMATED CHECK-IN PREFERRED OVER OTHER FORMS OF CHECK-IN

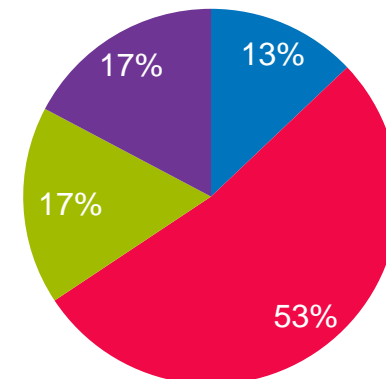


- Travelers accustomed to self-service
- 1 in 34% of travelers prefer automatic check-in i.e. would like to receive their boarding pass from airline by text message or e-mail
- Kiosks and check-in counters at airports are least preferred

# PERMANENT LUGGAGE TAGS AND REAL-TIME LUGGAGE TRACKING PREFERRED

- More than half (53%) of travelers prefer to use a permanent luggage tag that can be reused every time they travel
- Majority (80%) of travelers would be interested in tracking their luggage throughout their journey

Preferred option for preparing bags before flight



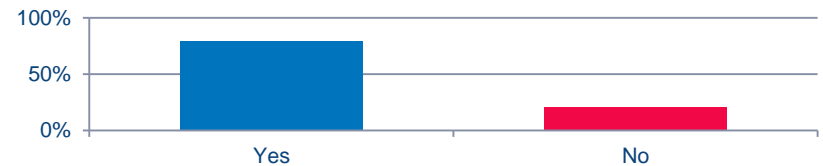
- Print a luggage tag at home/office
- Use a permanent luggage tag
- Print and attach a luggage tag at an airport kiosk or counter
- Ask airline agent to tag my luggage



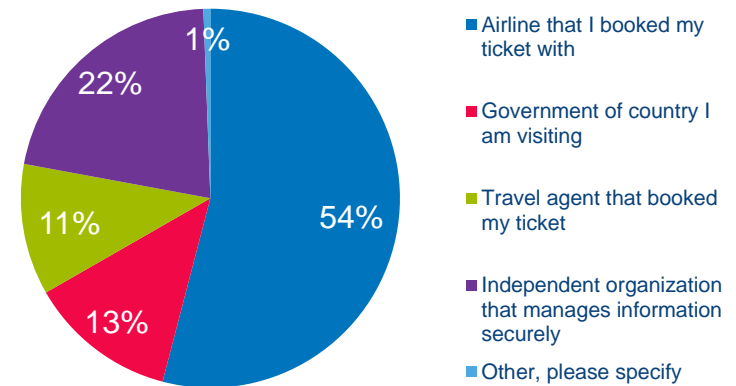
# TRAVELERS DO NOT MIND PROVIDING ADDITIONAL INFO TO SPEED UP PROCESSES

- Majority (79%) of travelers interested in providing additional information (e.g. passport details, destination address, reason of travel) to speed up process of checks
- 54% prefer to provide this information to airline with which they have booked their tickets

Provision of additional personal information at booking or check-in to speed up checks

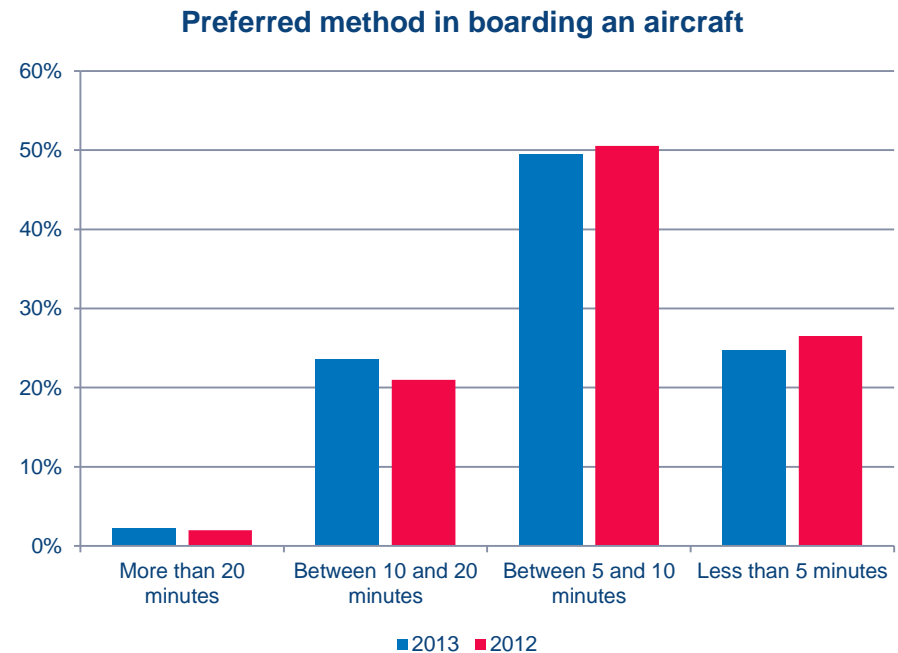


Entity that travelers prefer to provide personal information



# TRAVELERS ARE GETTING MORE PATIENT; DEDICATED LANES ARE PREFERRED

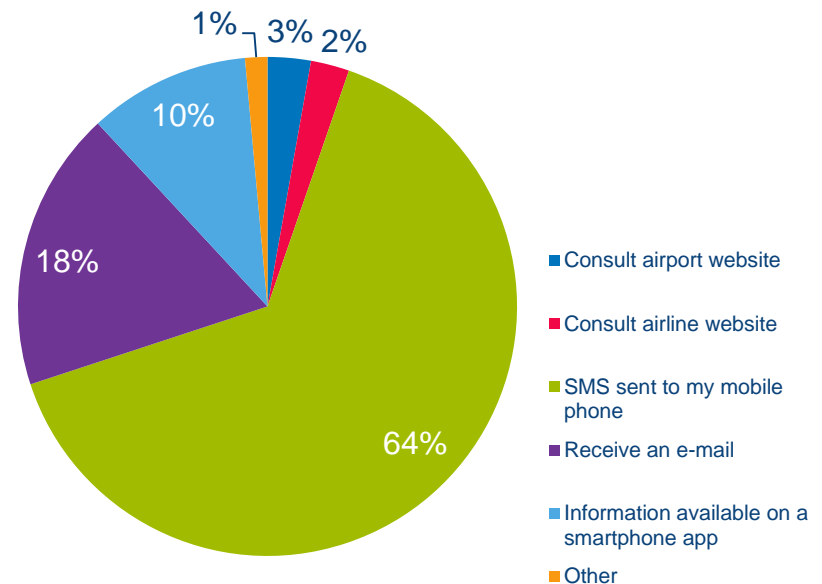
- Half of travelers (49%) consider a queue time of between 5 and 10 minutes acceptable
- In North and Latin America, one-third (30%) consider a queue time of between 10 and 20 minutes acceptable, while in Europe only 16%
- 92% feel that dedicated security lanes for different segments of travelers are a good idea



# PROACTIVE NOTIFICATIONS IN EVENT OF FLIGHT DISRUPTIONS ARE UNANIMOUSLY PREFERRED

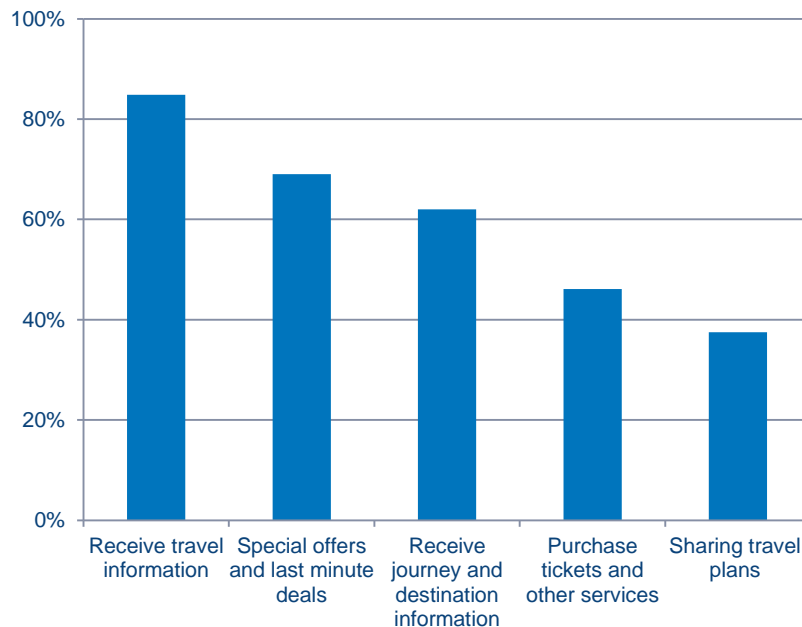
- Two-thirds (64%) of travelers prefer to be sent a text message to their mobile phone in the event of a flight disruption
- Including notification by e-mail, 82% of travelers want to proactively notified

Preference to receive notifications of changes to flights



# HIGH PREFERENCE FOR MORE SOCIAL INTERACTION AND TIMELY TRAVEL INFO

Interest in various social media services provided by airlines

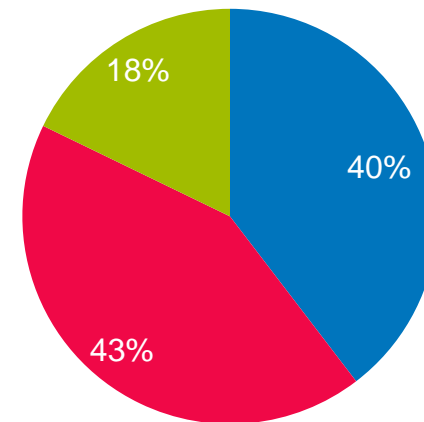


- Given nature of this survey, seven out of ten (69%) use social media daily
- More than half (56%) would use social media to interact with their airline during their journey
- 85% interested in receiving travel information; while only 68% interested in offers and deals

# TRAVELERS WOULD USE WI-FI AT AIRPORTS TO RECEIVE AIRLINE RELATED INFORMATION

- Two out of five (40%) would use Wi-Fi at airports to receive airline related information

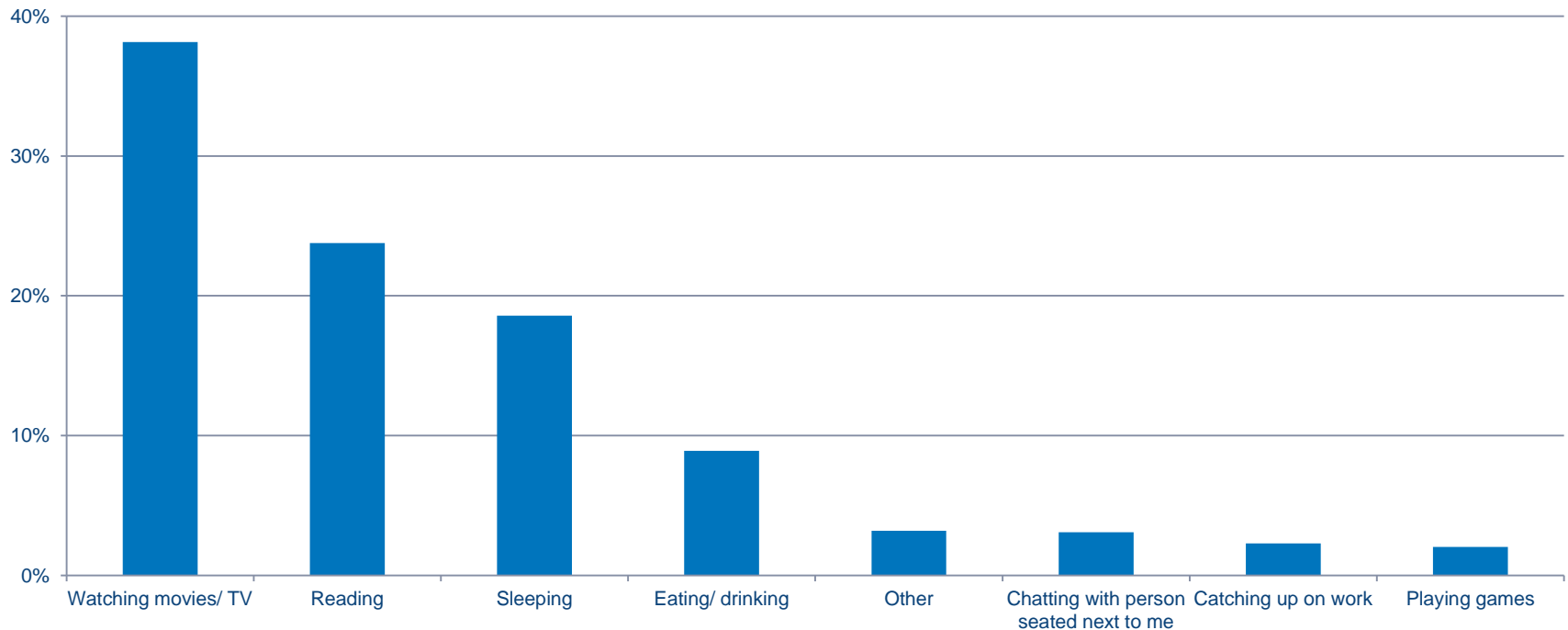
Use of biometrics at the airport for various processes



- Receive airline-related information (e.g. boarding pass, flight alerts)
- Browse the Internet
- Use social media

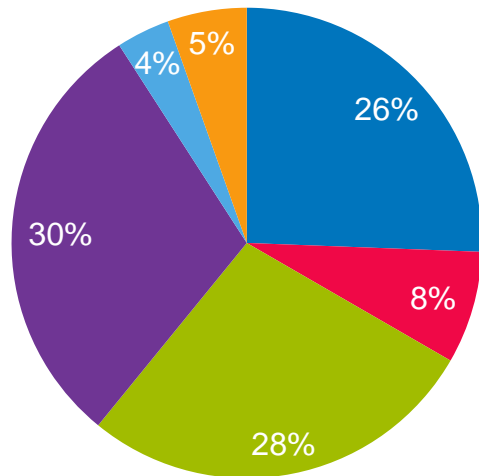
# WATCHING MOVIES AND TELEVISION IS A TRAVELER'S FAVORITE ACTIVITY ON A FLIGHT

Favorite activities on a flight



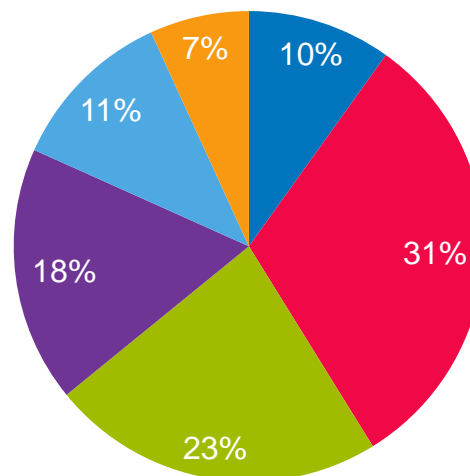
# DIVERSE LOCATIONS AND AGES OF RESPONDENTS PRESENT A TRULY GLOBAL PERSPECTIVE

Regional breakdown of respondents



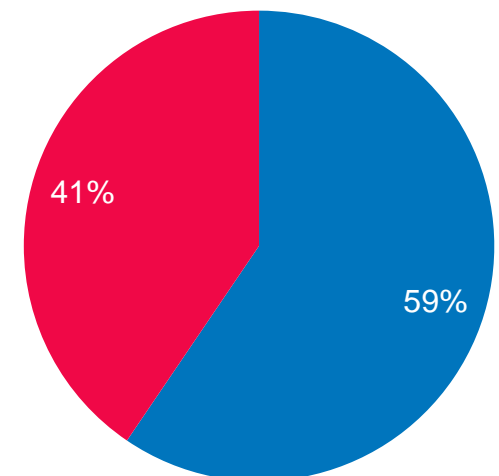
■ North America ■ Latin America  
■ Europe ■ Asia Pacific  
■ Africa ■ Middle East

Age breakdown of respondents



■ 25 and younger ■ 25-34  
■ 35-44 ■ 45-54  
■ 55-64 ■ 65 and older

Gender breakdown of respondents



■ Male ■ Female



# 2013 IATA GLOBAL PASSENGER SURVEY: SUMMARY

- 2013 IATA Global Passenger Survey highlights choice, service and connectivity
- Travelers want more interaction with their airlines for timely and accurate information
- Travelers will provide personal information in advance if it leads to a facilitated and convenience travel experience
- Diverse respondent profile reveals interesting variations by region, age and gender

For more information on the IATA Global Passenger Survey or for specific survey requests, please contact us at [paxsurvey@iata.org](mailto:paxsurvey@iata.org)