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!

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

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

What’s YOUR opinion?
www.iata.org/paxsurvey

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

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

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

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

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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
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)
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%)
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: 13%
- Use a permanent luggage tag: 17%
- Print and attach a luggage tag at an airport kiosk or counter: 17%
- Ask airline agent to tag my luggage: 53%
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
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.

![Preferred method in boarding an aircraft](chart)
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:

- 64% SMS sent to mobile phone
- 10% Receive an e-mail
- 3% Information available on smartphone app
- 2% Consult airport website
- 1% Consult airline website
- 1% Other
HIGH PREFERENCE FOR MORE SOCIAL INTERACTION AND TIMELY TRAVEL INFO

- 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.
WATERING MOVIES AND TELEVISION IS A TRAVELER’S FAVORITE ACTIVITY ON A FLIGHT

Favorite activities on a flight

- Watching movies/ TV: 40%
- Reading: 20%
- Sleeping: 15%
- Eating/ drinking: 10%
- Chatting with person seated next to me: 5%
- Catching up on work: 5%
- Playing games: 5%
- Other: 0%
DIVERSE LOCATIONS AND AGES OF RESPONDENTS PRESENT A TRULY GLOBAL PERSPECTIVE

Regional breakdown of respondents

- North America: 30%
- Latin America: 26%
- Europe: 28%
- Asia Pacific: 8%
- Africa: 5%
- Middle East: 4%

Age breakdown of respondents

- 25 and younger: 18%
- 25-34: 11%
- 35-44: 23%
- 45-54: 10%
- 55-64: 7%
- 65 and older: 4%

Gender breakdown of respondents

- Male: 59%
- Female: 41%
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