2016 Global Passenger Survey
Results Highlights

www.iata.org/paxsurvey
Put yourself in the Passenger’s shoes
I want everything to go smoothly on my day-of-travel.

I’d rather be shopping than queueing at the airport.

I’m willing to give more information in order to speed up checks.

Having Wi-Fi onboard would be so convenient.
Passenger satisfaction level at the different touchpoints
What is one aspect that will improve your travel experience?

Under 24
- Inflight Wi-Fi

25 – 44
- Receive timely e-notifications

45+
- Attentive Cabin Crew
As appetite for tech is **H**igher than ever

Passengers expect an unparalleled **E**xperience

Industry needs to be more **A**gile

And be open to **R**e-think the current state
Knowing what passenger preferences and expectations are help us drive significant transformative change in the end-to-end travel journey.
Shift off-airport

Streamlining passenger process

Data sharing culture

Inflight experience
Is your bag ready to go?

Passengers would like:

- an electronic bag tag (39%)
- an agent to tag their bags (29%)
- to print and attach a bag at the airport (20%)
- to print and attach a bag tag at home (13%)
26% would like to have their bag picked up from home and delivered to the airport.

24% would drop off bags in other locations other than the airport.

Set your bag free.
Can’t do without mobile?

Usage of mobile boarding pass is increasing steadily, currently at **71%**

In the Middle East, **80%** have already used it
The security dilemma: Could I keep them on?

Top 3 elements of security that need improvement

Removal of shoes, belts and jackets (59%)
Removal of laptops and other large electricals (51%)
Variation in screening process at various airports (47%)
Boarding doesn’t have to be a burden

Passenger’s concerns when boarding
Queueing process for business and economy passengers (34%)
Address issues around carry-on luggage (24%)
Boarding gate facilities (use automated gates or none) (23%)
Communication from airlines (18%)
Eliminate duplication

Top 3 areas that improve transfer experience

Ensure that you only have to pass security once (74%)
Ensure that you only have to pass border control once (52%)
Improve airport facilities (35%)
Tell me something I don’t know

Top 3 areas passengers would like to be notified on:

- Flight status and any changes (85%)
- Baggage status and waiting time for delivery (60%)
- Waiting times at security/border control (58%)
Back to basics

53% would like to be notified by SMS

22% would like to be notified via mobile phone app

21% would like to be notified via e-mail
Disruptions don’t have to be dreadful

Top 3 areas of improvements for those who experienced flight disruptions

Information shared with passengers (47%)
Flight re-booking (22%)
Alternative mode of transportation (11%)
Go ahead, make use of my data

85% would be happy to provide additional information to speed up process checks required by governments.
Track your bag from bag-drop to the beach

61% would like to track their bag throughout the journey
Top 3 inflight activities

**Long haul**
- Watching movies (77%)
- Sleeping (69%)
- Eating/Drinking (40%)

**Short haul**
- Reading (53%)
- Watching movies (42%)
- Sleeping (38%)
If Wi-Fi were available onboard, passengers would use them to send and receive e-mails (30%), instant message (23%), browse the internet (22%).
51% of passengers would use their own device when streaming IFE content onboard. A 12 pp increase vs last year.

*Bring your own device
Global Passenger Survey

The IATA Global Passenger Survey is designed to give an independent, in-depth and objective snapshot of the views of air travelers from around the world on what they want, how they behave, why they make choices and on what they spend their money.

The survey covers the preferences of air travelers from the point of travel booking and ticket purchase, or to the start of their journey at a departure airport till the point they collect their bags at their destination.

Discover what air travelers want today

- What issues currently affect air travelers?
- What attitudes influence self-service facilities?
- What preferences matter at various touch points during the travel journey?
- How do preferences of air travelers evolve with time?

Survey Highlights

- 2015 Survey Highlights (pdf)
- 2014 Survey Highlights (pdf)
- 2013 Survey Highlights (pdf)
- 2013 Survey - Table of Contents (pdf)
- 2012 Survey Highlights (pdf)
- 2012 Survey - Table of Contents (pdf)

Survey methodology

The 2016 survey gathered information from around 1,300 air travelers of every age, class and gender from over 160 countries, who had traveled in the last 12 months.

Survey supported by:

www.iata.org/gps

Products:

- GPS 2016 – PDF Report
- GPS 2016 – PDF Report and Excel files (providing more extensive analysis and additional data visualization tools)
- Airs@t – PPT Report, Raw Data & access to Online Reporting Tool (providing additional capabilities for data analysis)

www.iata.org/airsat