2017 GLOBAL PASSENGER SURVEY

HIGHLIGHTS
Put yourself in passenger’s shoes
My time is...
“my Precious”

I am ready to go digital

I want to know what is happening with my flight

I am in full control when new technologies are available

When in-flight, I want to be entertained
Respondent Profile

65% 35%

65+ years
55-64 years
45-54 years
35-44 years
25-34 years
18-24 years

N=10,675
SATISFACTION WITH LAST AIR TRAVEL EXPERIENCE

<table>
<thead>
<tr>
<th>Region</th>
<th>Share of satisfied passengers</th>
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<tbody>
<tr>
<td>Latin America</td>
<td>59%</td>
</tr>
<tr>
<td>North Asia</td>
<td>56%</td>
</tr>
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<td>North America</td>
<td>56%</td>
</tr>
<tr>
<td>Europe</td>
<td>52%</td>
</tr>
<tr>
<td>Middle East</td>
<td>47%</td>
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<tr>
<td>Asia Pacific</td>
<td>47%</td>
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<tr>
<td>Africa</td>
<td>40%</td>
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</tbody>
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SATISFACTION DRIVERS

MAJOR POINTS OF ATTENTION
- Bag collection
- Self-service bag drop
- Border control/immigration
- In-flight entertainment
- Security
- Home printed bag tag

SECONDARY POINTS OF ATTENTION
- On-board service
- Boarding
- Self-service kiosk check-in
- Traditional check-in
- Online check-in
- Online booking

IMPACT ON OVERALL SATISFACTION

AVERAGE SATISFACTION SCORES
PASSENGER SATISFACTION THROUGHOUT THE CUSTOMER JOURNEY

% of respondents

-100% -80% -60% -40% -20% 0% 20% 40% 60% 80% 100%


66% of FFP Members were satisfied from priority boarding*
PASSENGER IN CONTROL

DIGITALIZATION

VALUE OF TIME

WELL-INFORMED

PASSENGER IN-FLIGHT EXPERIENCE
Electronic boarding becomes a standard

74% of passengers used an electronic boarding pass on a smartphone in past 12 months.
No paper...  
No phone...  
All you need is you!

64% chose biometric identification as their preferred travelling token
I can do it all by myself

49% of passengers prefer self-bag drop
(46% in 2016)
Preferred ways to board the aircraft:
72% passengers prefer self-boarding
33% would replace boarding token with biometric recognition

I can board by myself, thank you
The maximum acceptable bag-drop time is 3 minutes (78%)
The maximum acceptable queuing time at immigration is 10 minutes (74%)
I don’t want to lose my time
Top 3 areas which would improve a boarding experience:

- An efficient queuing process (67%)
- Availability of automated boarding gates (38%)
- Addressing issues around excess carry-on luggage (37%)
There is much more than just an SMS

Preferred options for receiving notifications:

- SMS (42%)
- E-mail (26%)
- Smartphone app (28%)

vs 2016

WELL-INFORMED PASSENGER
Don’t worry, be happy

Top 3 services to improve travel disruption experience:
- Real-time information shared with passengers (63%)
- Flight re-booking (53%)
- Hotel accommodation (42%)
Almost as many passengers want to watch digital content on their own devices (42%) as on seatback devices (45%)
Don’t cut me off from the world when flying

Top 3 on-board Wi-Fi usage preferences:
Browse the internet (73%)
Send / receive emails (62%)
Instant messaging (62%)
2017 GLOBAL PASSENGER SURVEY REPORT

GPS 2017 Report

GPS 2017 Combo (Report and Data Viewer)

Passenger Satisfaction Benchmark

5 Routes

+30 Airlines

+35 Airports

+70 Travel attributes from entire passenger experience: pre-travel, in-flight, post-flight

Contact us on survey@iata.org and see how Airs@t can fit into your airline’s strategy.