Being notified about our flight or bag status is important - with a human touch when disruption happens.

Let us travel simple and efficient, conscious and paperless.

Fast, intuitive and self-serviced airports experience is what we want.

We want to make the most out of the in-flight experience.
22% North America
7% Latin America
27% Europe
5% Middle East
21% Asia Pacific
15% North Asia

18 - 24 years: 6%
25 - 34 years: 22%
35 - 44 years: 24%
45 - 54 years: 23%
55 - 64 years: 16%
65 + years: 8%

63% Male
37% Female

10,408 RESPONDENTS
APRIL - JULY 2018

2018 Global Passenger Survey Highlights. © Copyright International Air Transport Association. All rights reserved.
SEAMLESS JOURNEY

WORLD OF INTERACTIVE DATA

TRANSFORMING AIRPORT

AIRCRAFT EXPERIENCE

© Copyright International Air Transport Association. All rights reserved.
<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>53%</td>
</tr>
<tr>
<td>Insurance</td>
<td>40%</td>
</tr>
<tr>
<td>Transportation from the airport to final destination</td>
<td>32%</td>
</tr>
<tr>
<td>Car rental</td>
<td>32%</td>
</tr>
</tbody>
</table>

2018 Global Passenger Survey Highlights. © Copyright International Air Transport Association. All rights reserved.
65% of passengers are willing to share additional personal information (e.g. address of destination, travel purpose, picture) to speed up their processing at the airport vs 70% in 2017
45% of air travelers choose biometric identification as a replacement of their passport.
Preferred options for bag handling services:

- Track your bag throughout your journey: 56%
- Have your bag picked up from home and delivered to the airport: 15%
- Drop off your bag at a location other than the airport: 13%

2018 Global Passenger Survey Highlights. © Copyright International Air Transport Association. All rights reserved.
PREPARING MY BAG FOR CHECK-IN

18-64 y. o.
With the use of an electronic bag tag

+65 y. o.
With support of an airline agent

I don’t want:
- Security screening: 57%
- Pick up and re-claim my bag: 56%
- Immigration: 53%

I want:
- Notifications about my baggage: 49%
- Efficient transfer (train, high-speed walkways): 42%
- Notifications related to the connection: 42%
### WORLD OF INTERACTIVE DATA

**WHAT’S GOING ON WITH MY JOURNEY?**

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flight status</td>
<td>82%</td>
</tr>
<tr>
<td>Baggage information and wait time for delivery</td>
<td>49%</td>
</tr>
<tr>
<td>Wait time at security/border control</td>
<td>46%</td>
</tr>
<tr>
<td>Regulations and requirements</td>
<td>45%</td>
</tr>
<tr>
<td>Information regarding time/distance to gate</td>
<td>43%</td>
</tr>
<tr>
<td>Wait time at arrival customs</td>
<td>39%</td>
</tr>
<tr>
<td>Enhanced airport services</td>
<td>38%</td>
</tr>
<tr>
<td>Destination related information</td>
<td>25%</td>
</tr>
<tr>
<td>Airline products and services to purchase during the trip</td>
<td>19%</td>
</tr>
</tbody>
</table>

2018 Global Passenger Survey Highlights. © Copyright International Air Transport Association. All rights reserved.
APP ON THE RISE

Preferred options for receiving notifications:

- Email
- Smartphone app
- SMS

<table>
<thead>
<tr>
<th>Year</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
<th>50%</th>
<th>60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>60%</td>
<td>50%</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>2017</td>
<td>50%</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
<td>0%</td>
</tr>
<tr>
<td>2018</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

2018 Global Passenger Survey Highlights. © Copyright International Air Transport Association. All rights reserved.
## Services that could best improve travel disruption experience:

- **Real-time, accurate travel notifications**: 54%
- **Automatic flight re-booking and providing new boarding passes**: 46%
- **Face-to-face interaction with an airline agent who will arrange further travel details for you**: 39%
- **Receiving hotel accommodation**: 38%
- **Receiving meal vouchers**: 26%
- **Receiving airport services and restaurant/retail/service concession options (e.g. massage, pedicure, shops, lounges)**: 22%
- **Baggage tracking information**: 17%
- **Receiving transportation service from the airport**: 15%
Availability of overhead space for carry-on bags would definitely improve the boarding experience (42%)
I DON’T WANT TO USE MY PHONE

Large share of air passengers would rather watch digital content on a seatback device (54%) than on their own device (36%)

Seatback device mounted on-board

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seats</td>
<td>50%</td>
<td>39%</td>
<td>45%</td>
<td>54%</td>
</tr>
</tbody>
</table>

My own device

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seats</td>
<td>39%</td>
<td>51%</td>
<td>42%</td>
<td>36%</td>
</tr>
</tbody>
</table>
Emerging trends for on-board Wi-Fi usage preferences:

- Searching connecting flight related information (e.g. gate number) 39%
- Planning your onward journey (e.g. accommodation, transportation) 37%
- Filling in customs e-declarations or other e-forms 33%
Online check-in via smartphone is the most preferred way to check in (47%)
Self-service bag drop options are embraced by 68% of air travelers

16% would love a robot or a drone to get their bag
TRANSFORMING AIRPORT

PERSONAL DELIVERY SERVICE?

51% would prefer to have their bag delivered directly to their final destination as long as they are able to track it.
MILLENNIALS

Electronic boarding pass

Biometric identification replacing my passport

On-line check-in using my smart phone/device

When boarding - scan the boarding token myself

Notifications through an app

Less than 30 seconds to drop off my baggage at departure

Less than 5 minutes to wait for my baggage at arrival

2018 Global Passenger Survey Highlights. © Copyright International Air Transport Association. All rights reserved.
FEMALE

Booking hotel together with the purchase of the flight ticket

Less willing to share personal information

Prefer paper passport than biometric identification

Availability of overhead space for carry-on baggage is important

Excess carry-on baggage is my concern

Can wait more than 10 minutes for baggage delivery at arrival

2018 Global Passenger Survey Highlights. © Copyright International Air Transport Association. All rights reserved.
Availability of overhead space for carry-on bag is important

Seatback device for IFE

Notifications through an SMS

Face-to-face interaction with an agent when travel disrupted

Passing through immigration or security at the transfer airport is a burden

Hand the boarding token to an agent when boarding

Have an agent drop off my bag
North America: Receiving notifications about wait time at immigration and security

Latin America: Courtesy of screening personnel needs improvement

Europe: Not having to queue on jet bridge will improve my boarding experience

Middle East: Maximum 5 minutes to spend at immigration and border controls

Africa: Possibility to track my bag could improve my travel disruption experience

North Asia: Online check-in using my smart phone/device

Asia Pacific: Drop off my bag at a location other than the airport
2018 GLOBAL PASSENGER SURVEY REPORT

GPS 2018 Report

GPS 2018 Combo (Report and Data Viewer)

www.iata.org/gps

www.iata.org/airsat