In numbers
IATA GLOBAL PASSENGER SURVEY 2019

Breakdown of respondents by region:

North America 24%  
Latin America 8%  
Europe 28%  
Africa 3%  
Middle East 3%  
Asia Pacific 21%  
North Asia 13%

99.98%

RFID has a 99.98% read-rate accuracy

10,877

Statistics breakdown: IATA GPS
IATA’s Global Passenger Survey included 10,877 respondents aged between 18 and 65-plus from 166 countries, with 60% male, 38% female and 2% undisclosed.

In 2018, most flights were booked directly on airline websites. Moreover, company travel departments, airline apps on mobile phones or tablets, online travel agent websites and price comparison websites are used for booking flights by 44% of passengers. The use of physical travel agents continues to dwindle.

Pricing method

<table>
<thead>
<tr>
<th>Booking method</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airlines websites</td>
<td>39%</td>
</tr>
<tr>
<td>Company travel department</td>
<td>14%</td>
</tr>
<tr>
<td>Airline apps via mobile device</td>
<td>11%</td>
</tr>
<tr>
<td>Online travel agent websites (Expedia, MakeMyTrip)</td>
<td>10%</td>
</tr>
<tr>
<td>Price comparison websites (Oliver, Kayak)</td>
<td>9%</td>
</tr>
<tr>
<td>Calling travel agents</td>
<td>7%</td>
</tr>
<tr>
<td>Physical travel agent</td>
<td>4%</td>
</tr>
<tr>
<td>Airline ticket office</td>
<td>2%</td>
</tr>
<tr>
<td>Do not know</td>
<td>1%</td>
</tr>
<tr>
<td>Social media</td>
<td>1%</td>
</tr>
</tbody>
</table>

53% of travelers finding wi-fi important

The relevance of wi-fi on board is quite high with more than half of travelers finding it important to them.

40% of respondents prefer to manually enter card details into an Internet payment page.

Over half of passengers (53%) would check in their bag if tracking was available throughout the journey, while 46% would like baggage directly delivered to an off-airport location.

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Willingness to share additional personal details remained at a similar level to last year with around two-thirds (70%) of travelers willing to share personal information to speed up the airport process.

Ticket price, flight schedule and airline reputation are the three most important factors of airline choice. On-board comfort is also a significant factor for around a quarter of travelers.

“Passengers are looking to technology to improve their travel experience. The NEXTT initiative aims to deliver a seamless experience for passengers.”

Nick Careen, IATA Senior Vice President, Airport Passenger Cargo & Security

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Price of the ticket

Respondents 62%

Flight schedule

Respondents 43%

Airline reputation

Respondents 38%

On-board comfort

Respondents 23%