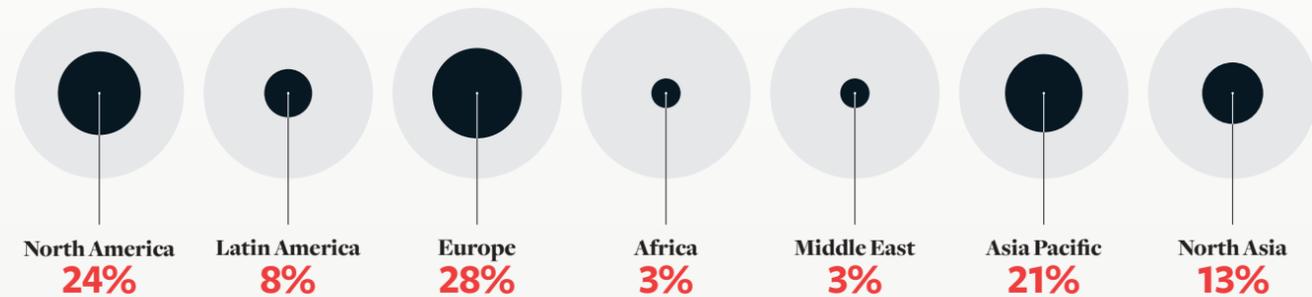




In numbers

IATA GLOBAL PASSENGER SURVEY 2019

Breakdown of respondents by region:



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**

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

Booking method	%
Airline websites	39%
Company travel department	14%
Airline apps via mobile device	11%
Online travel agent website (Expedia, Makemytrip etc)	10%
Price comparison website (Skyscanner, Kayak etc)	9%
Calling a travel agent	7%
In person at a travel agency	6%
Airline ticket office	2%
Do not know	2%
Airline call center	1%
Social media	1%

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.

It **increases** with the **number of flights taken in the past 12 months** for both leisure and business purpose flights—the more passengers fly, the more they are willing to share their information.



RFID has a 99.98% read-rate accuracy

Improving **baggage information reliability** is important to the industry, and the use of **Radio Frequency Identification for baggage tracking** was resolved unanimously at **IATA's 75th AGM** in 2019.

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**

"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

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.

