



For Immediate
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News

Airline Passengers Call for More Self-Service

GENEVA - The International Air Transport Association (IATA) released its annual Corporate Air Travel Survey of over 10,000 active travellers, which shows that not only are passengers accepting high-tech travel options, but also they are demanding even more opportunities to take control of their travel experience.

Detailed results showed that:

- 89% of responding travellers preferred e-tickets to paper tickets
- 56% had experienced internet check-in and
- 69% had used self-service kiosks

When asked if they wanted more self-service options, 54% said yes with positive results from all regions:

- 64% in Africa and the Middle East
- 57% in the Americas
- 53% in Europe and
- 51% in Asia Pacific

"The consumer has spoken and the message is clear. Self-service is part of full-service expectations. And airlines are responding with technology that gives travellers greater convenience and more options to control their travel experience," said Giovanni Bisignani, Director General and CEO of IATA.

Respondents ranked the self-service features they plan to use most often in future:

1. Online booking (75%)
2. Online reservation changes (69%)
3. Online check-in (61%)
4. E-mail notification service (60%)
5. Printing boarding passes at home (58%)
6. Common use self service check-in (53%)
7. Re-routing of missed or cancelled flights (41%)
8. Remote baggage drop off service (33%)
9. Post arrival assistance (28%).



Respondents also called for additional self-service options online and at the departure gate:

- **Online:** The list of website services that consumers want was headed by the opportunity to select or change seats (82%). Passengers also want the ability to change reservations (55%), update their frequent flyer information (49%) and purchase or request upgrades (45%) online.
- **At the Departure Gate:** Topping the consumer self-service wish list at the gate is the ability to obtain last minute upgrades (62%), followed by last minute changes to seating (46%) and obtaining transfer information (27%). Adding frequent flyer information (21%) and the ability to check-in additional baggage (19%) rounded out the top five preferences.

“The self-service revolution is underway. It’s a win: win situation. Consumers demand the empowerment of new technology and the efficiencies it creates are critical for an industry that needs to reduce costs,” said Bisignani.

IATA’s Simplifying the Business programme, started in 2004, is the platform for global standards in technology and process that are improving the travel experience. Global penetration of electronic ticketing, now at 88%, will be 100% by 31 May 2008. Over 90 airlines are using bar coded boarding passes; common-use self-service kiosks are operating at 80 airports; and RFID baggage management is live at four airports.

“Simplifying the Business is only just the beginning. We are now looking to integrate technologies into a seamless process that meets traveller expectations for even greater convenience through self-service,” said Bisignani.

IATA will release information on the next stage of Simplifying the Business on 12th December.

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Editors Notes:

- IATA has some 240 members comprising 94% of scheduled international traffic.
- Simplifying the Business projects include 100% electronic ticketing by the end of May 2008, the use of bar coded boarding passes, common use self service check-in, RFID for baggage management and IATA e-freight. Together they will save the industry US\$6.5 billion per year.
- IATA’s Corporate Air Travel Survey 2008 examines the needs, attitudes and general preferences of business travellers, providing vital information on trends and future expectations. The survey was conducted online and completed by 10,281 active air travellers.



Corporate Air Travel Survey (CATS) 2008

BACKGROUND

IATA has been researching business traveller's opinions about air travel since 1989, tracking trends in attitudes and presenting the findings in the form of an annual Corporate Air Travel Survey (CATS) report. This global survey is one of the most quoted sources of business travel information worldwide.

SURVEY OBJECTIVES

By only targeting travellers who made at least one business trip in the 12 months preceding the survey, the principal objectives are the following:

- Collecting key information on business travellers' behaviour, preferences and concerns
- Identifying key issues in business travel: decision making and satisfaction levels
- Analysing the impacts of the region of residence and background of travellers
- Building trend data on these issues

SURVEY METHODOLOGY

IATA Business Insight in Geneva, Switzerland has created and carried out the Corporate Air Travel Survey. This survey was conducted online using dedicated software for fully automated data collection and management of respondent status between end of September – beginning October 2007.

An Internet panel of active air travellers maintained by IATA was used, with all panel members having been recruited globally on a day they actually flew. The on-line questionnaire was sent to our panel members. At the end of the data collection process, 10,281 active air travellers had fully completed the questionnaire (9.07 % response rate). The questionnaire used for this survey is available on request.



REPORT STRUCTURE AND TOPICS COVERED

CATS report has been purposely designed to make the consultation of individual chapters easier, meaning that the different sections do not have to be read in a sequential order. The following list provides a snapshot of the topics that are covered in this report:

- **Background of travellers:** gender, age, industry, company size, and professional position
- **Travel patterns:** trip frequency, usual class of travel (short vs. long haul), expected evolution of trip frequency and budget, ticket type and use of flexibility, influence of company travel policy
- **Concerns when travelling for business:** short vs. long haul flights
- **Factors involved in the choice of airline:** reasons of choice and recent in-flight bad experience
- **Favourite airline:** for long- and short-haul trips, reasons of preference
- **Airline alliances:** awareness and preferences
- **Frequent Flyer Programmes:** Preferred benefits, level of satisfaction
- **Airline lounges:** preferred business and entertainment facilities
- **In-flight experience:** preferred business and entertainment facilities
- **In-flight seating and stowing:** seat features, seating position and hand luggage stowing, preferred aircraft features
- **Internet booking:** share taken over the conventional booking channels, ease of Internet booking, use of on-line travel portals, mobile phone/pda/blackberry services
- **E-ticketing and automated check-in/ boarding/ self-service:** market penetration, frequency of use, satisfaction and concerns, main benefits/ drawbacks
- **Low cost airlines:** share of business travel market by region, benefits and drawbacks, reasons for not travelling on low cost airlines, perceived fare levels
- **Environment:** passenger concerns over the environmental impact of air travel
- **Duty free retail:** In-flight and airport retail shops, usual items purchased, average spending

Through the whole report cross analyses are made to identify possible correlations between traveller's background and the other topics above. Trend analyses are carried out when sufficient relevant past data from previous CATS editions are available.

For more information: www.iata.org/cats

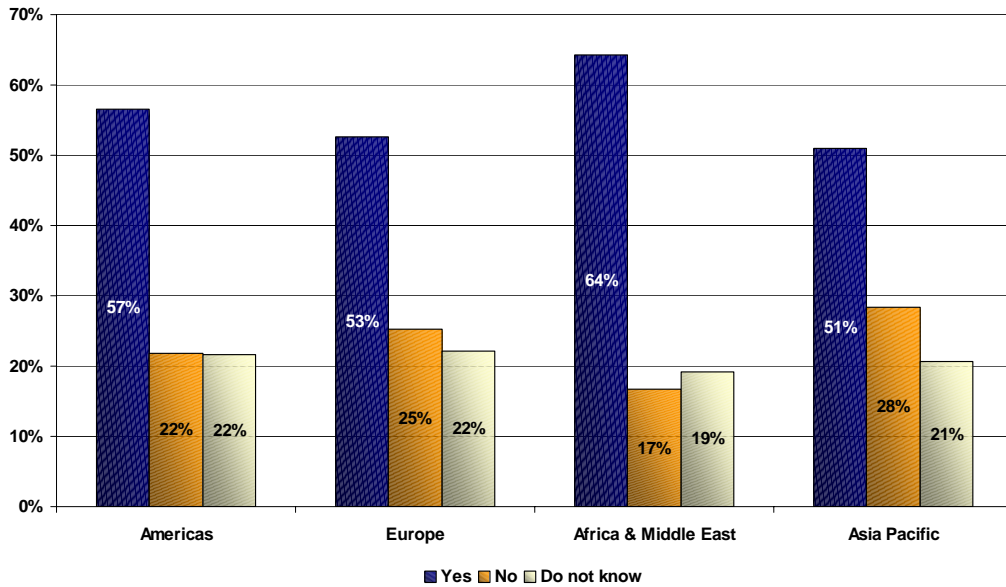
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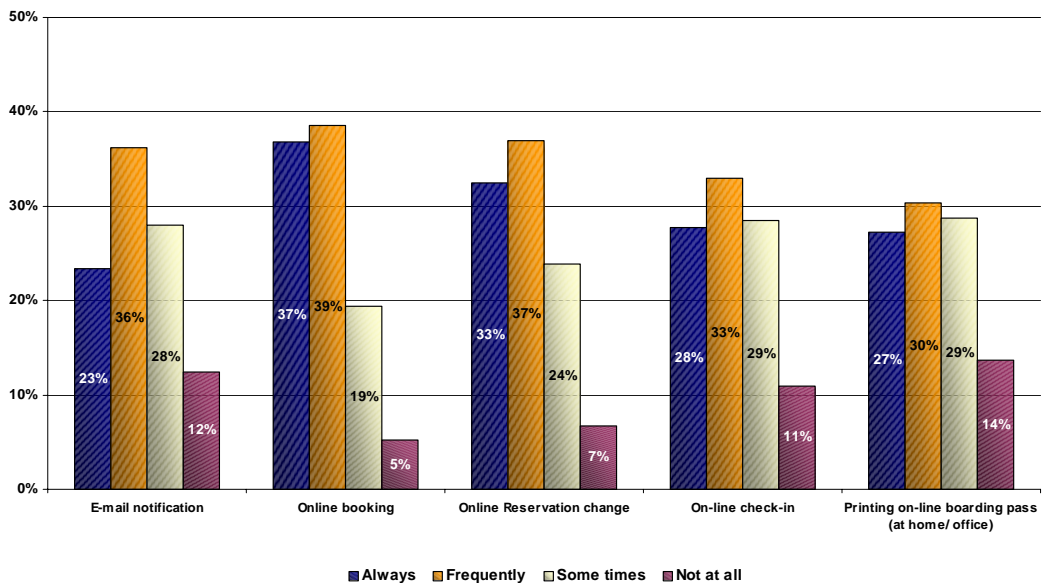


Some Detailed Charts from the 208 edition

Would you favour airlines to provide the passenger with more self-service options? (All Pax)

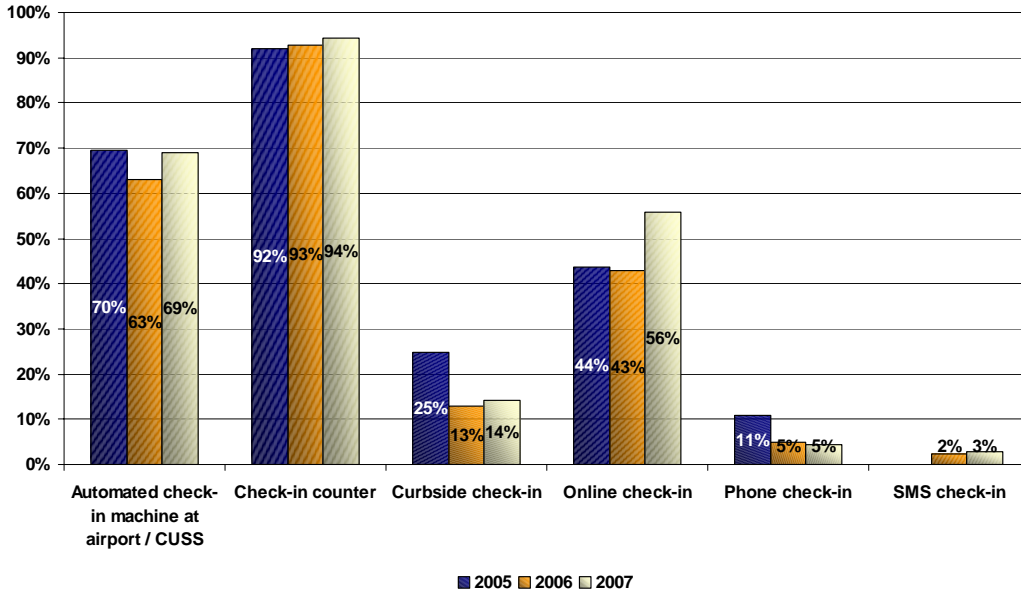


How often (if at all) would you like to use each of these self-service facilities in FUTURE? (All Pax)

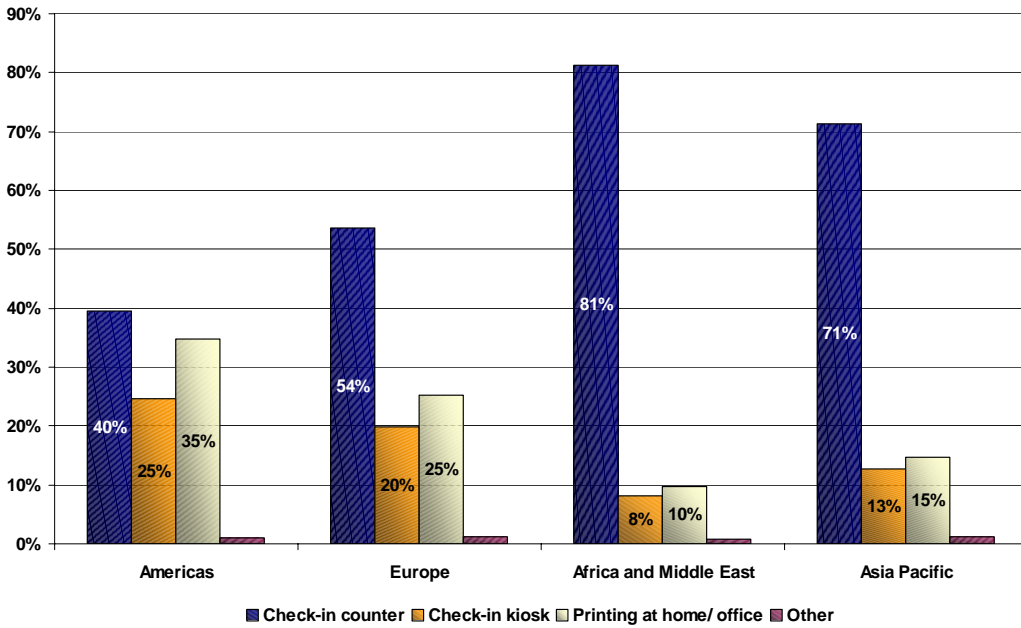




Over the last 12 months, have you used the following check-in/ boarding options? (All Pax)

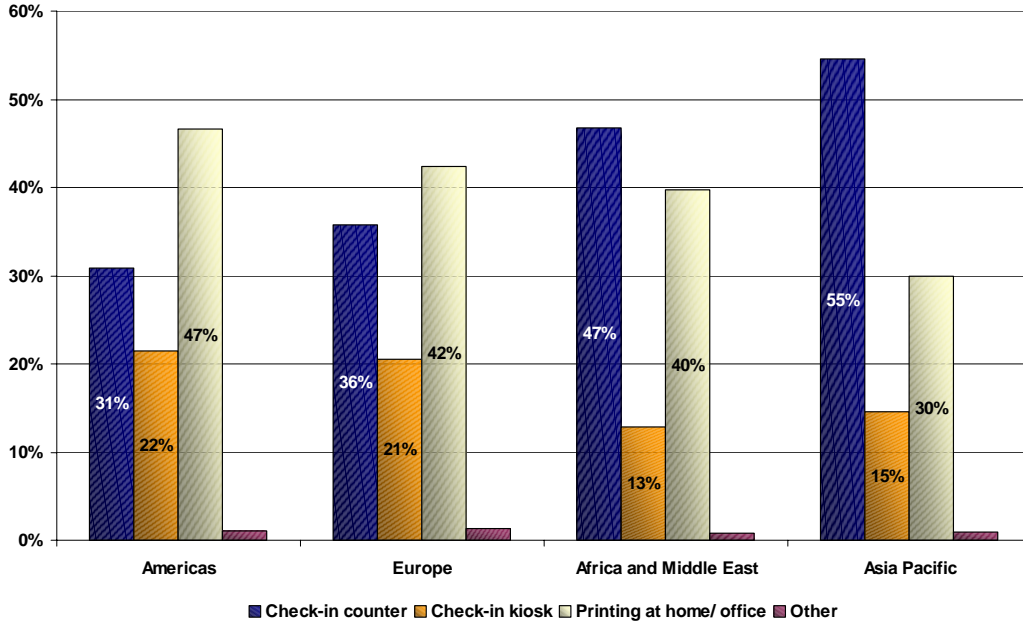


How do you usually receive your boarding pass? (All Pax)

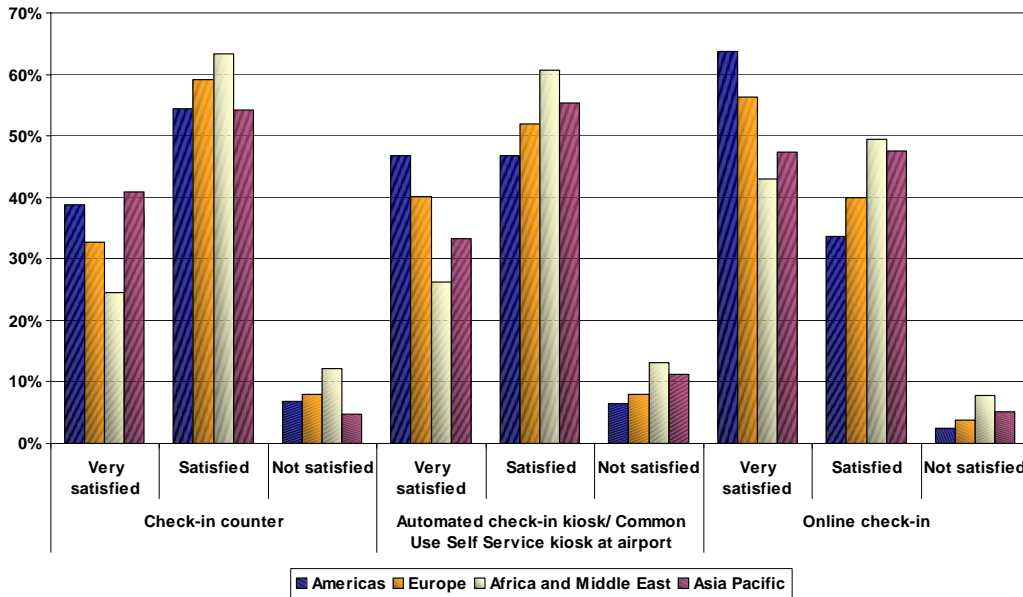




How do you prefer to receive your boarding pass? (All Pax)

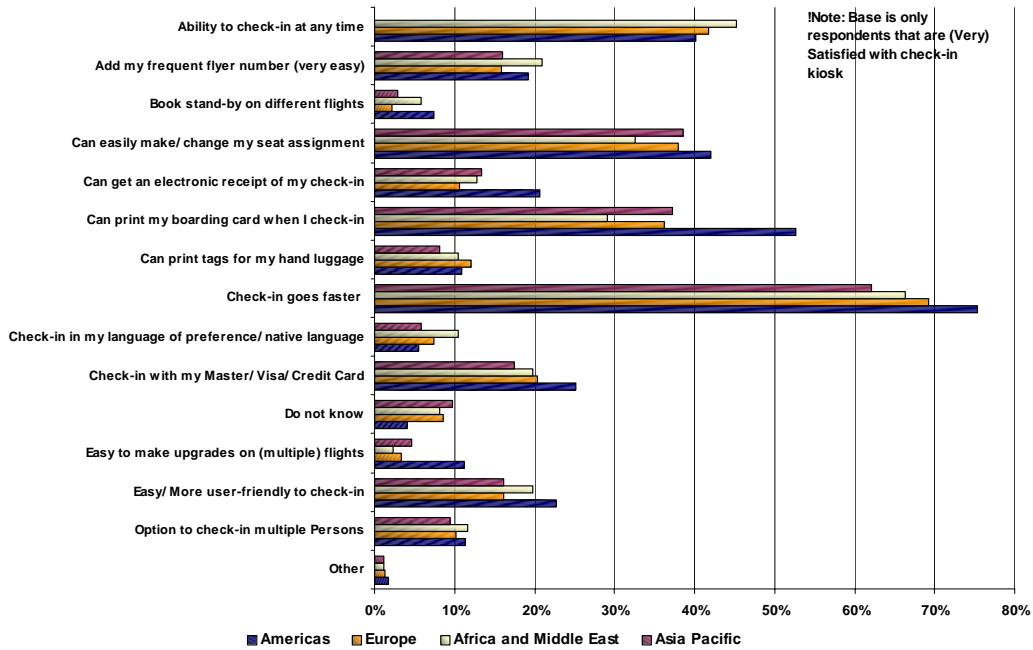


How satisfied were you with the following services in the past 12 months? (All Pax)





What do you think are the main benefits of a check-in kiosk? (All Pax)



When checking-in for your flight using a kiosk, given same functionalities and time for processing, would you care if a kiosk you used was only for your airline or was shared between many? (All Pax)

