

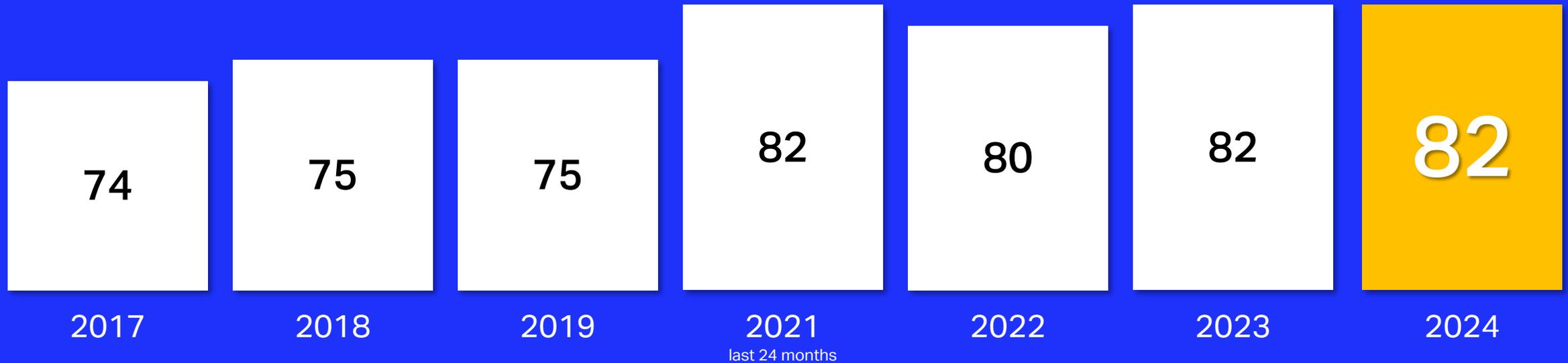
The background of the slide features a blue-tinted photograph of an airport terminal. In the foreground, the silhouettes of several people are visible, some standing and some walking. In the background, a large window looks out onto an airfield where a commercial airplane is parked. The overall scene is dimly lit, with the primary light source being the window, creating a high-contrast silhouette effect.

# IATA Global Passenger Survey

## 2024 Highlights

# Satisfaction with flying at high level & stable

% of Satisfied (Very satisfied + Somewhat satisfied)

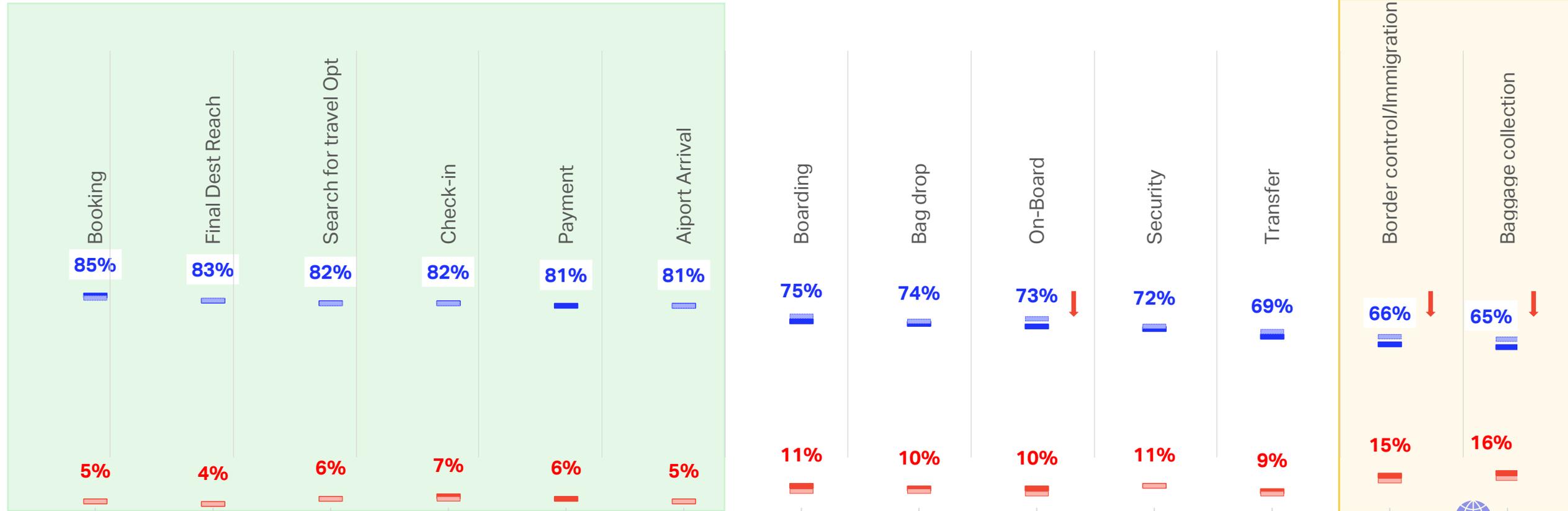


Source: Global Passenger Survey 2024

Base: N (2017)=10'675, N (2018)=10'408, N (2019)=10'877, N (2021)=13'579, N (2022)=10'206, N (2023)=8'790, N(2024)=13'487

# Satisfaction highest with **booking related touchpoints, check-in and arrival. Dissatisfaction with baggage collection & border control**

■ 2024 Satisfied      ■ 2024 Dissatisfied  
   2023 Satisfied         2023 Dissatisfied



Source: Global Passenger Survey 2024  
 Base: N (2023)=8'790, N (2024)= 13'487



# Speed & convenience remain top passenger priorities they want...

**Security**

Less or no queuing

**Border control**

No queuing, online  
visa application before travel

**Baggage**

Fast delivery, tracking  
possibility, baggage travelling ahead

**Boarding**

More efficiency, no bus,  
place for carry on luggage

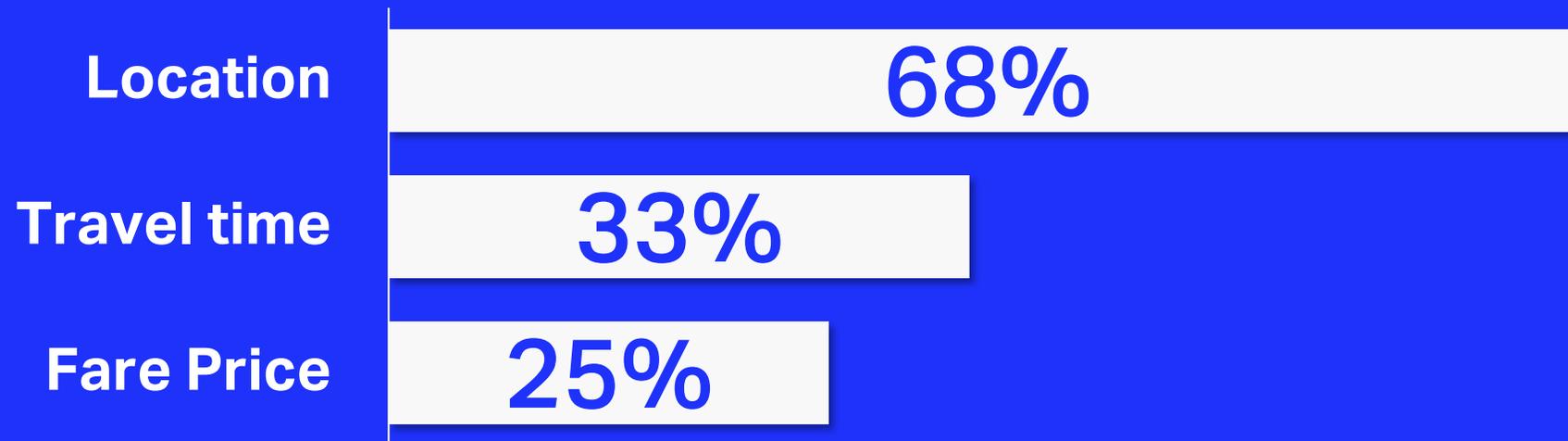
**Transfer**

No additional security / immigration  
checks & bag dropping at transfer airport.

Speed and  
convenience can  
be enhanced by  
completing these  
processes before  
arriving at the  
airport.

# Need for speed & convenience also visible in selection criteria for departure airport

Top 3 reasons for selecting your departure airport:



Source: Global Passenger Survey 2024  
Base: N(2024)=13'487

# Online remains preferred booking method

**72%**

of passengers booked majority of flights online

**16%**

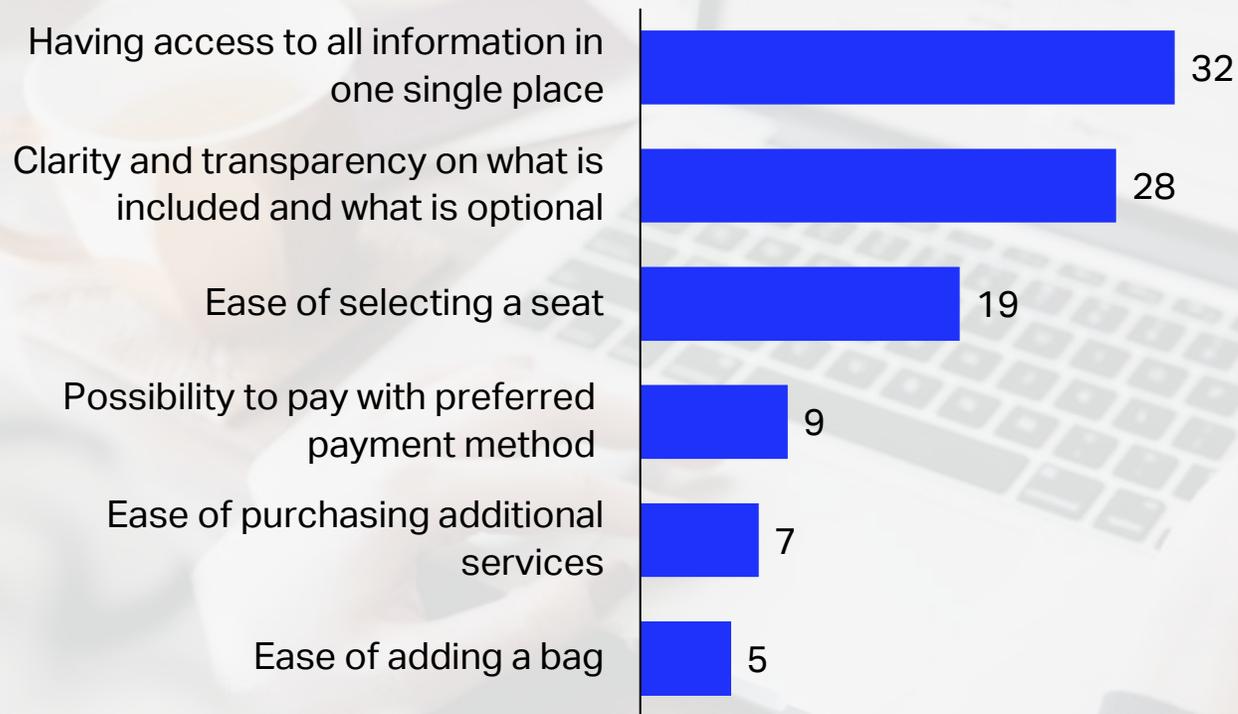
favour a method that includes human interaction.

## Biggest online sources used:

1. Airline websites – 37%
2. Airline apps – 16%
3. Online travel agent website – 9%
4. Price comparison website – 8%

# Passengers demand all info in one place at time of booking

## Pre-travel aspects to be addressed:



Source: IATA Global Passenger Survey 2024. Base: N(2024)=13'487

# Credit cards remain preferred way to pay for air travel because of convenience

**79%**

of travelers state debit/credit cards as a preferred payment option

**70%**

prefer a payment method because ease of use/simplicity

**However...**

Passengers <25 year old prefer digital payments over credit cards

# Payment touchpoint remains critical to support industry growth

**16%**

of passengers dissatisfied with their air ticket payment experience

**19%**

of passengers did not purchase ancillaries because of a payment issue

## Improvement areas:

- Keep the payment process easy & simple
- Offer payment in installments
- Offer payment alternatives

# Strong interest in digital wallets:

**20%**

state a digital wallet as (one of) their preferred payment options

**77%**

interested in using a digital wallet that is loaded with a payment card, digital ID and loyalty cards.

Interest highest in Africa, Asia Pacific and the Middle East.

# Speed is the essence at the Airport

Maximum desired time to get to the gate (without shopping, dining, etc.)



**Less than 30min**

for 72% of the passengers with a carry-on bag only



**Less than 45min**

for 76% of the passengers with a carry-on bag and checked-in bag



**Less than 1h**

for 79% of the passengers with mobility aid or special assistance

# Queuing is key frustration at the airport:

Security

**37%**

call out queuing as the key element of the **security process** that needs improvement

Boarding

**52%**

call out an efficient queuing process at the gate as an area that would improve their boarding experience.

# To save time, travelers are willing to complete processes before airport arrival

**89%**

said they would be interested in a **trusted travel program** to get them through security faster

**86%**

of passengers like to obtain a **visa before traveling**

**45%**

would like to **complete immigration procedures** before arriving at the airport

**36%**

would like to complete **check-in** before arrival at the airport

# 1 in 2 passengers have used Biometrics at the airport

**46%**

of passengers used biometrics at the airport in 2024. This is the same % as in 2023.

**73%**

of passengers want to use biometric data instead of passports and boarding passes

**84%**

are very or somewhat satisfied about their use of biometrics

# Assurance about- and data protection remain the key enablers for biometrics

## Biggest concerns on the use of biometrics

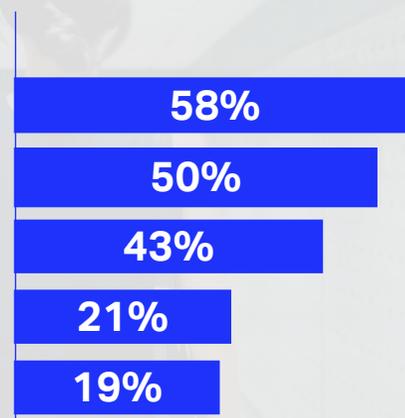
**Data breaches**

**Data being shared with other organizations**

**Lack of information on how my data is used**

**Not knowing how long my data will be stored**

**Not knowing how I can have my data deleted**



Source: IATA Global Passenger Survey 2024. Base: N(2024)=13'487

# 39%

would reconsider the use of biometrics if they were reassured about its privacy

# <25 yr. olds more willing to use technology to improve their travel experience

Use of biometrics if data security

50%

39%

Use of digital wallet on phone for payment, ID, loyalty, etc.

90%

77%

Use of digital wallets for payment

51%

21%

■ <25 yrs. ■ Average

# Regional Preferences



# African passengers...

Are more likely to book their tickets through **travel agents**

Show a stronger interest in **adopting digital solutions and technology** to streamline travel processes.

**Complex visa requirements** are a more significant deterrent for African travelers compared to other regions.

# Middle Eastern passengers...

Are the most likely to **choose an airport for its facilities and services.**

Are more likely to **book** their flights through a **channel where human interaction** is involved than most other regions.

Are more open to **use smartphones to store digital wallets, digital passports, and loyalty cards** for booking, payment, and airport navigation.

# Asia Pacific passengers...

Are the most **price-conscious** when choosing their departure airport.

Are leading in the use **mobile apps, digital wallets and biometrics** for air travel purposes.

**Complex visa requirements** are also a strong deterrent for travelers from Asia Pacific.

# European passengers...

Are more likely to book through an **airline's website** and pay with a **credit or debit card**.

Are **more cautious about using digital solutions and sharing personal information** to enhance their travel experience.

Are least likely to share **biometric data** to speed up processes, and when they do, they are less satisfied than travelers from other regions.

# Latin America and Caribbean passengers...

Place the highest value on **payment flexibility**, preferring to pay in instalments more other regions.

Are more inclined than any other region to **obtain visas from a consulate or embassy**.

Use **biometrics** less than other regions; but show a strong willingness to adopt the technology and report high satisfaction when they use it.

# North American passengers...

Prefer to pay for their flights with **debit or credit cards** and are the most frequent users of **loyalty points** for payment

Actively use **biometric identification** for airport processes and report high **satisfaction** with it.

Nearly all are interested in **providing data in advance for more 'lighter' security** checks at the airport.

# Want to learn more?

Get your copy of

## 2024 Global Passenger Survey

- PDF Report
- PDF + Excel Combo
- Historical Combo Last 4 years

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# Thank You



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