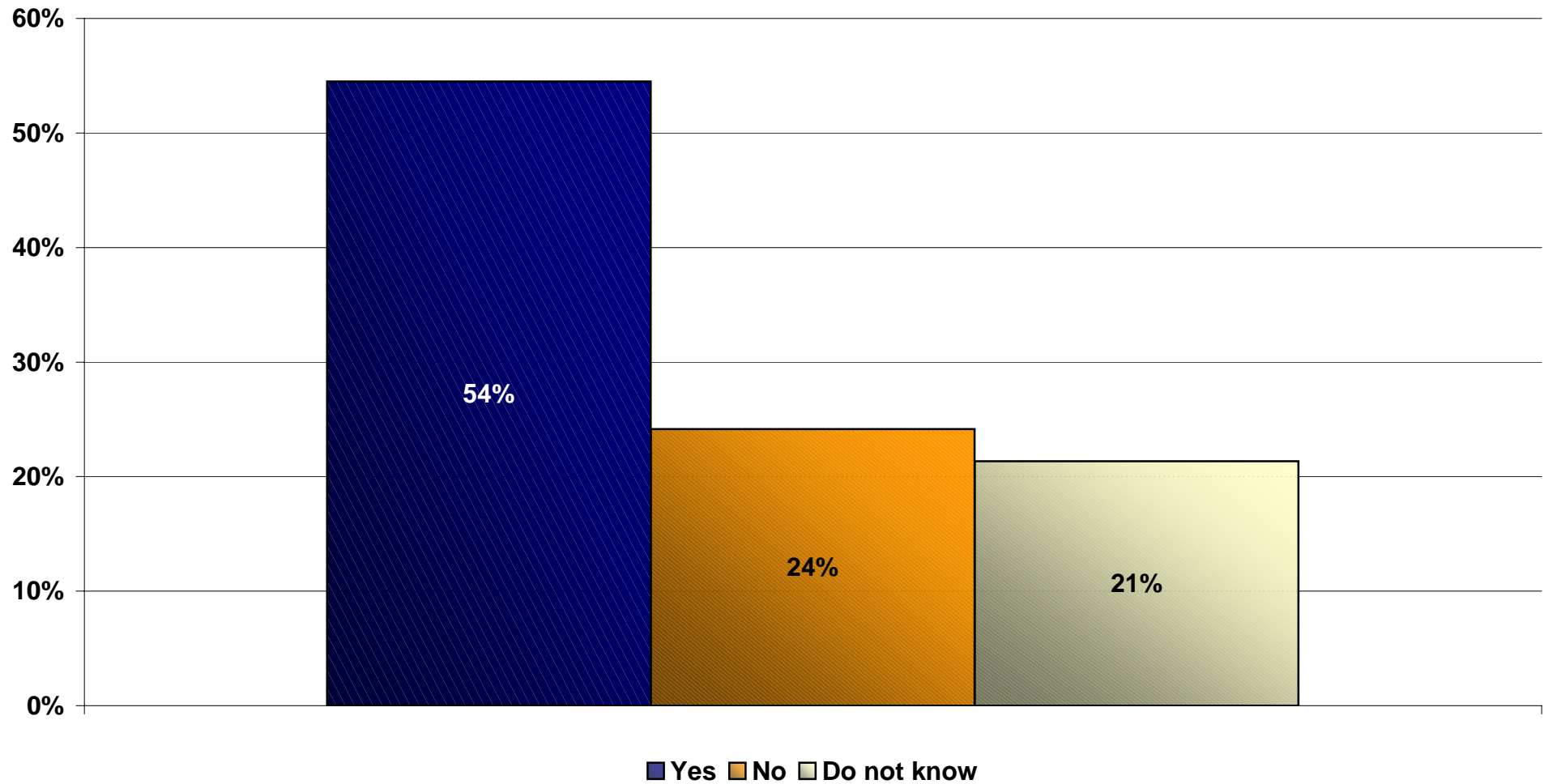# Would you favour airlines to provide the passenger with more self-service options? (All Pax)

| | Yes | No | Do not know |

Yes: 54%
No: 24%
Do not know: 21%

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

Region	Yes	No	Do not know
Americas	57%	22%	22%
Europe	53%	25%	22%
Africa & Middle East	64%	17%	19%
Asia Pacific	51%	28%	21%

■ Yes ■ No ■ Do not know

If available, which of the following self-service options would you like to use in an airport waiting gate area? (All Pax)

Option	Percentage
Last minute upgrades	62%
Last minute seat changes	46%
Obtain transfer information	27%
Add frequent flyer information	21%
Check-in additional baggage	19%
Re-print boarding pass	11%

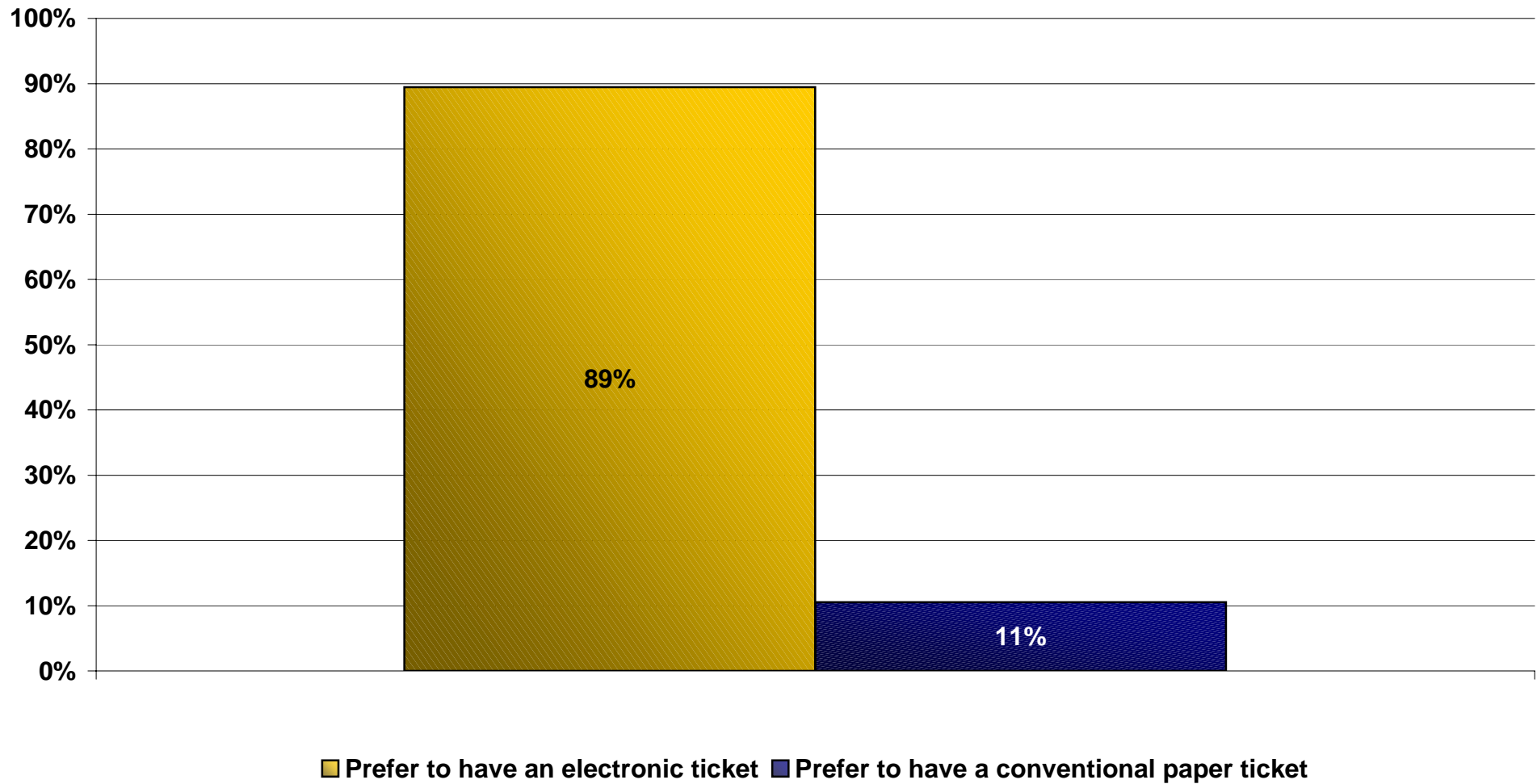# Which of these services would you be likely to use through the airline's website, once you have booked your ticket online? (All Pax)

Service	Percentage
Seat selection/change	82%
Changing your reservation	55%
Adding frequent flyer information	49%
Purchasing/requesting an upgrade	45%
Requesting special needs such as wheel chair, crib, including special meals	14%
Purchase a meal for flight	13%
Purchasing extra baggage allowance	10%

Source: IATA CATS 2008

If you had the choice would you prefer to have an electronic ticket or a conventional paper ticket for your airline trips? (All Pax)

89%

11%

◻ Prefer to have an electronic ticket ◻ Prefer to have a conventional paper ticket

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

Legend: ■ Always ■ Frequently □ Some times ■ Not at all

	Always	Frequently	Some times	Not at all
E-mail notification	23%	36%	28%	12%
Online booking	37%	39%	19%	5%
Online Reservation change	33%	37%	24%	7%
On-line check-in	28%	33%	29%	11%
Printing on-line boarding pass (at home/ office)	27%	30%	29%	14%

Source: IATA CATS 2008

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

Option	Percentage
Check-in counter	94%
Automated check-in machine at airport / Common Use Self Service kiosks	69%
Online check-in	56%
Curbside check-in	14%
Phone check-in	5%
SMS check-in	3%

Source: IATA CATS 2008

E1. What are the most important factors in determining your choice of airline for business trips ? (Long Haul, Business Pax)

Factor	Percentage
Frequent flyer / Mileage programme	51%
Seat comfort	32%
Non-stop flights	30%
Sleeping comfort	25%
Most convenient departure arrival times	24%
Quality of Service	24%
Previous good experience with the airline	21%
Safety Standards	20%
Value for money	19%
Punctuality of flights	17%
Airline (route) network	16%
Best for my connecting flight	15%
Airline reputation	15%
Airport lounges	15%
Availability of First or Business class	14%
Connection time	14%
Offered lowest fare	14%
Cabin crew service	13%
On-Board facilities and Entertainment	12%
Corporate agreement with airline	10%
Airport convenience	10%
E-ticket is provided by the airline	10%
Aircraft type	9%
Nationality of airline	7%
Only flights available to particular destination	6%
Online check-in is provided by the airline	5%
Option to buy on the Internet	4%
Kiosk check-in is provided by the airline	2%
Other	2%

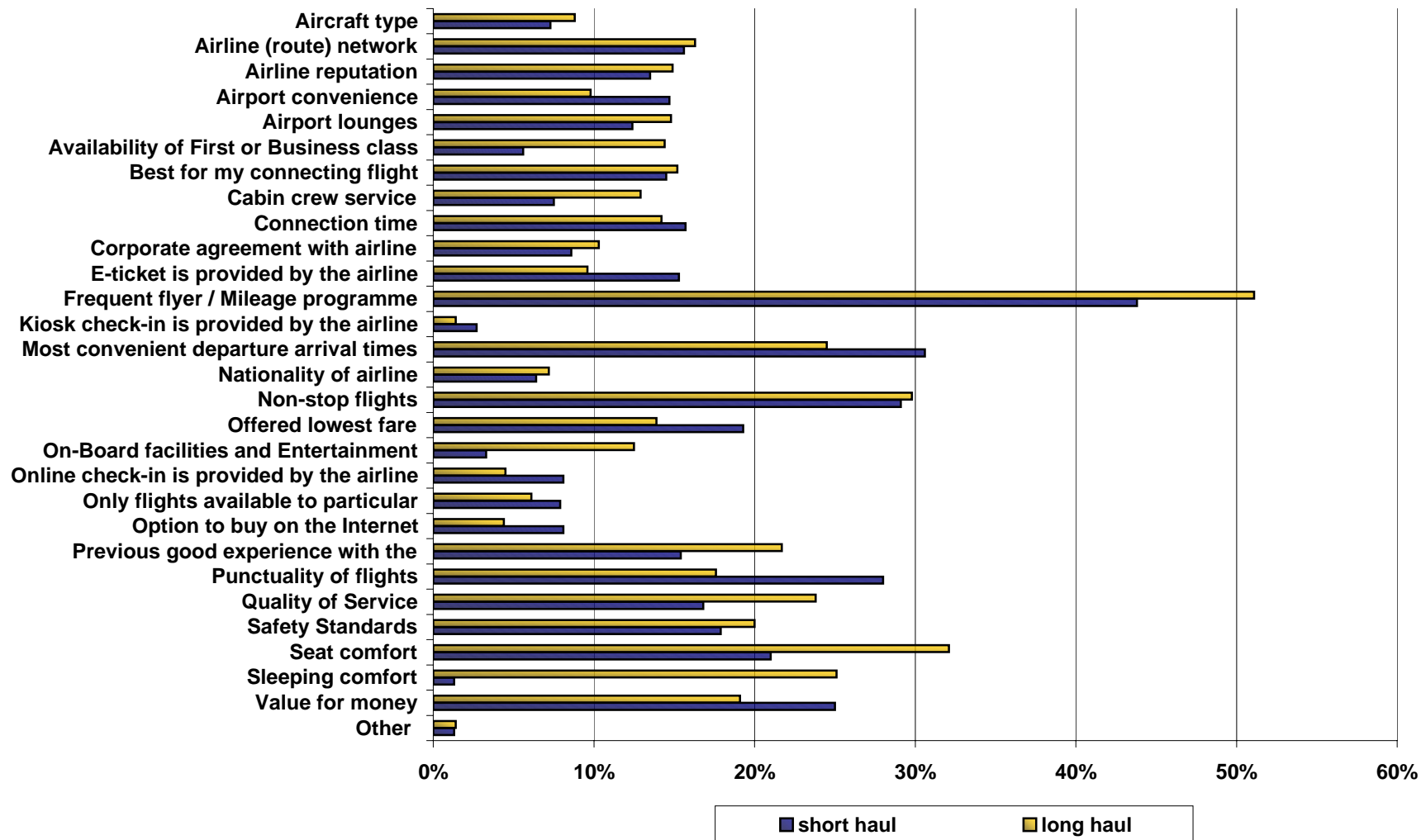# E1. What are the most important factors in determining your choice of airline for business trips ? (Short Haul, Business Pax)

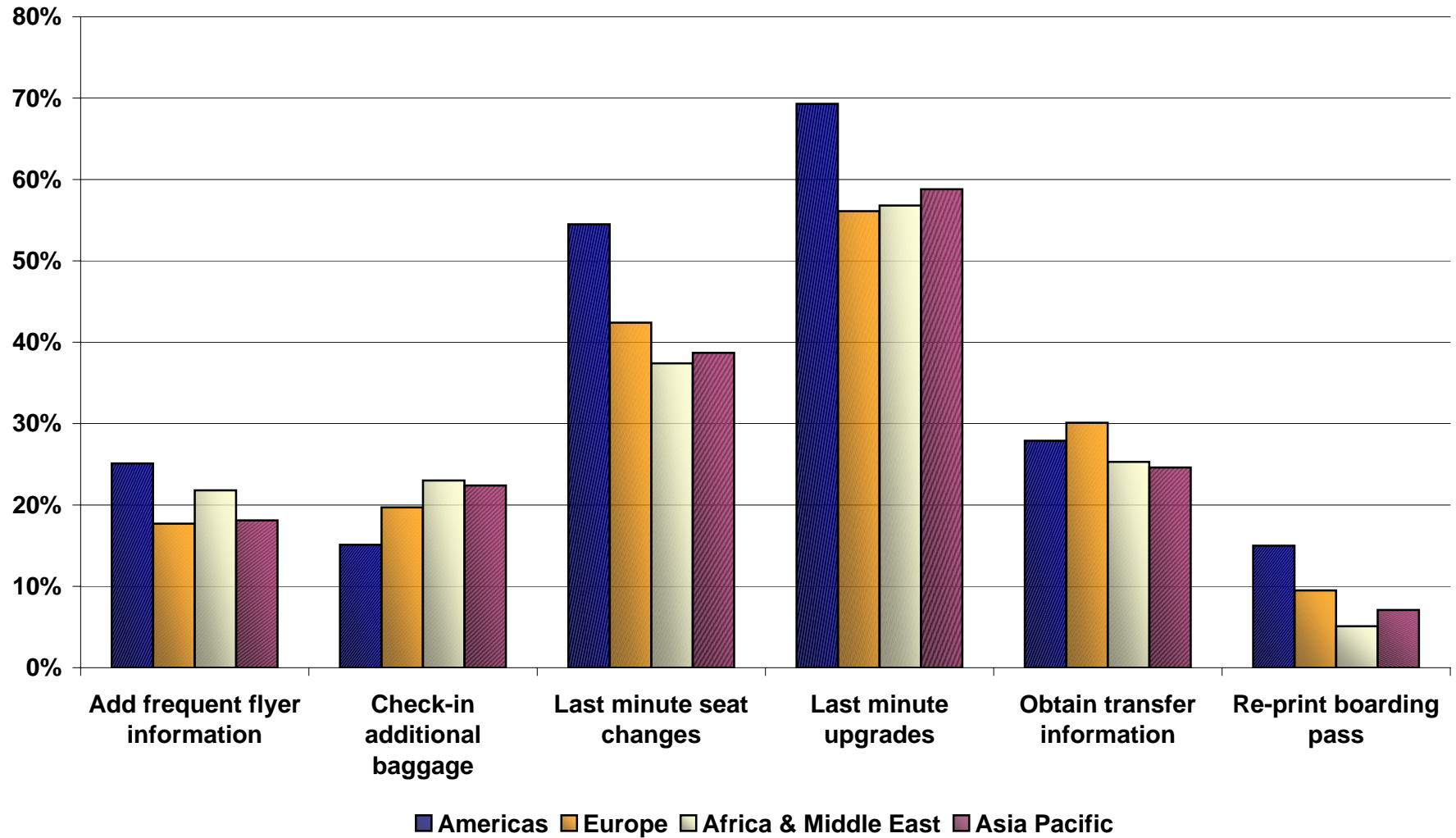| Factor	Value
Frequent flyer / Mileage programme	~44%
Most convenient departure arrival times	~31%
Non-stop flights	~29%
Punctuality of flights	~28%
Value for money	~25%
Seat comfort	~21%
Offered lowest fare	~19%
Safety Standards	~18%
Quality of Service	~17%
Connection time	~16%
Airline (route) network	~16%
Previous good experience with the airline	~15%
E-ticket is provided by the airline	~15%
Airport convenience	~15%
Best for my connecting flight	~14%
Airline reputation	~14%
Airport lounges	~12%
Corporate agreement with airline	~9%
Option to buy on the Internet	~8%
Online check-in is provided by the airline	~8%
Only flights available to particular destination	~8%
Cabin crew service	~7%
Aircraft type	~7%
Nationality of airline	~6%
Availability of First or Business class	~6%
On-Board facilities and Entertainment	~3%
Kiosk check-in is provided by the airline	~3%
Sleeping comfort	~1%
Other	~1%

E1. What are the most important factors in determining your choice of airline for business trips ? (Short and Long Haul, Business Pax)

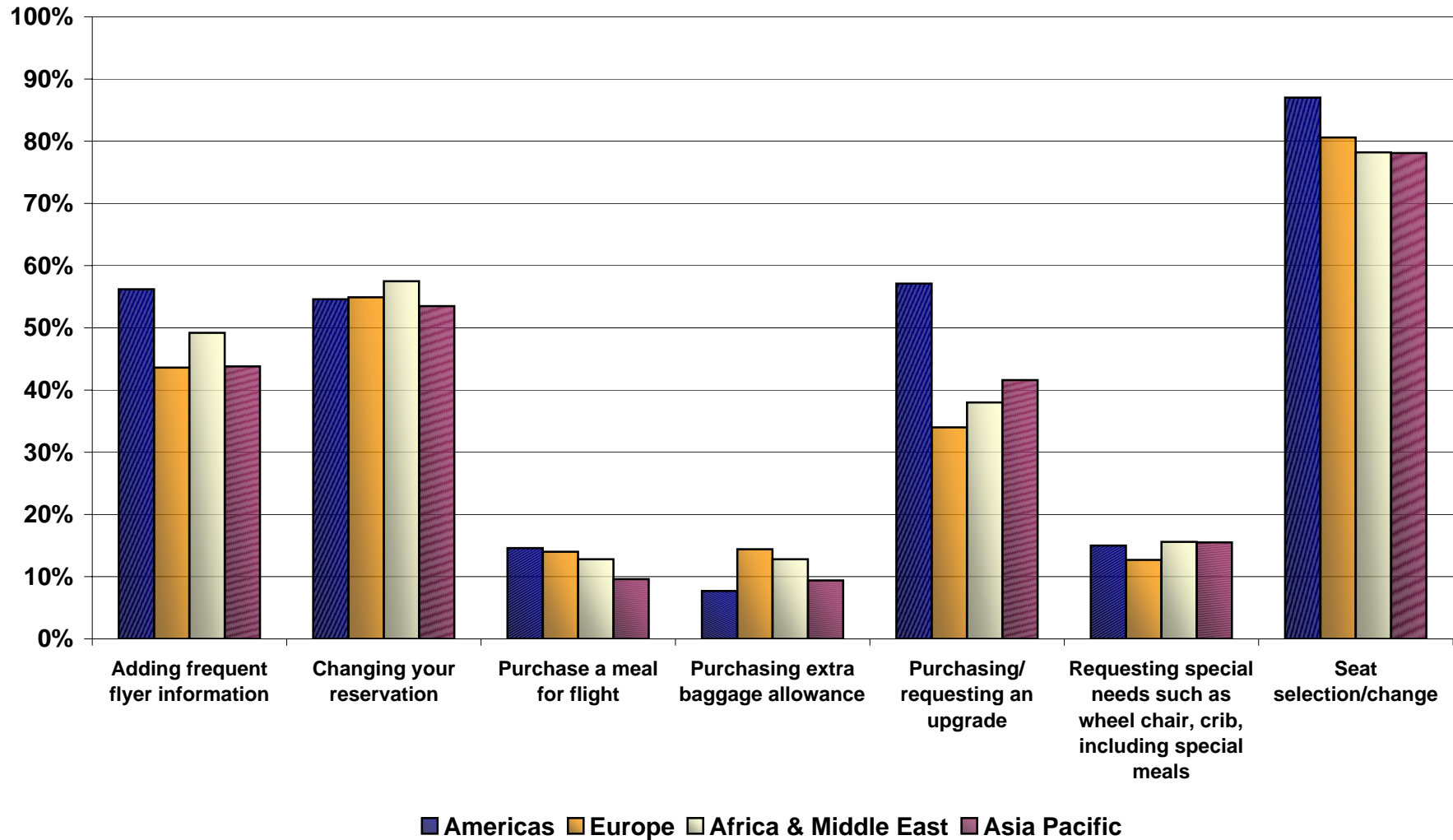| Factor	short haul	long haul
Aircraft type		
Airline (route) network		
Airline reputation		
Airport convenience		
Airport lounges		
Availability of First or Business class		
Best for my connecting flight		
Cabin crew service		
Connection time		
Corporate agreement with airline		
E-ticket is provided by the airline		
Frequent flyer / Mileage programme		
Kiosk check-in is provided by the airline		
Most convenient departure arrival times		
Nationality of airline		
Non-stop flights		
Offered lowest fare		
On-Board facilities and Entertainment		
Online check-in is provided by the airline		
Only flights available to particular		
Option to buy on the Internet		
Previous good experience with the		
Punctuality of flights		
Quality of Service		
Safety Standards		
Seat comfort		
Sleeping comfort		
Value for money		
Other		

G3. In a departure (airline) lounge, what are the most important services to you? You may select up to 5 answers. (All Pax)
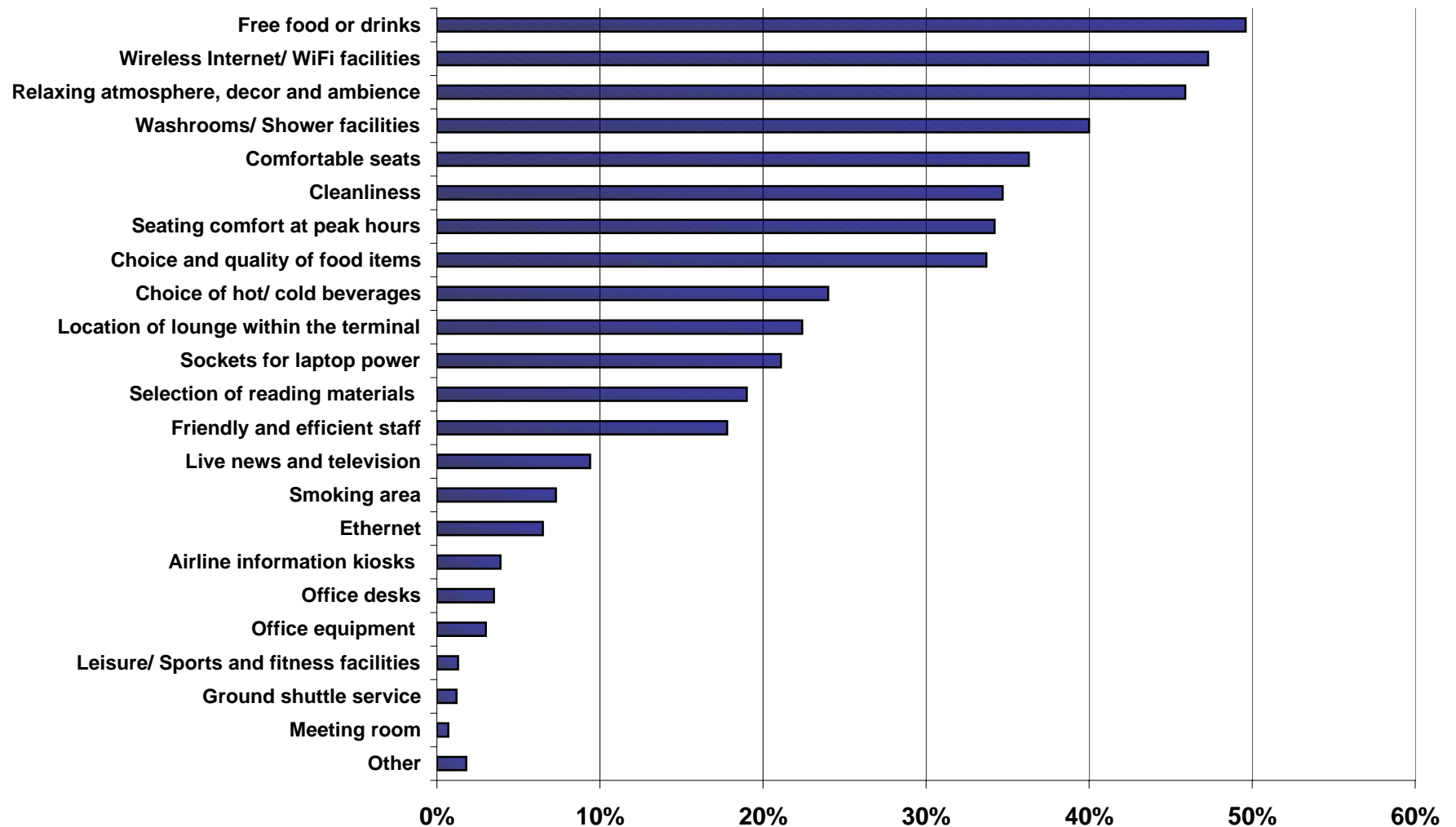
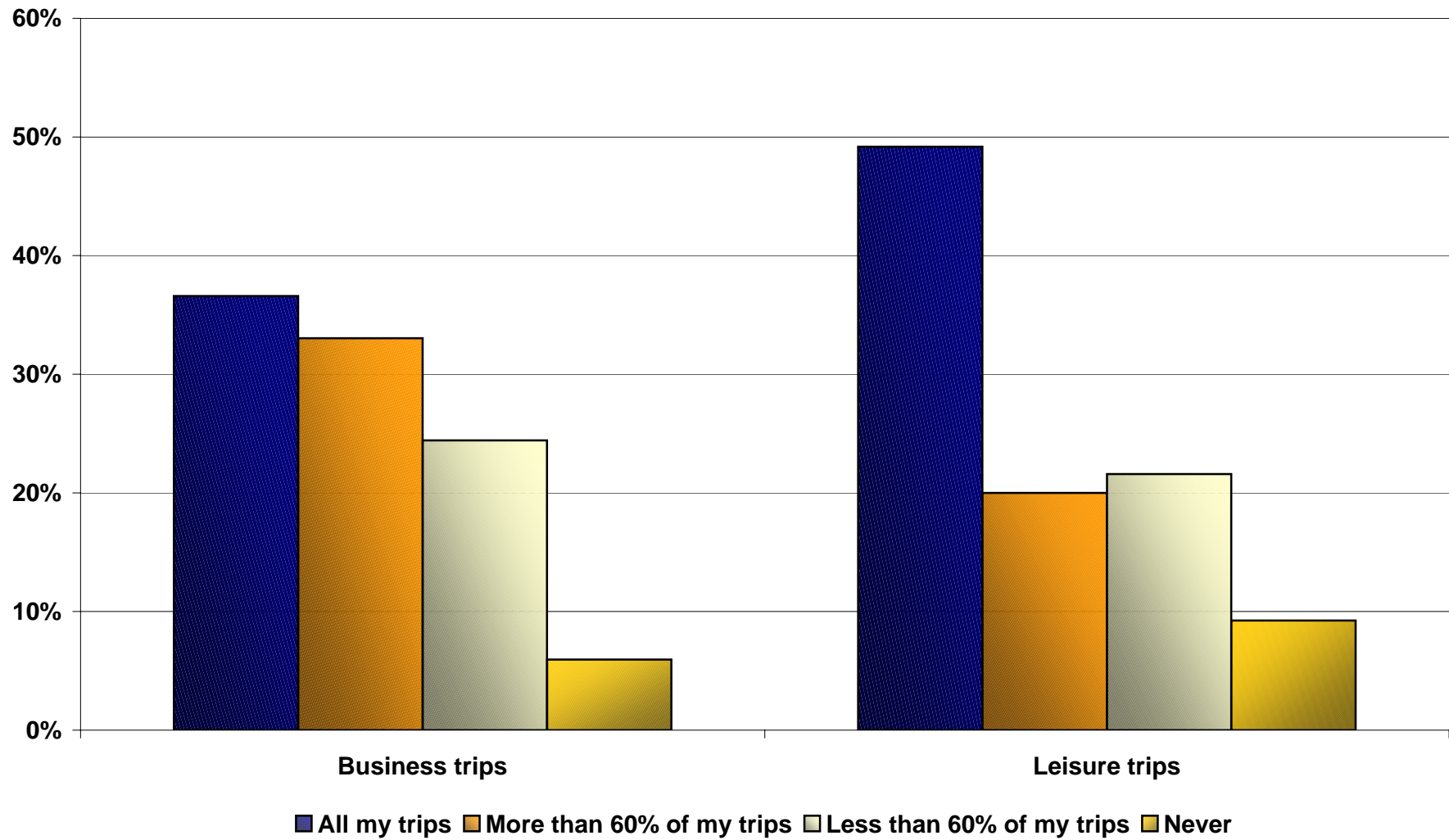# If available, which of the following self-service options would you like to use in an airport waiting gate area? (All Pax)
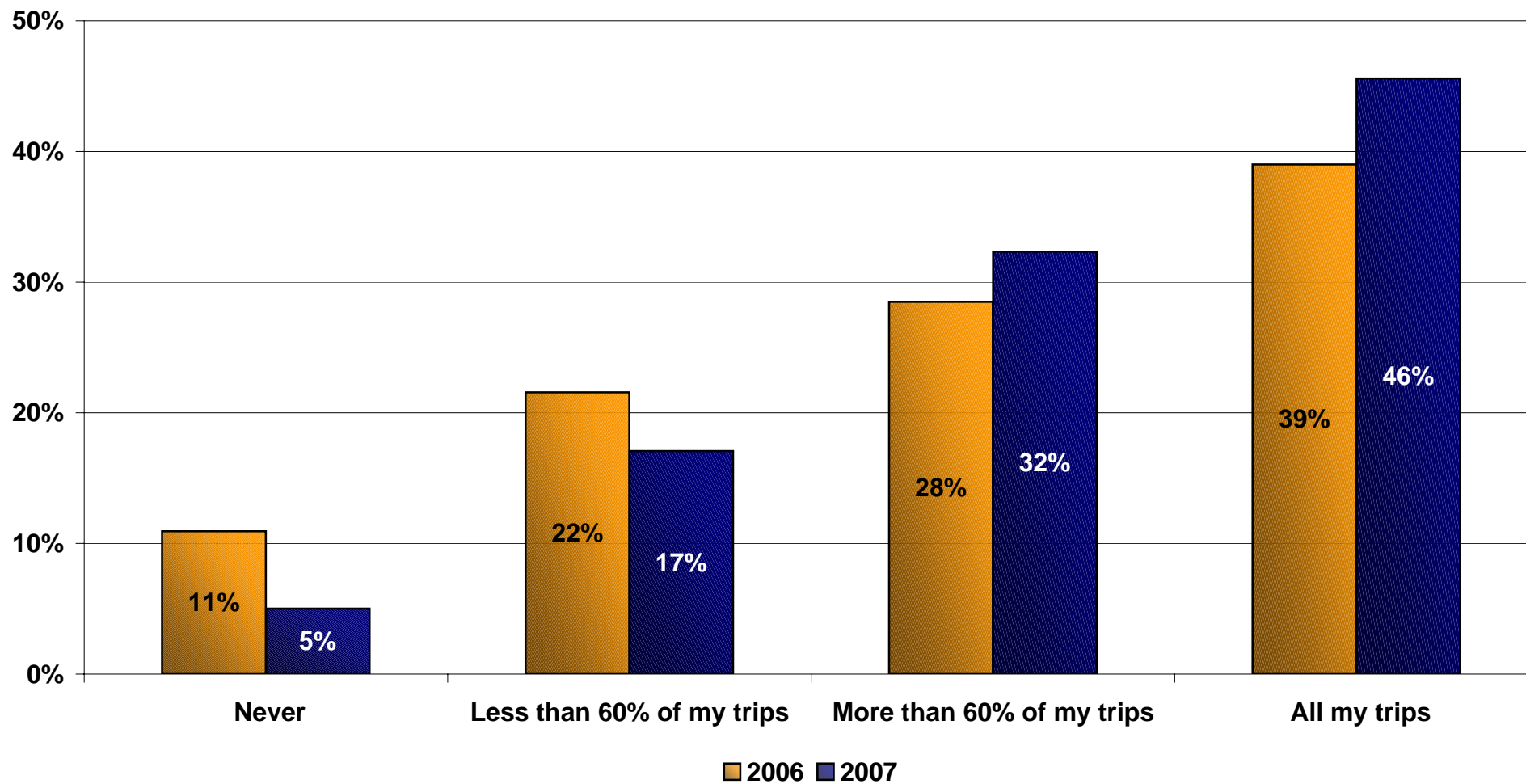

Legend: ■ Americas ■ Europe ■ Africa & Middle East ■ Asia Pacific

Categories: Add frequent flyer information | Check-in additional baggage | Last minute seat changes | Last minute upgrades | Obtain transfer information | Re-print boarding pass

Source: IATA CATS 2008

Which of these services would you be likely to use through the airline's website, once you have booked your ticket online? (All Pax)

Americas ▪ Europe ▪ Africa & Middle East ▪ Asia Pacific

Over the past 12 months how often have you used an electronic ticket for your trips? (2007)

Legend: ■ All my trips ■ More than 60% of my trips ■ Less than 60% of my trips ■ Never

Source: IATA CATS 2008

Over the past 12 months how often have you used an electronic ticket for your trips? (All Pax)

Bar chart comparing 2006 and 2007:

Category	2006	2007
Never	11%	5%
Less than 60% of my trips	22%	17%
More than 60% of my trips	28%	32%
All my trips	39%	46%

Legend: ■ 2006 ■ 2007

Over the past 12 months how often have you used an electronic ticket for your trips?

Legend: ■ All my trips ■ More than 60% of my trips ■ Less than 60% of my trips ■ Never

Source: IATA CATS 2008
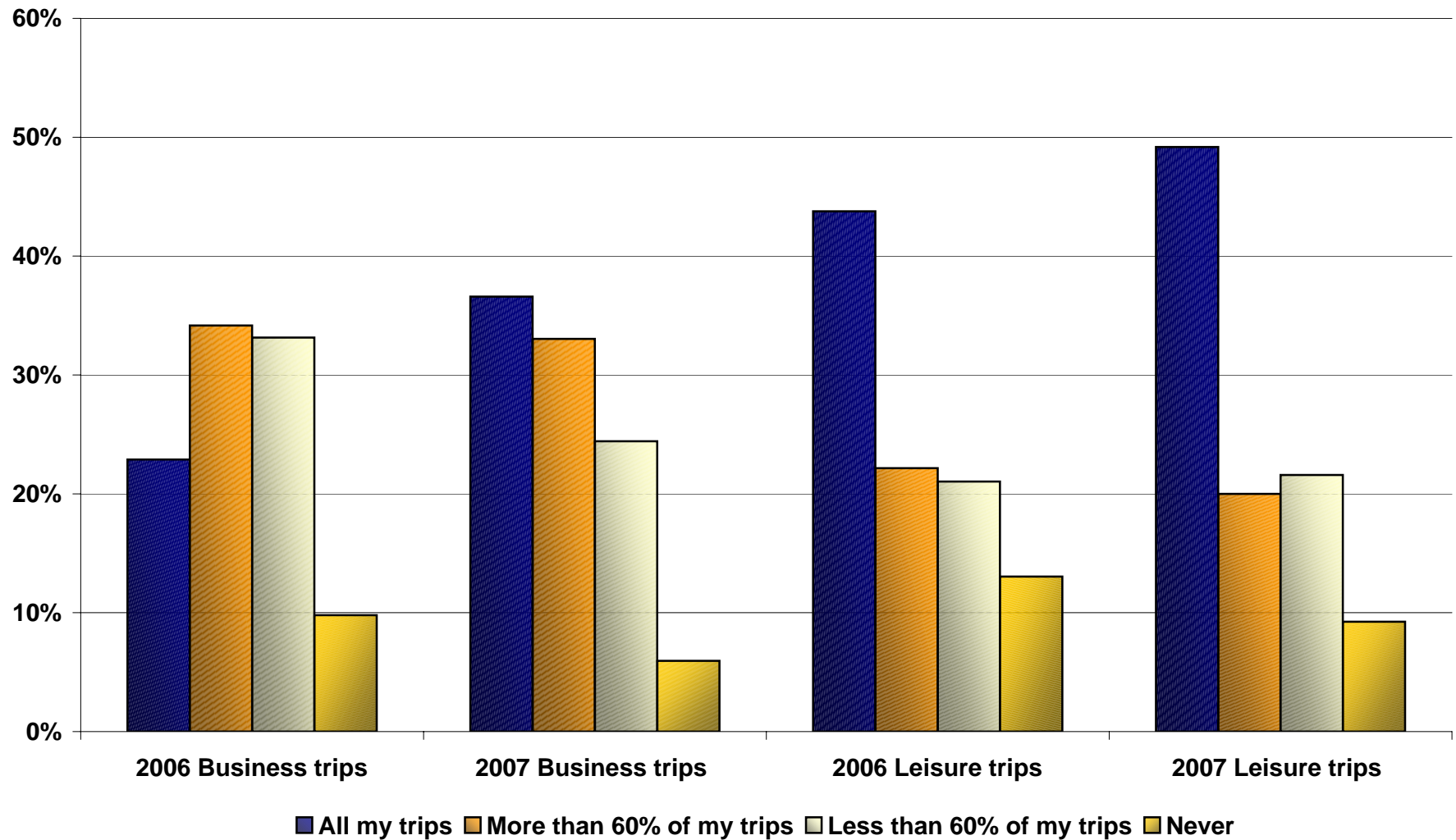
Over the past 12 months how often have you used an electronic ticket for your Business trips?

Chart data:

Category	2006	2007
Never	10%	6%
Less than 60% of my trips	33%	24%
More than 60% of my trips	34%	33%
All my trips	23%	37%

Legend: ■ 2006 ■ 2007

Source: IATA CATS 2008
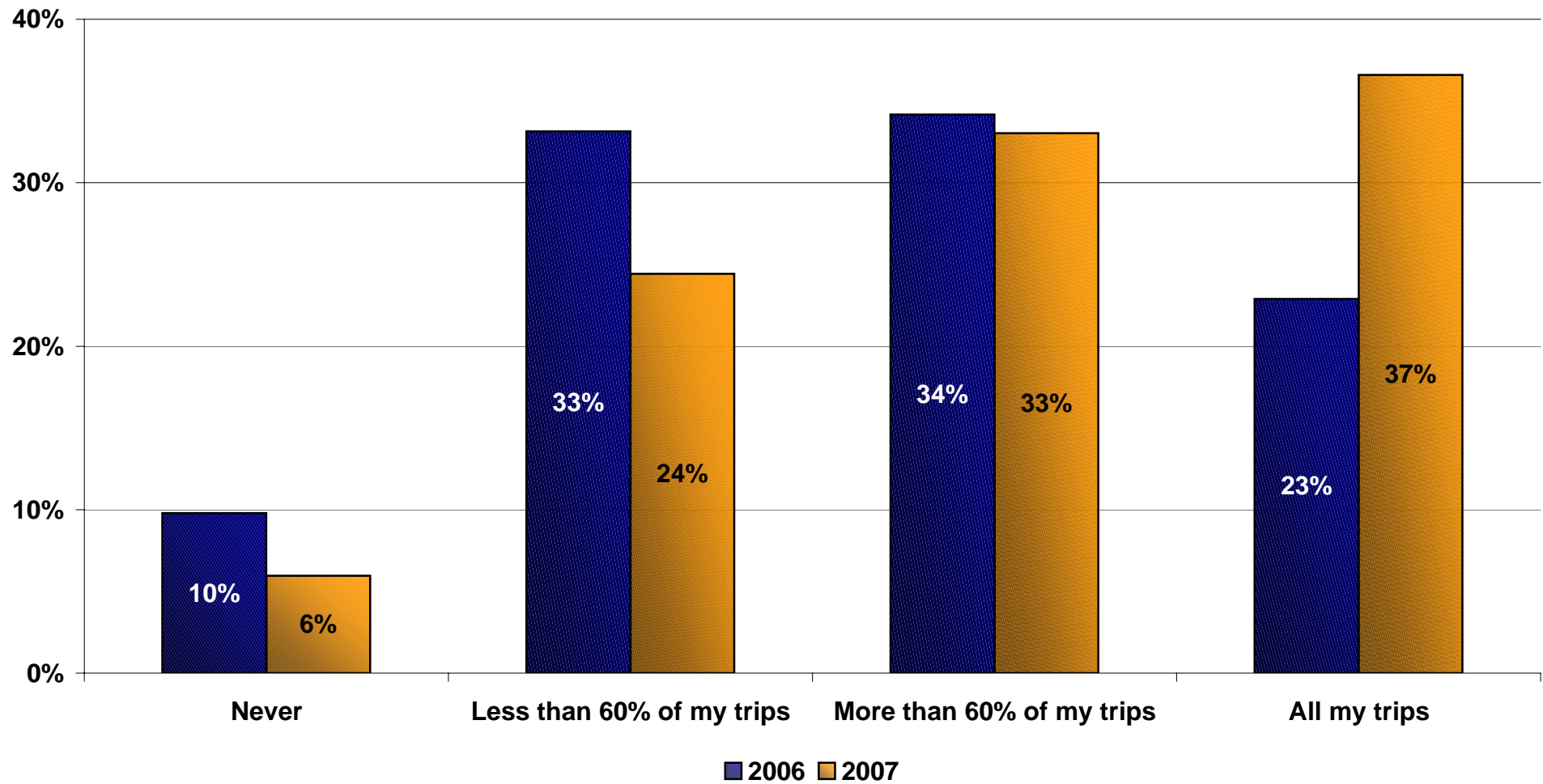
Over the past 12 months how often have you used an electronic ticket for your Leisure trips?
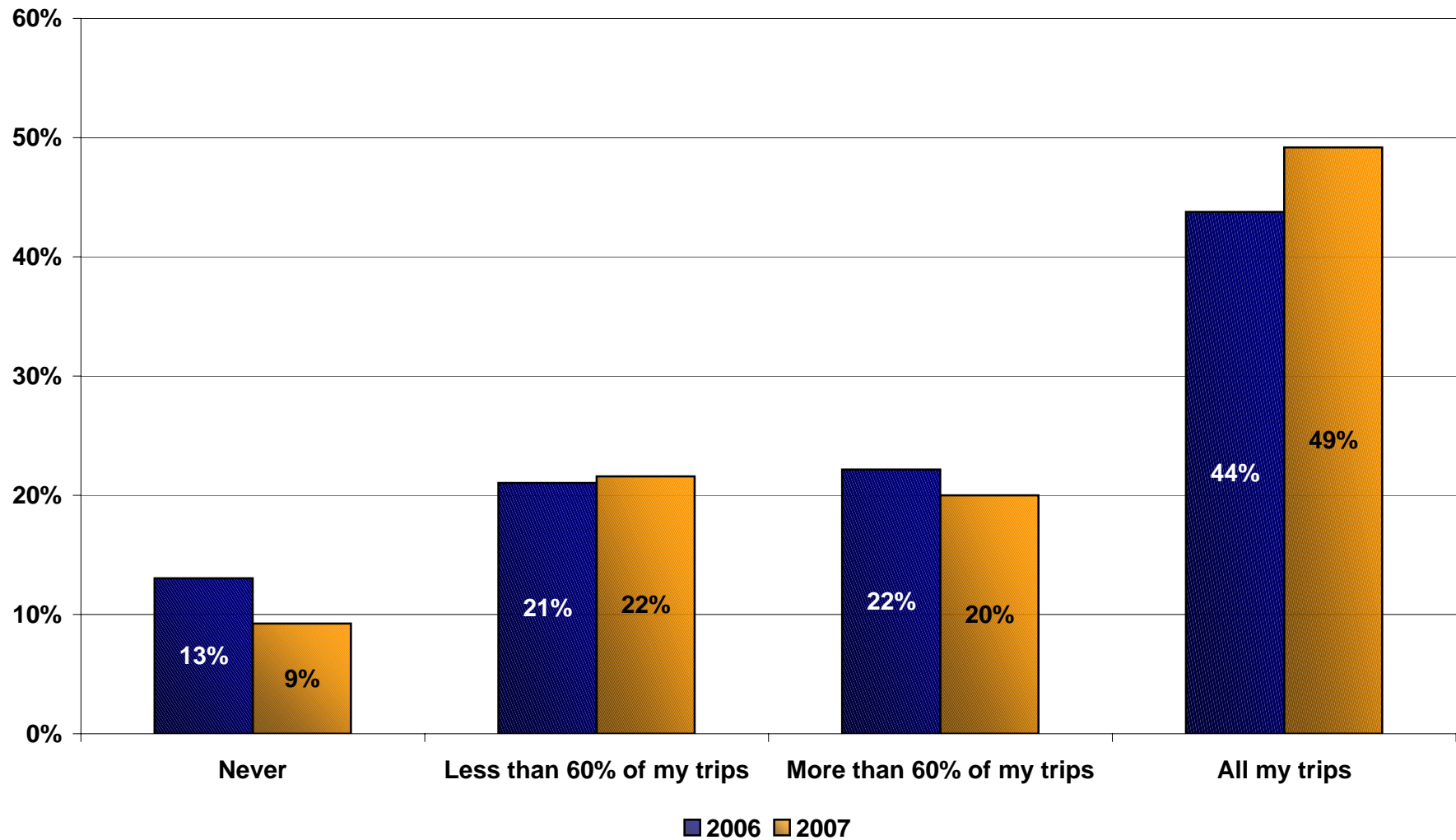
Legend: ■ 2006 ■ 2007

	Never	Less than 60% of my trips	More than 60% of my trips	All my trips
2006	13%	21%	22%	44%
2007	9%	22%	20%	49%

Source: IATA CATS 2008

If you had the choice would you prefer to have an electronic ticket or a conventional paper ticket for your airline trips? (All Pax)
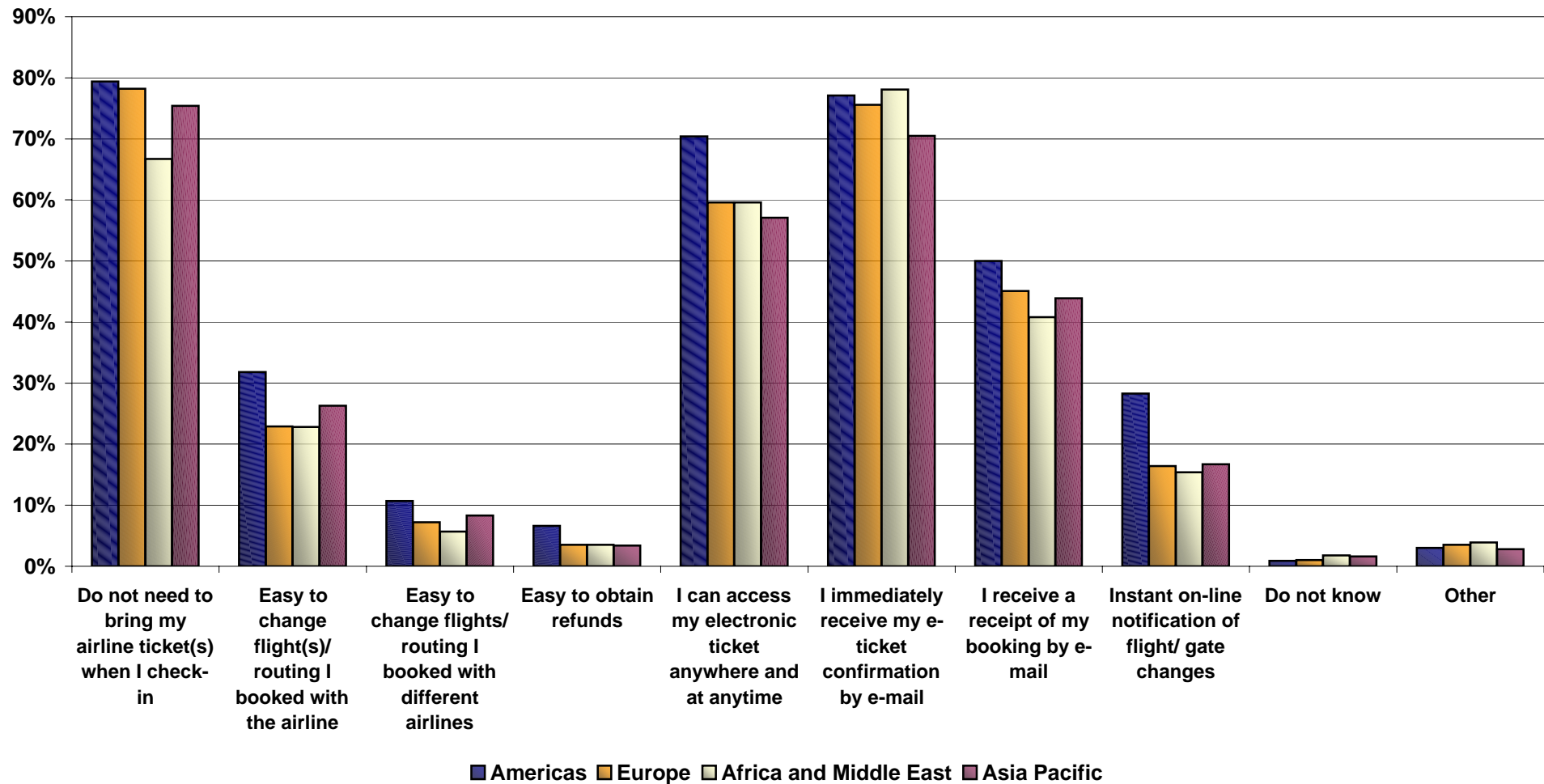

	Americas	Europe	Africa and Middle East	Asia Pacific
2006	87%	83%	80%	77%
2007	92%	90%	89%	85%

■ 2006 ■ 2007
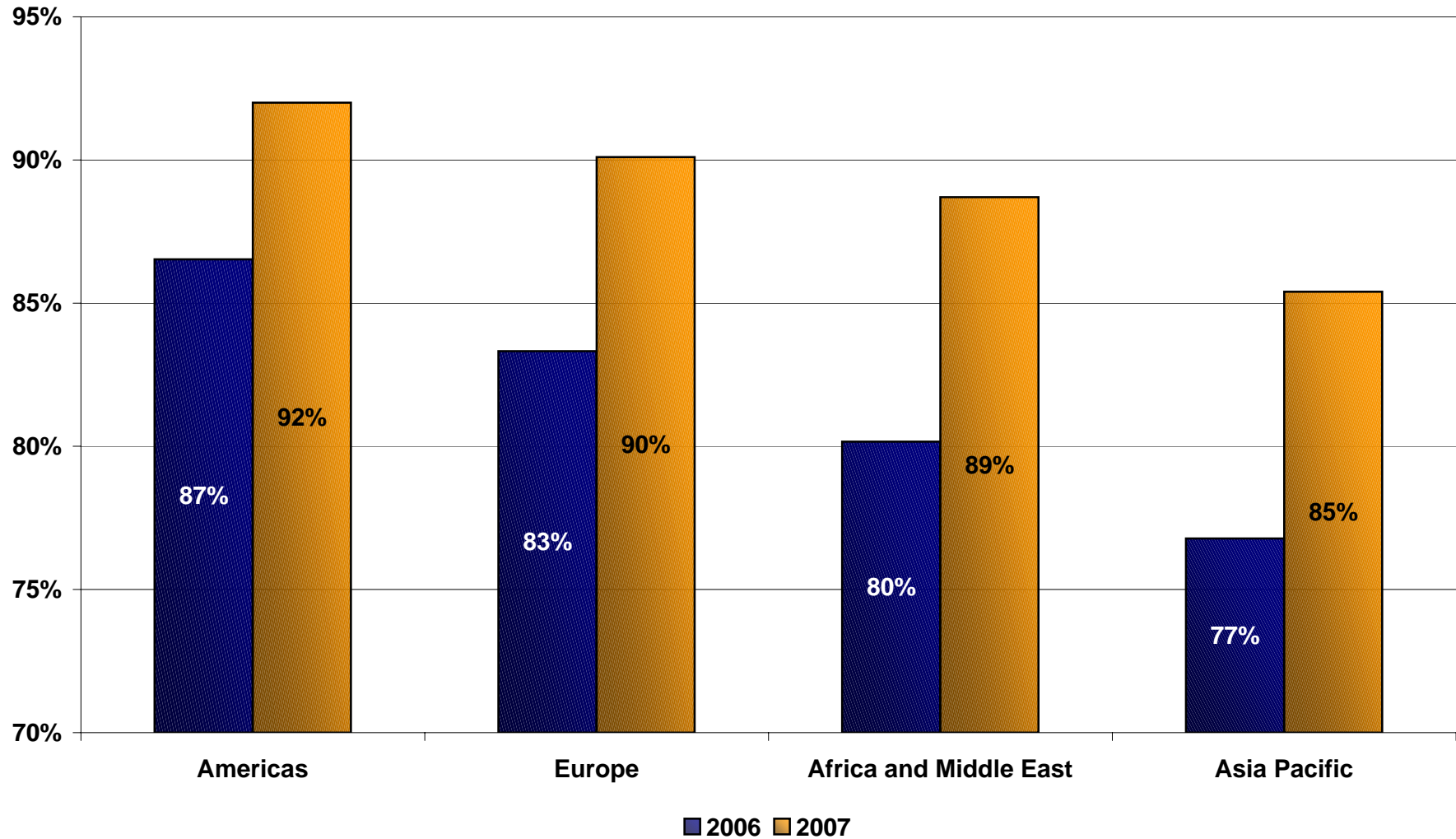
Is the fact that an airline offers e-ticketing a reason for choosing an airline (All Pax)?

Legend: ■ Very much ■ Somewhat ■ Not at all ■ Do not know

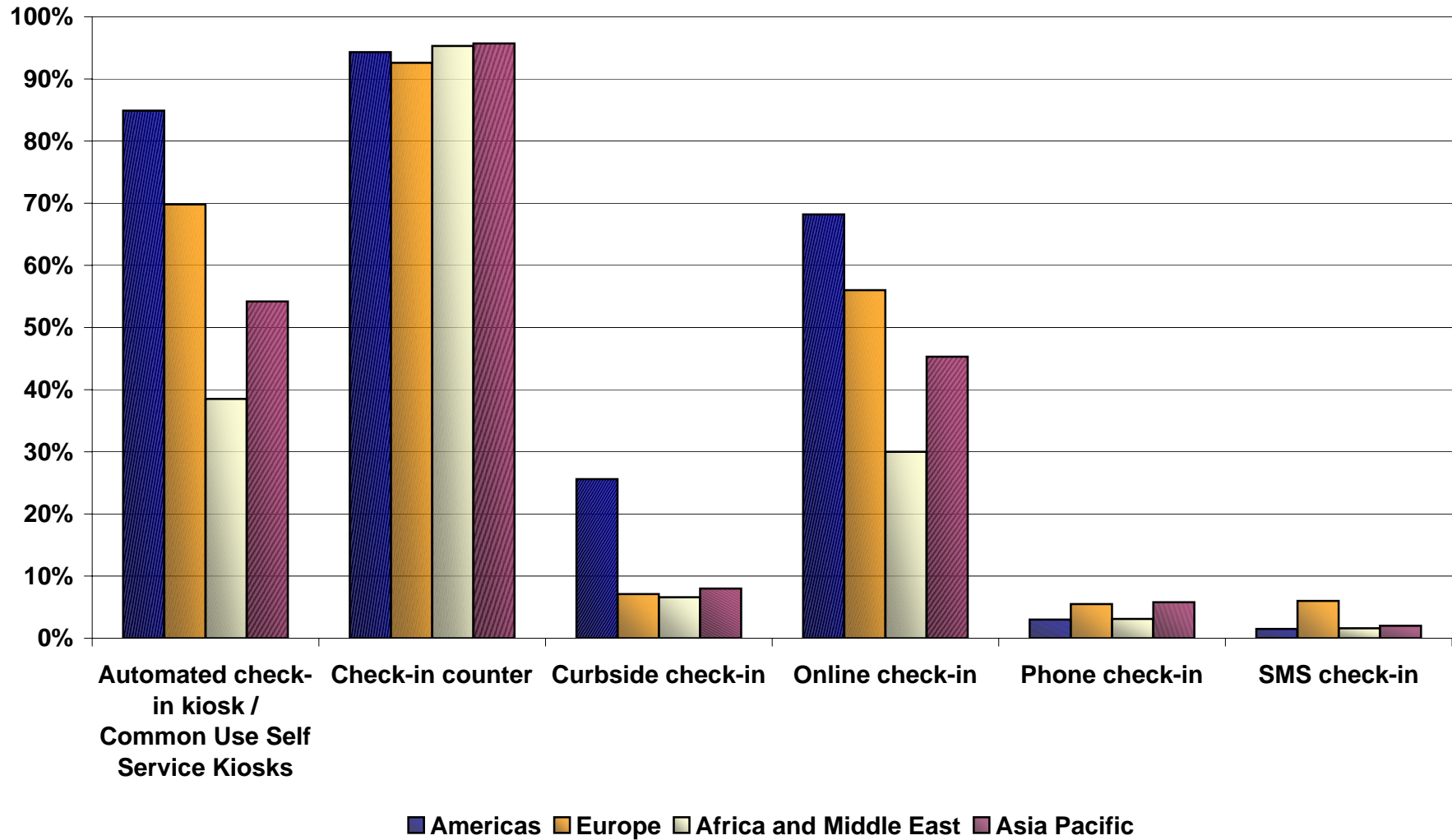| Region	Very much	Somewhat	Not at all	Do not know
Americas	16%	33%	48%	3%
Europe	13%	35%	48%	4%
Africa and Middle East	9%	34%	55%	3%
Asia Pacific	12%	35%	48%	5%
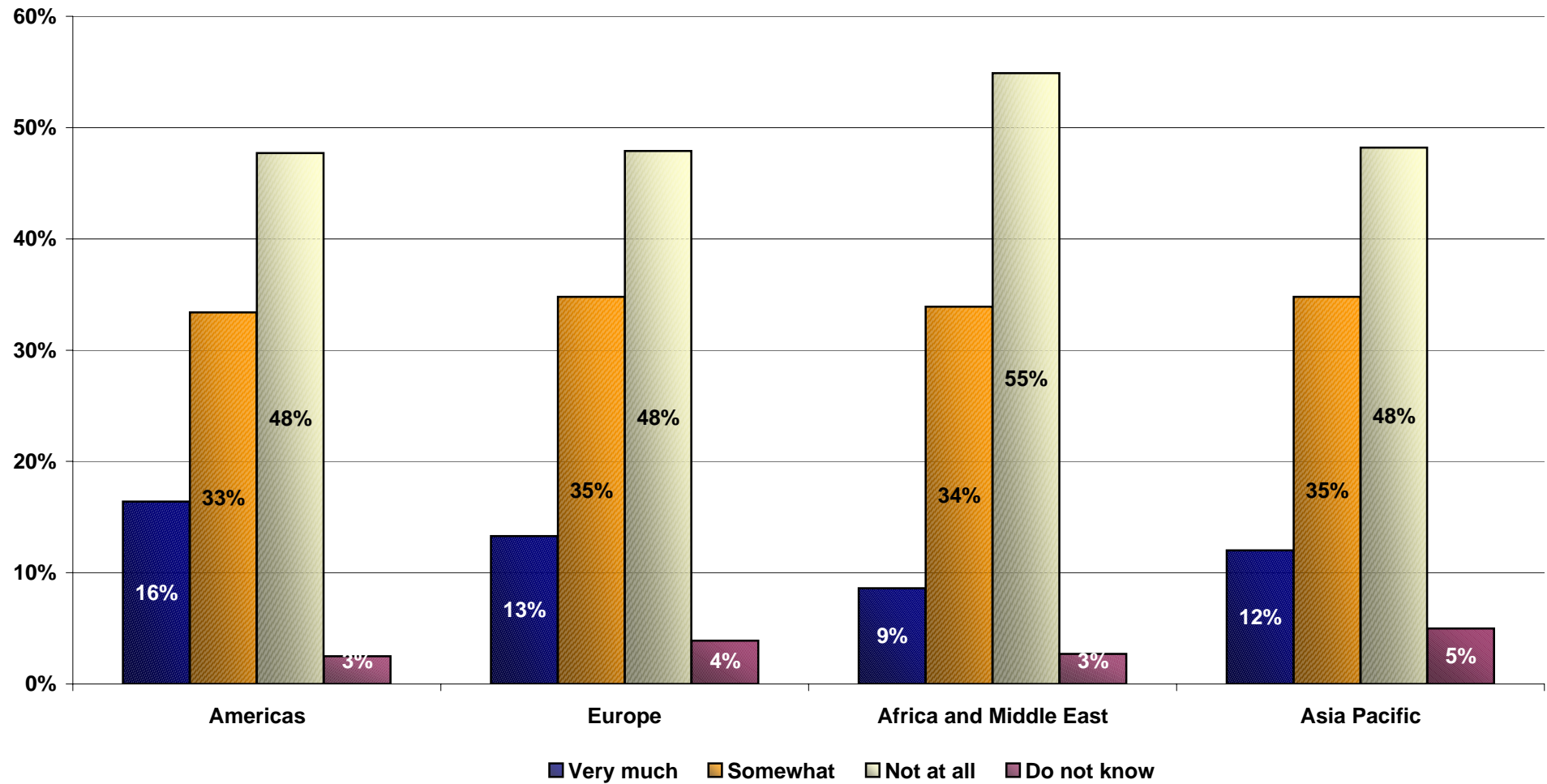
What do you think are the main benefits of an electronic ticket over a convential paper ticket? (All Pax)

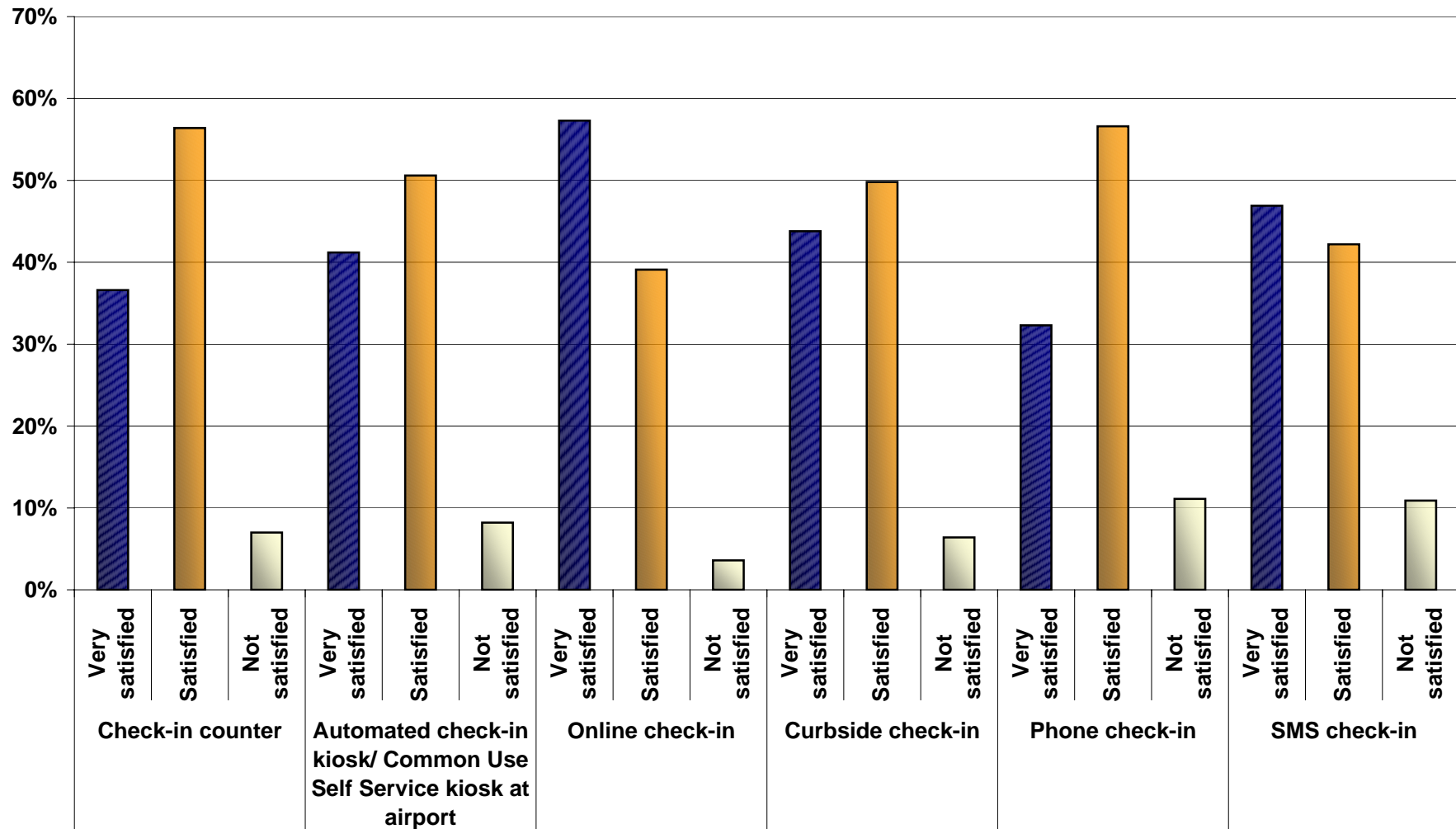!Note: Base is total number of respondents that answered to prefer electronic ticket

Legend: Americas, Europe, Africa and Middle East, Asia Pacific

Categories:
- Do not need to bring my airline ticket(s) when I check-in
- Easy to change flight(s)/ routing I booked with the airline
- Easy to change flights/ routing I booked with different airlines
- Easy to obtain refunds
- I can access my electronic ticket anywhere and at anytime
- I immediately receive my e-ticket confirmation by e-mail
- I receive a receipt of my booking by e-mail
- Instant on-line notification of flight/ gate changes
- Do not know
- Other

Source: IATA CATS 2008

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

Legend: ■ Americas ■ Europe □ Africa and Middle East ■ Asia Pacific

Source: IATA CATS 2008

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

Legend: ■ 2005 ■ 2006 □ 2007

Categories: Automated check-in machine at airport / Common Use Self Service kiosks, Check-in counter, Curbside check-in, Online check-in, Phone check-in, SMS check-in
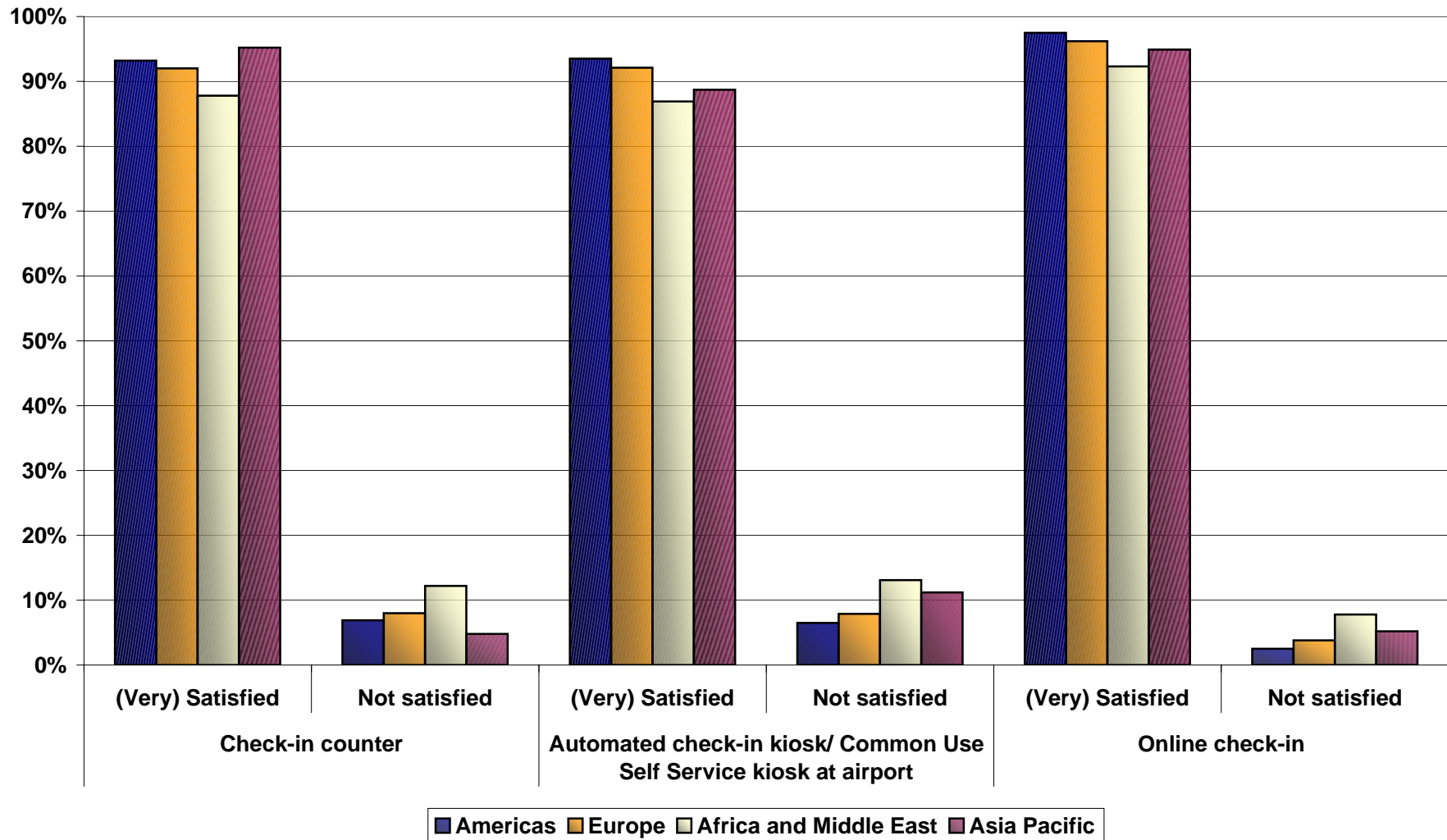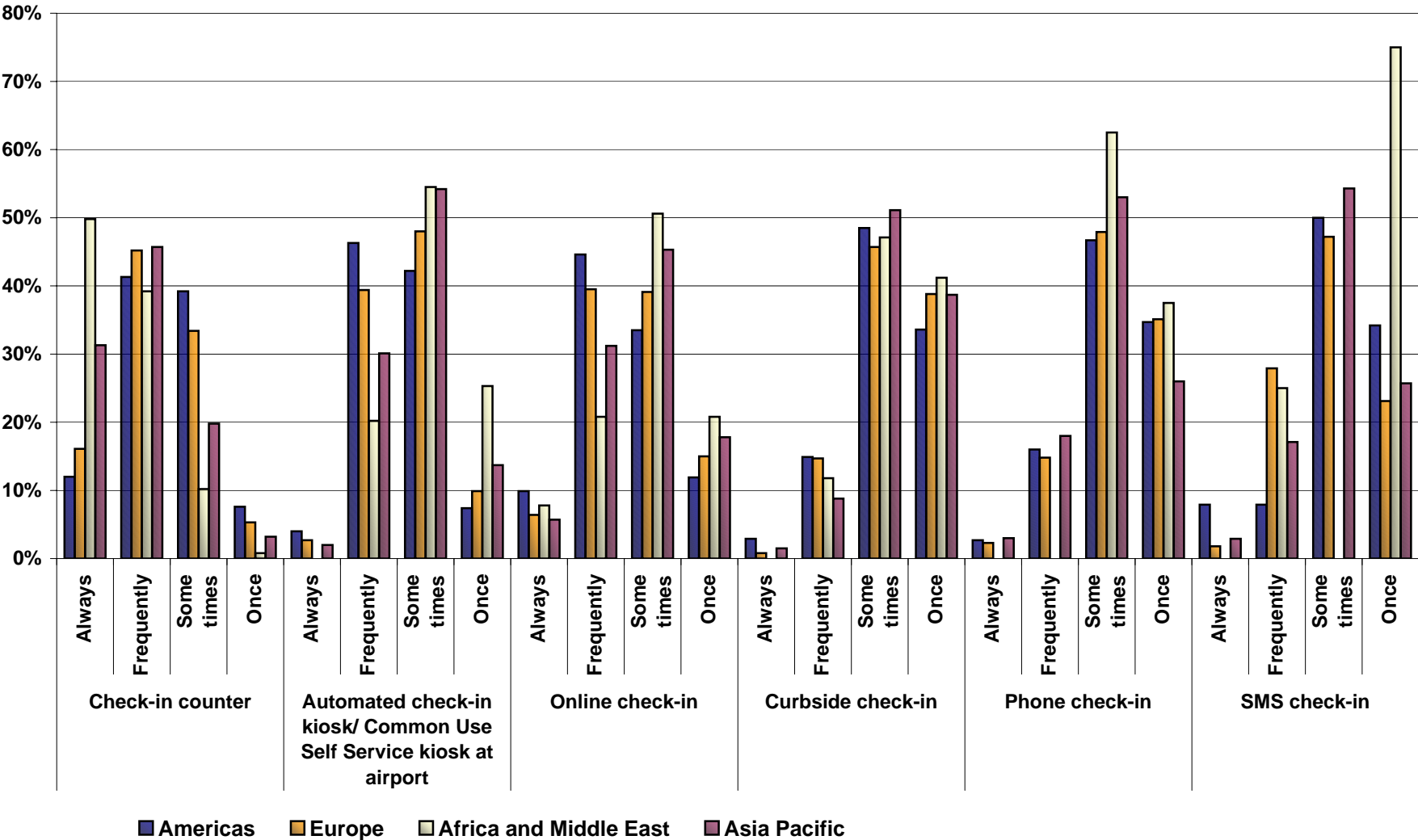
M.2 How satisfied were you with the following services in the past 12 months? (All Pax)

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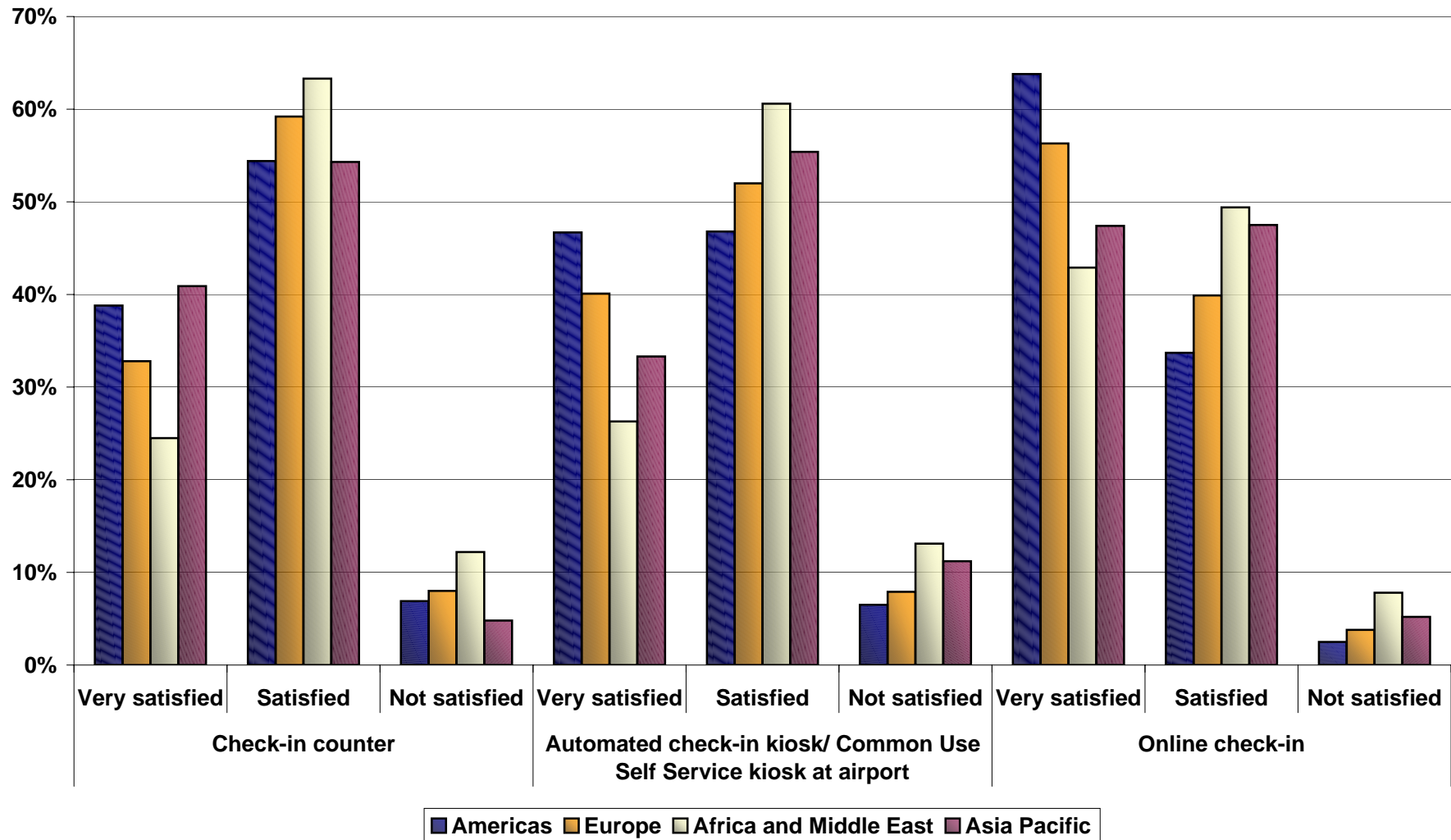
How satisfied were you with the following services in the past 12 months? (All Pax)

Source: IATA CATS 2008

Over the past 12 months how often have you used ? (All Pax)

Legend: ■ Americas ■ Europe □ Africa and Middle East ■ Asia Pacific

Categories (grouped): Check-in counter; Automated check-in kiosk/ Common Use Self Service kiosk at airport; Online check-in; Curbside check-in; Phone check-in; SMS check-in

Each group sub-divided into: Always, Frequently, Some times, Once

Source: IATA CATS 2008

Given the choice, which of the following check-in options do you prefer MOST/ SECOND AND THIRD? (All Pax)

Given the choice, which of the following do you prefer MOST:

Given the choice, which of the following do you prefer SECOND:

Given the choice, which of the following do you prefer THIRD:

■ check-in desk ■ check-in kiosk ☐ mobile phone ■ check-in online
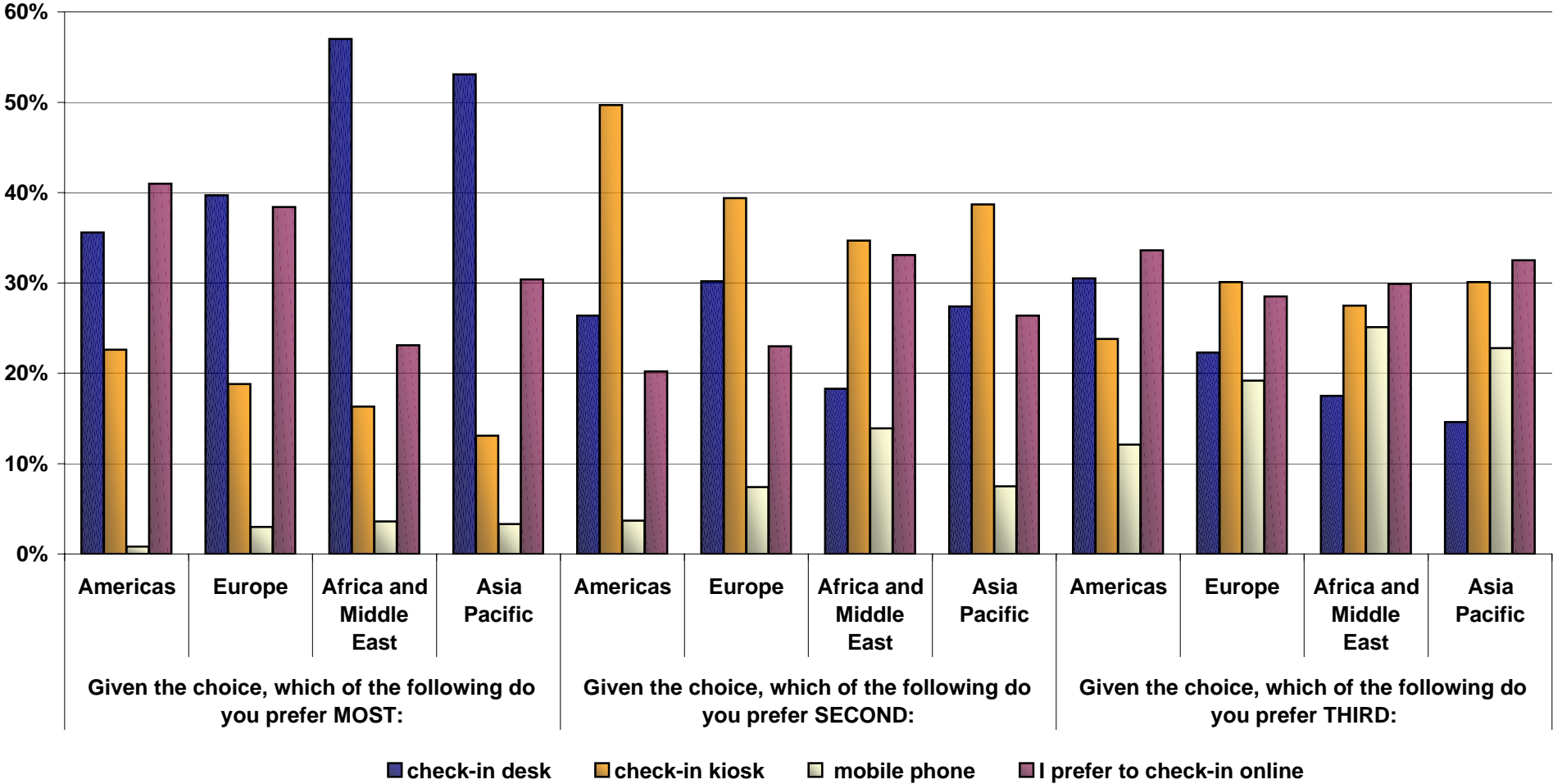
Source: IATA CATS 2008

Given the choice, which of the following check-in options do you prefer MOST/ SECOND AND THIRD? (All Pax)

Given the choice, which of the following do you prefer MOST:

Given the choice, which of the following do you prefer SECOND:

Given the choice, which of the following do you prefer THIRD:

■ check-in desk   ■ check-in kiosk   □ mobile phone   ■ I prefer to check-in online

Source: IATA CATS 2008

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

!Note: Base is total number of respondents that answered to be (Very) Satisfied with on-line check-in

Legend: Americas | Europe | Africa and Middle East | Asia Pacific

X-axis categories: Ability to bypass the check-in desk | Ability to check-in well before the flight | Easy to make upgrades on (multiple) flights | Easy/ More user-friendly to check-in | I can add my frequent flyer number (very easy) | I can check-in in my language of preference/ native language | I can easily make/ change my seat assignment | I can get an electronic receipt of my check-in | I can print my boarding card(s) when I check-in | Do not know | Other
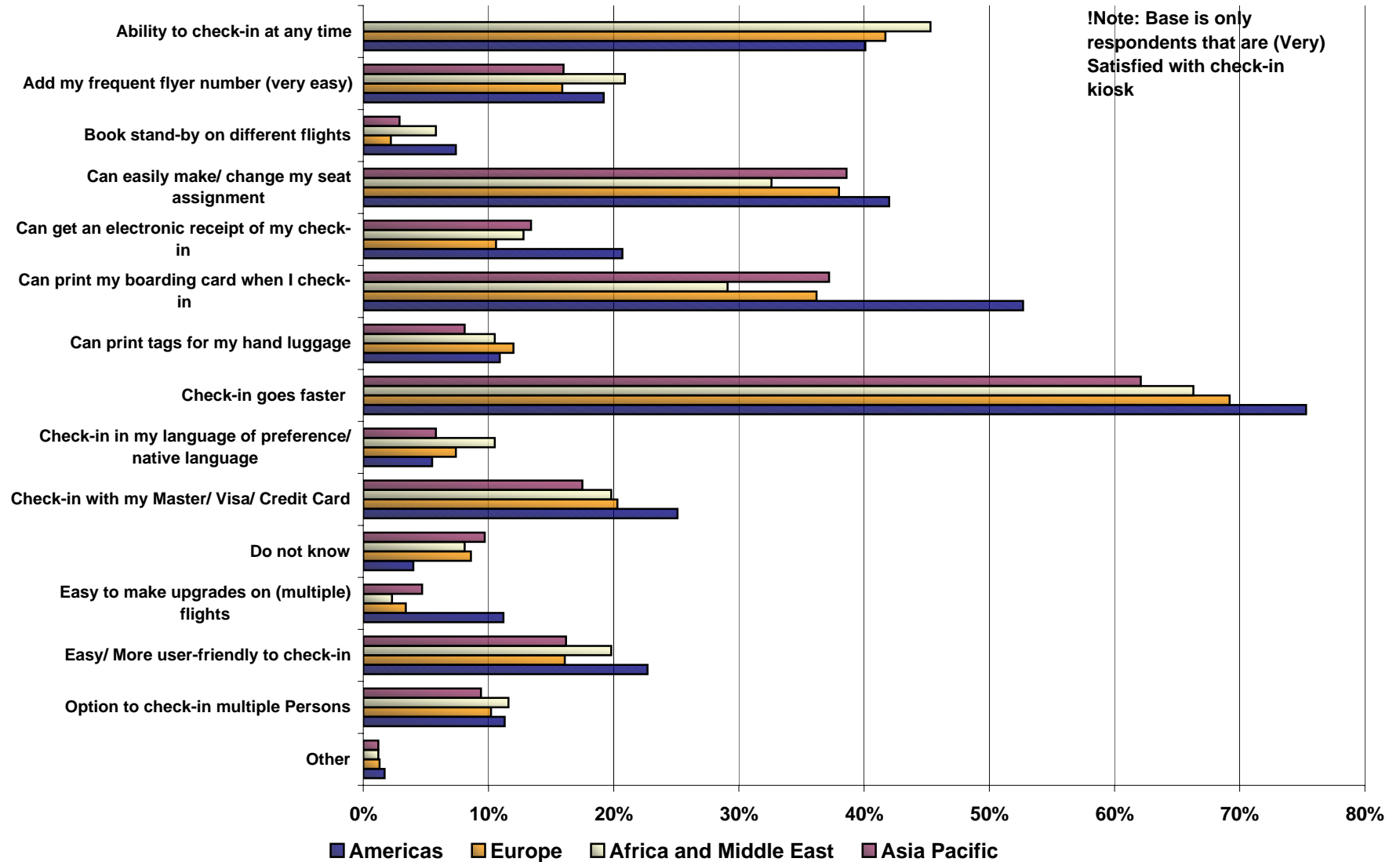
Source: IATA CATS 2008

What do you perceive to be the major drawbacks of online check-in?
(All Pax)

!Note: Small respondents base as only those answered that are not satisfied

Category	Percentage
No drawbacks	3%
Other	9%
Difficult to change flights I booked with my airline	17%
Difficult to retrieve booking information to check-in online	22%
Difficult to change flights involving different airlines	22%
Difficult to use	28%
Difficult to check-in together with other co-travellers	29%
I like to deal with a person	34%
Difficult if you have luggage to check-in	50%
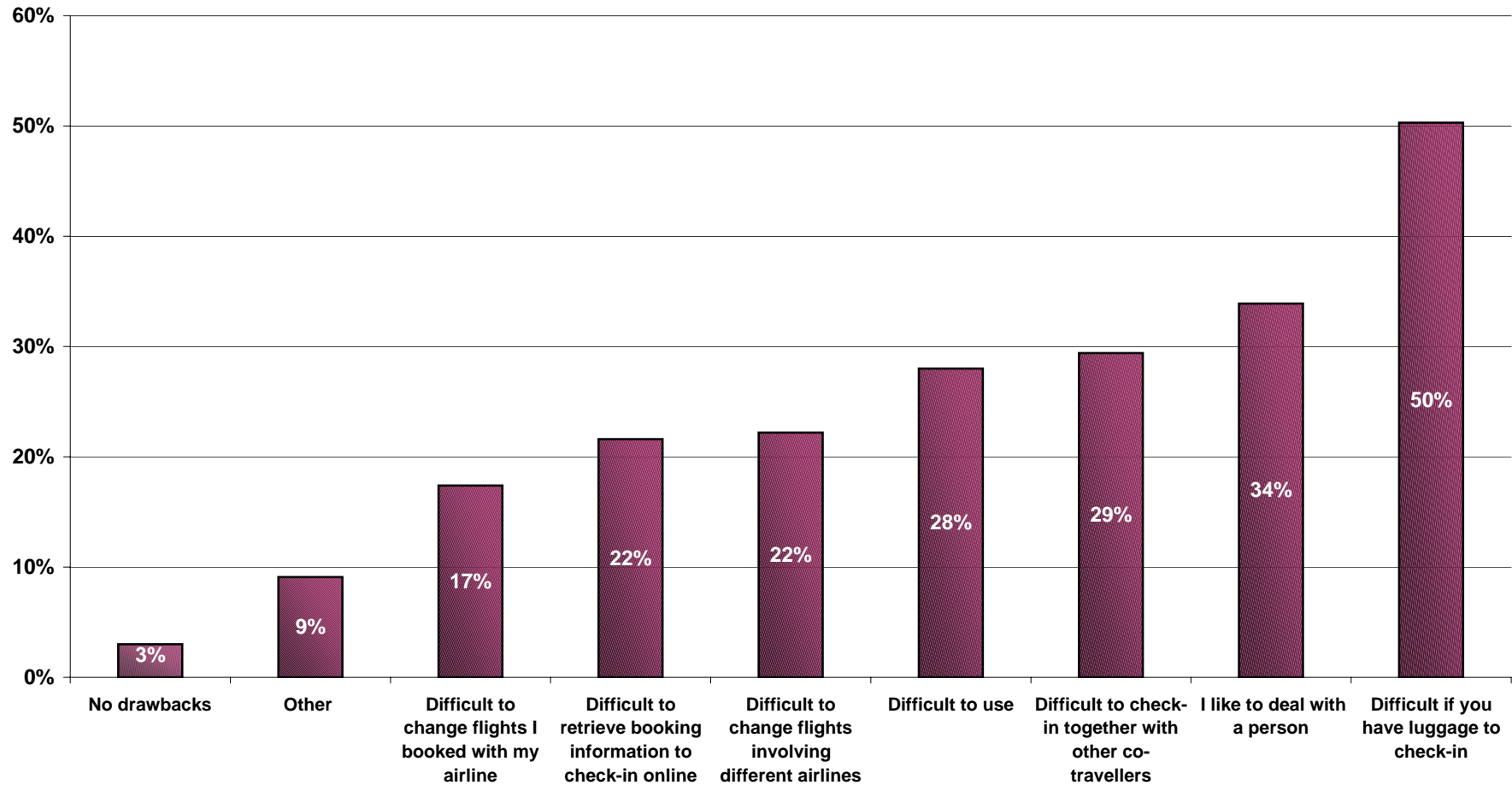
What do you think are the main benefits of a check-in kiosk? (All Pax)

!Note: Base is only respondents that are (Very) Satisfied with check-in kiosk

Categories (top to bottom):
- Ability to check-in at any time
- Add my frequent flyer number (very easy)
- Book stand-by on different flights
- Can easily make/ change my seat assignment
- Can get an electronic receipt of my check-in
- Can print my boarding card when I check-in
- Can print tags for my hand luggage
- Check-in goes faster
- Check-in in my language of preference/ native language
- Check-in with my Master/ Visa/ Credit Card
- Do not know
- Easy to make upgrades on (multiple) flights
- Easy/ More user-friendly to check-in
- Option to check-in multiple Persons
- Other

Legend: ■ Americas ■ Europe □ Africa and Middle East ■ Asia Pacific

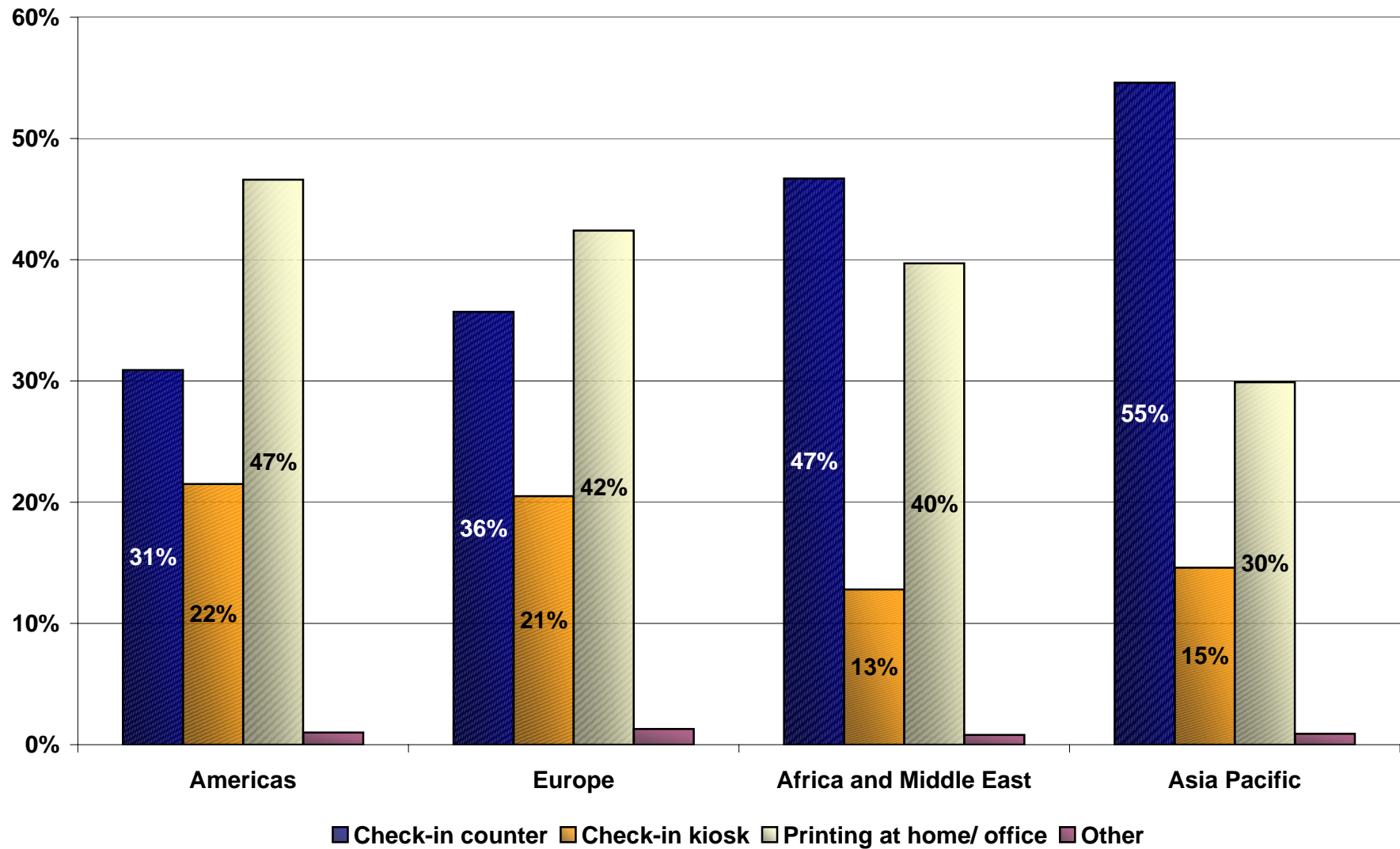Source: IATA CATS 2008

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)
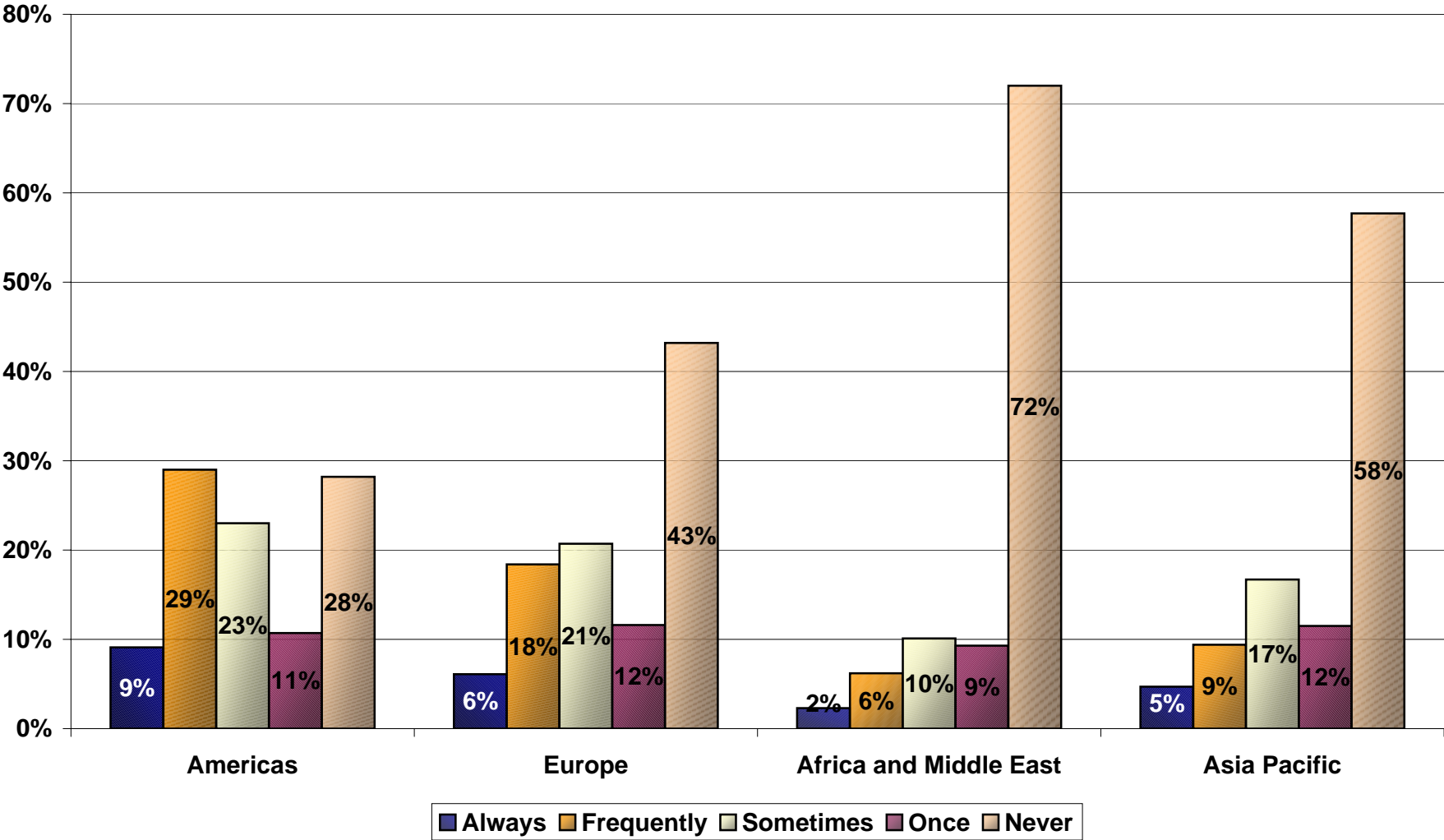

	Americas	Europe	Africa and Middle East	Asia Pacific
Yes	19%	12%	17%	15%
No	61%	65%	60%	58%
Do not know	19%	23%	23%	26%

Legend: ■ Yes ■ No ■ Do not know
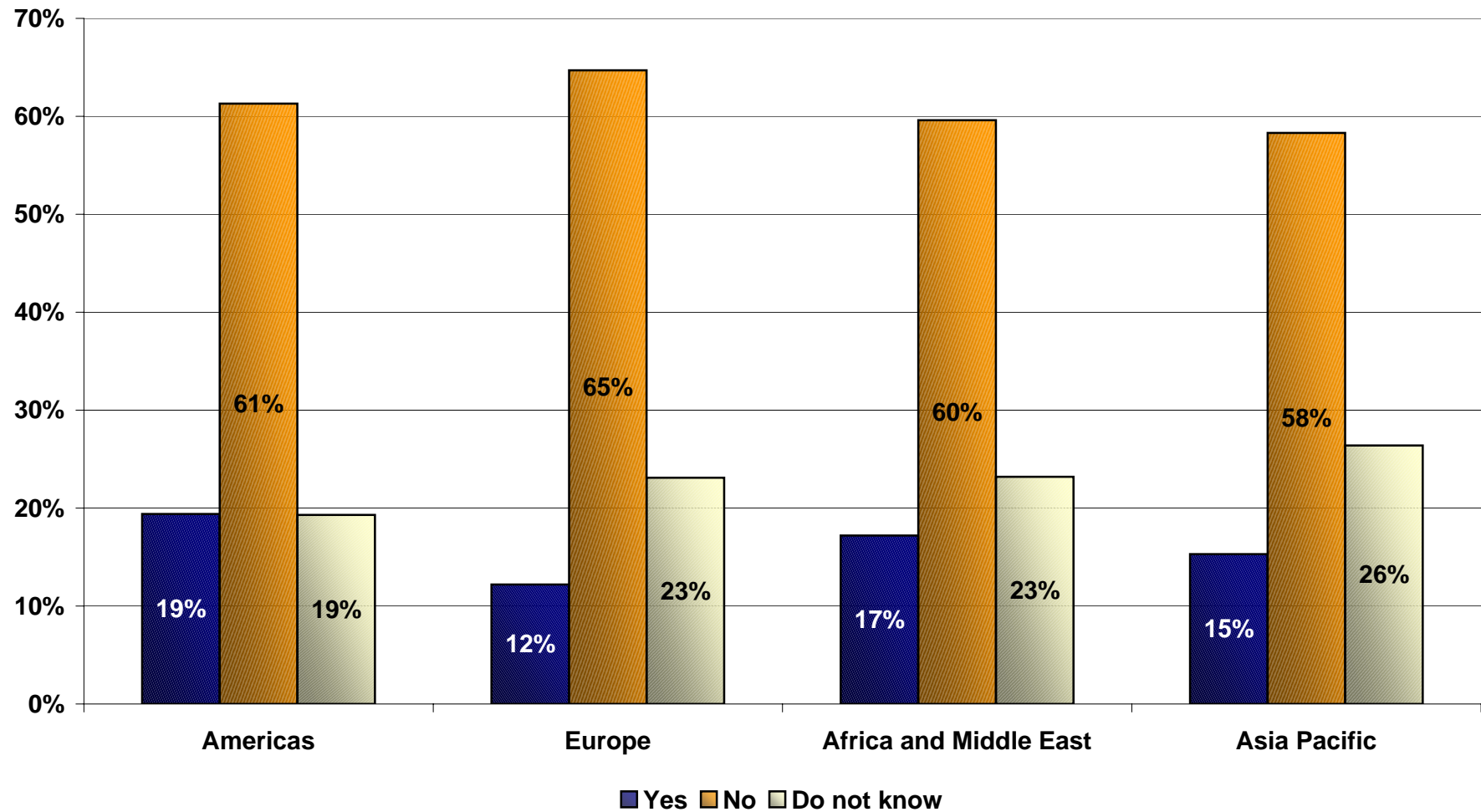
How do you usually receive your boarding pass? (All Pax)

Bar chart showing percentages for each region and method:

	Americas	Europe	Africa and Middle East	Asia Pacific
Check-in counter	40%	54%	81%	71%
Check-in kiosk	25%	20%	8%	13%
Printing at home/ office	35%	25%	10%	15%
Other				

Legend: ■ Check-in counter ■ Check-in kiosk □ Printing at home/ office ■ Other
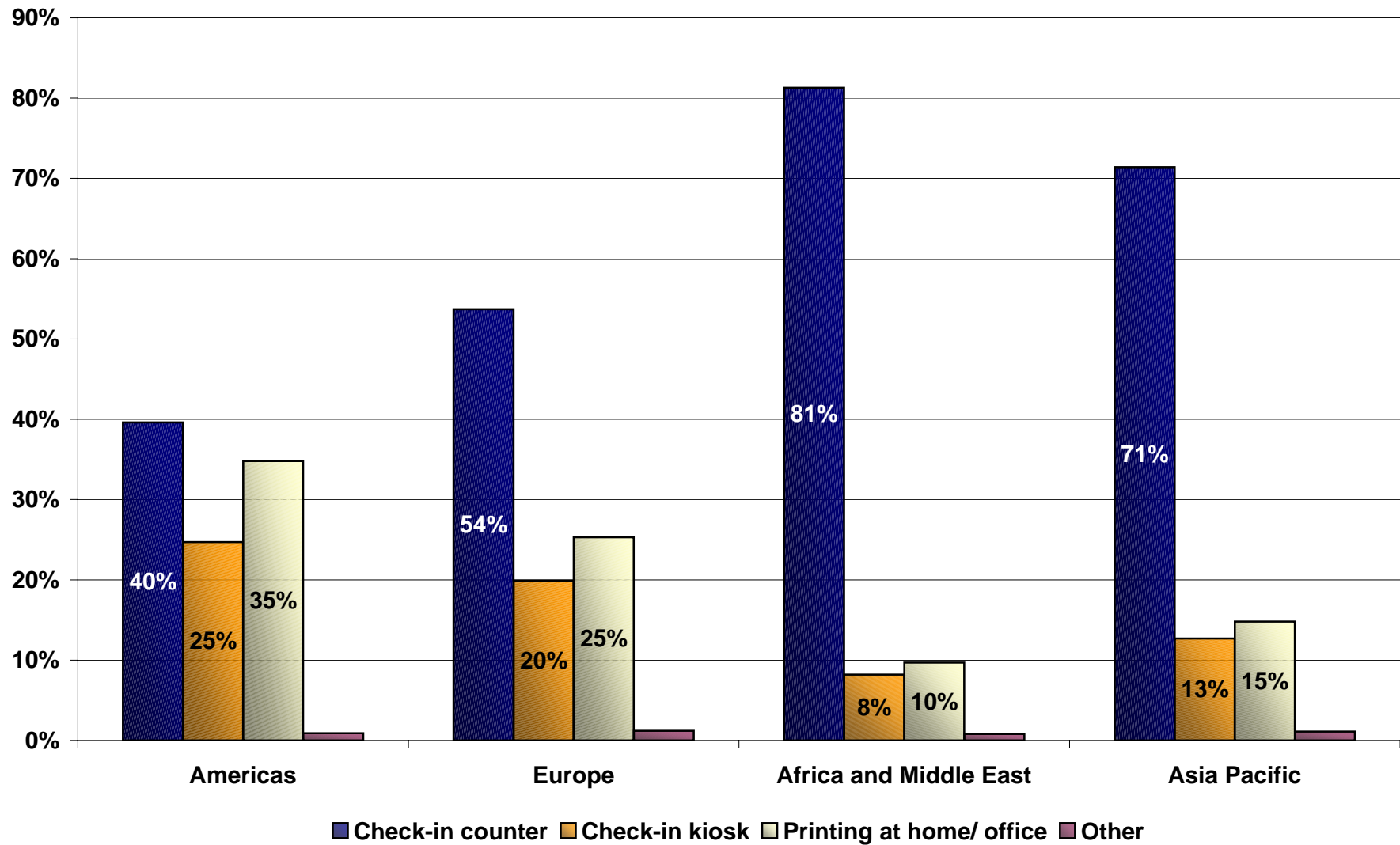
How do you prefer to receive your boarding pass? (All Pax)

Bar chart showing preferences by region:

Region	Check-in counter	Check-in kiosk	Printing at home/office	Other
Americas	31%	22%	47%	~1%
Europe	36%	21%	42%	~1%
Africa and Middle East	47%	13%	40%	~1%
Asia Pacific	55%	15%	30%	~1%

Legend: ■ Check-in counter ■ Check-in kiosk □ Printing at home/ office ■ Other

Source: IATA CATS 2008

Did you print your boarding pass on-line (at home/ office) in the past 12 months? (All Pax)

Legend: Always, Frequently, Sometimes, Once, Never

	Americas	Europe	Africa and Middle East	Asia Pacific
Always	9%	6%	2%	5%
Frequently	29%	18%	6%	9%
Sometimes	23%	21%	10%	17%
Once	11%	12%	9%	12%
Never	28%	43%	72%	58%

Did you experience any difficulties when printing and/or using an online boarding pass? (All Pax)

Bar chart showing "Yes" and "No" responses by region:

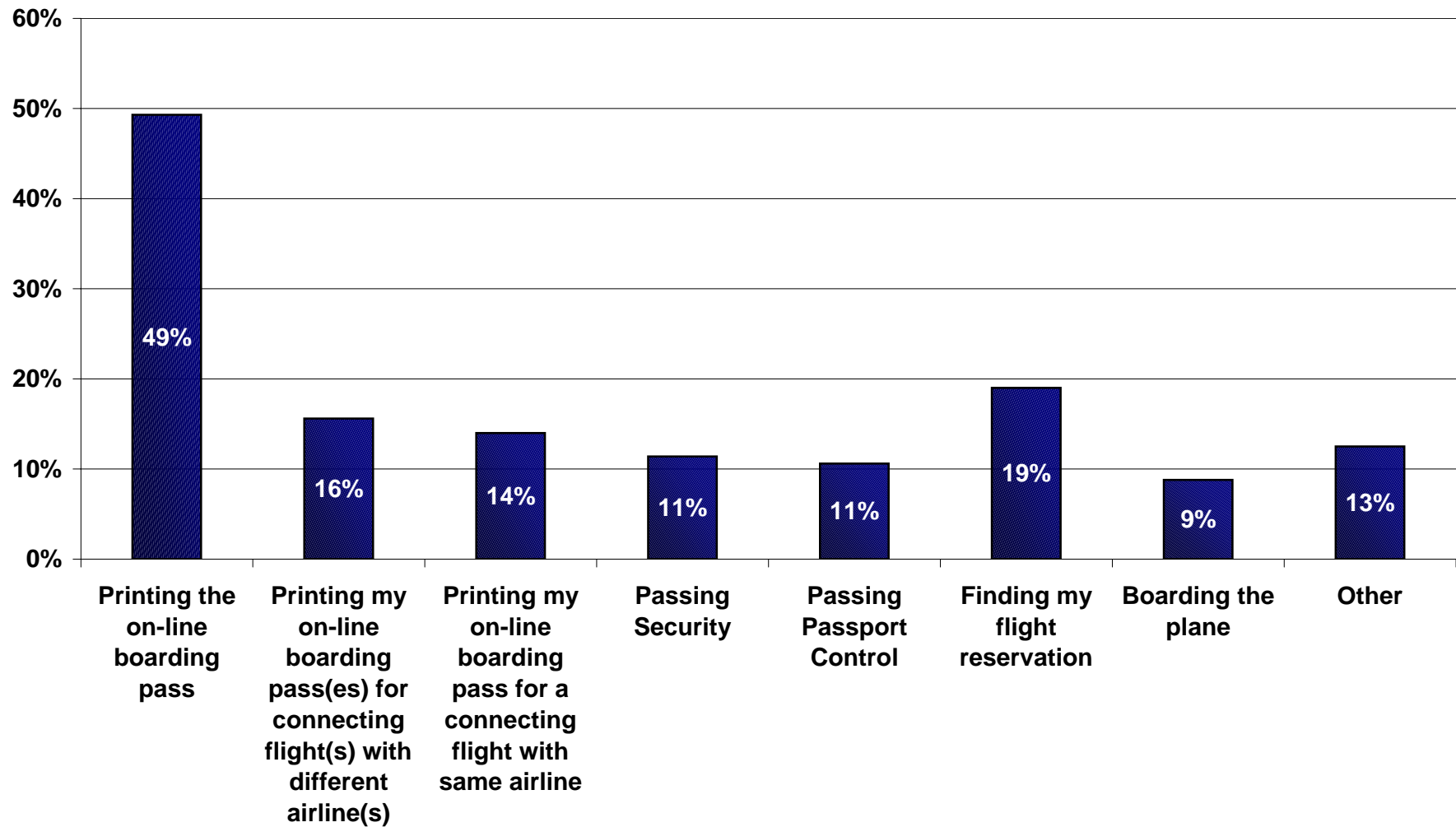| Region	Yes	No
Americas	14%	86%
Europe	17%	83%
Africa and Middle East	19%	81%
Asia Pacific	15%	85%

Legend: ■ Yes ■ No

Source: IATA CATS 2008

Did you experience any difficulties when printing and/or using an online boarding pass? (All Pax)

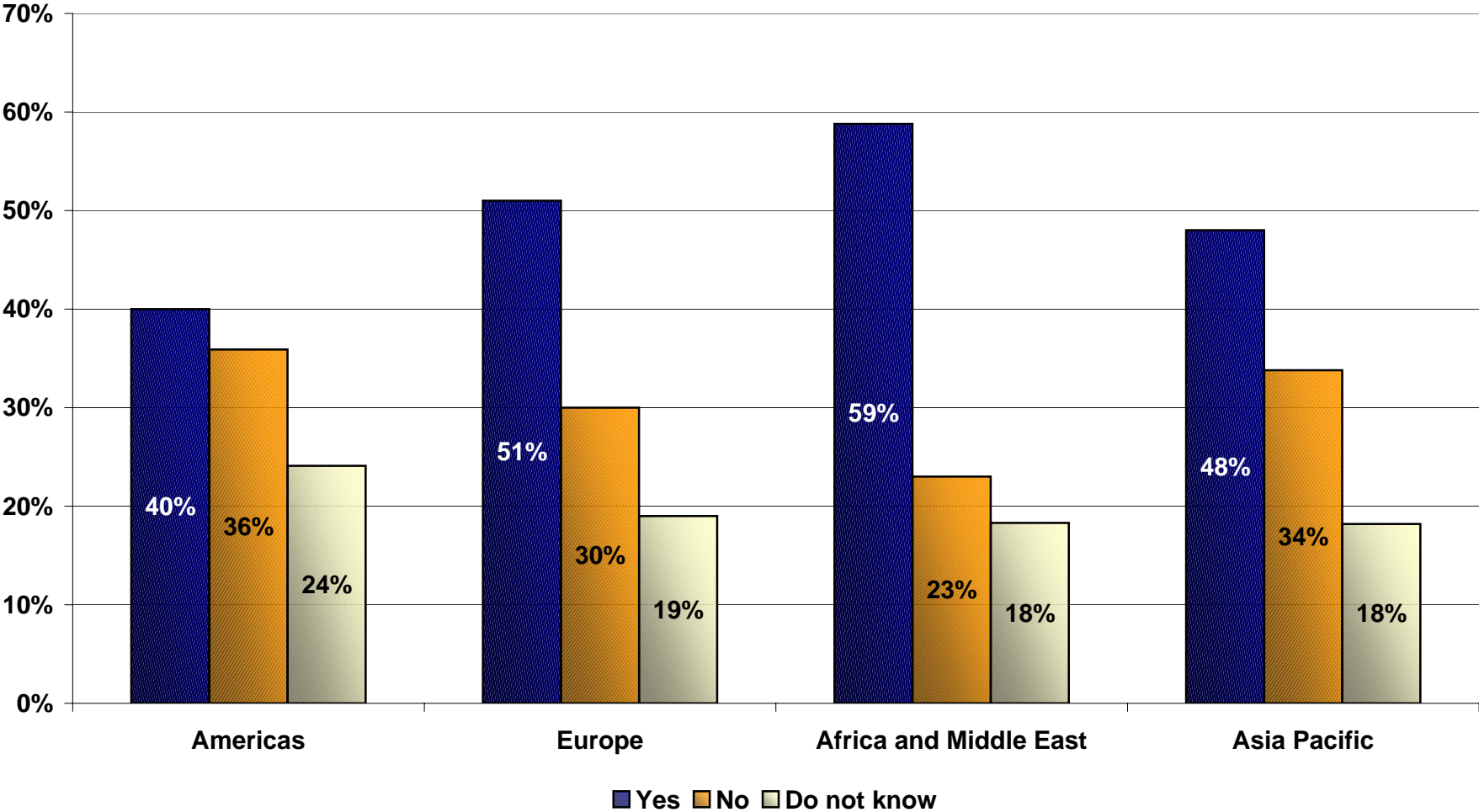| Category	Value
Printing the on-line boarding pass	49%
Printing my on-line boarding pass(es) for connecting flight(s) with different airline(s)	16%
Printing my on-line boarding pass for a connecting flight with same airline	14%
Passing Security	11%
Passing Passport Control	11%
Finding my flight reservation	19%
Boarding the plane	9%
Other	13%
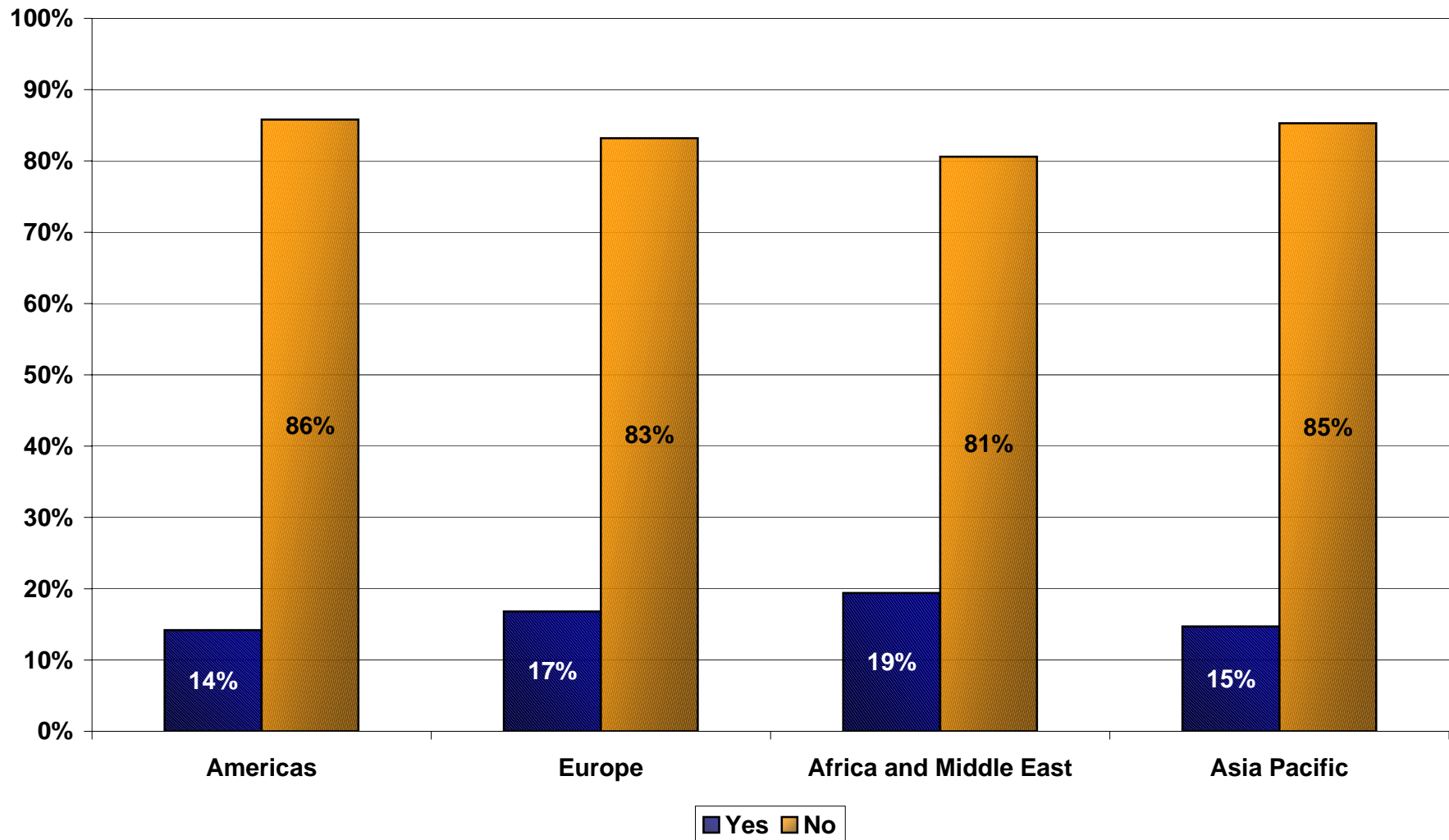
Was a fast bag drop point always available at the airport in the past 12 months when you had your online boarding pass printed at home/office?

	Americas	Europe	Africa and Middle East	Asia Pacific
Yes	81%	90%	82%	85%
No, a fast bag drop point was not available	19%	10%	18%	15%

■ Yes ■ No, a fast bag drop point was not available
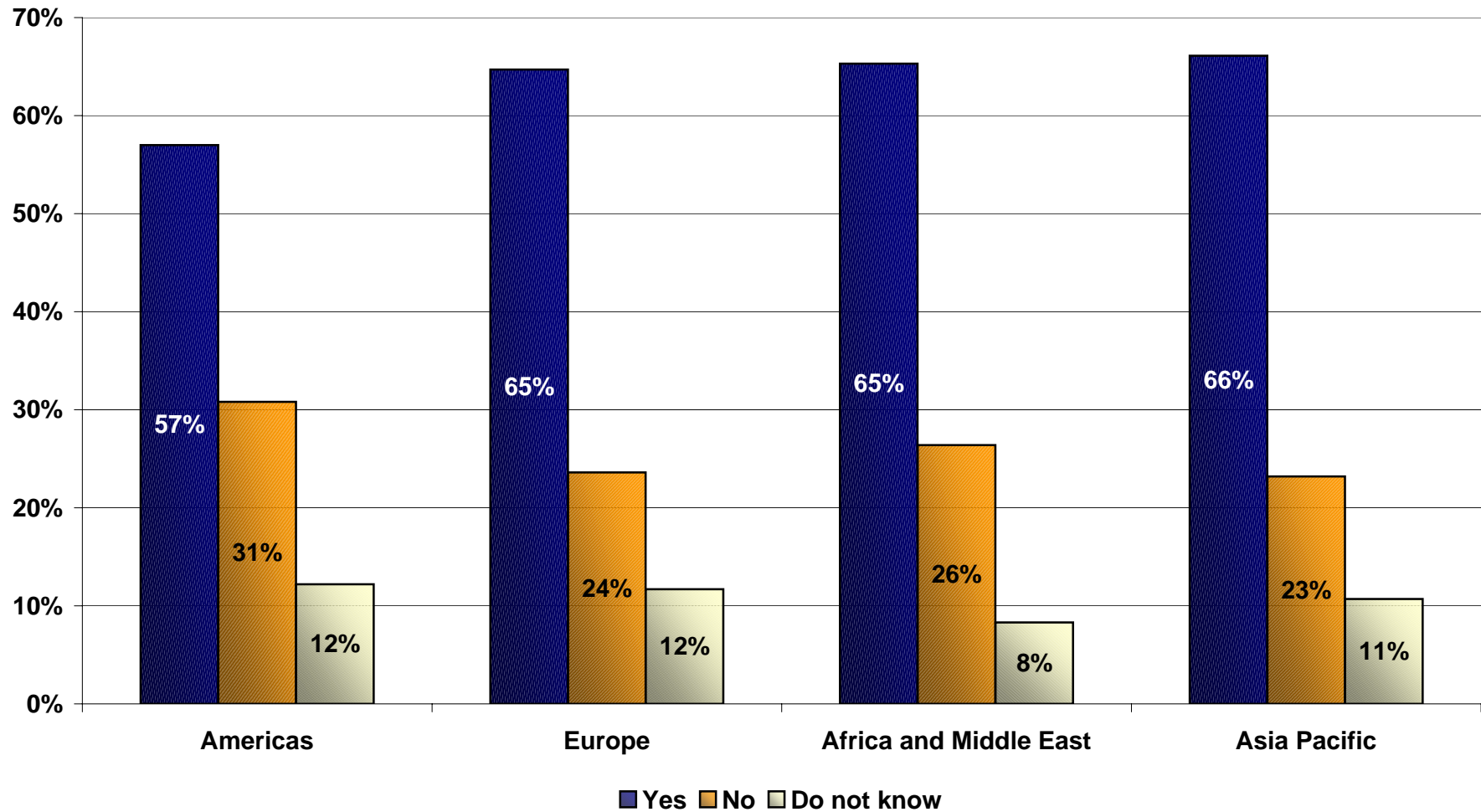
Source: IATA CATS 2008
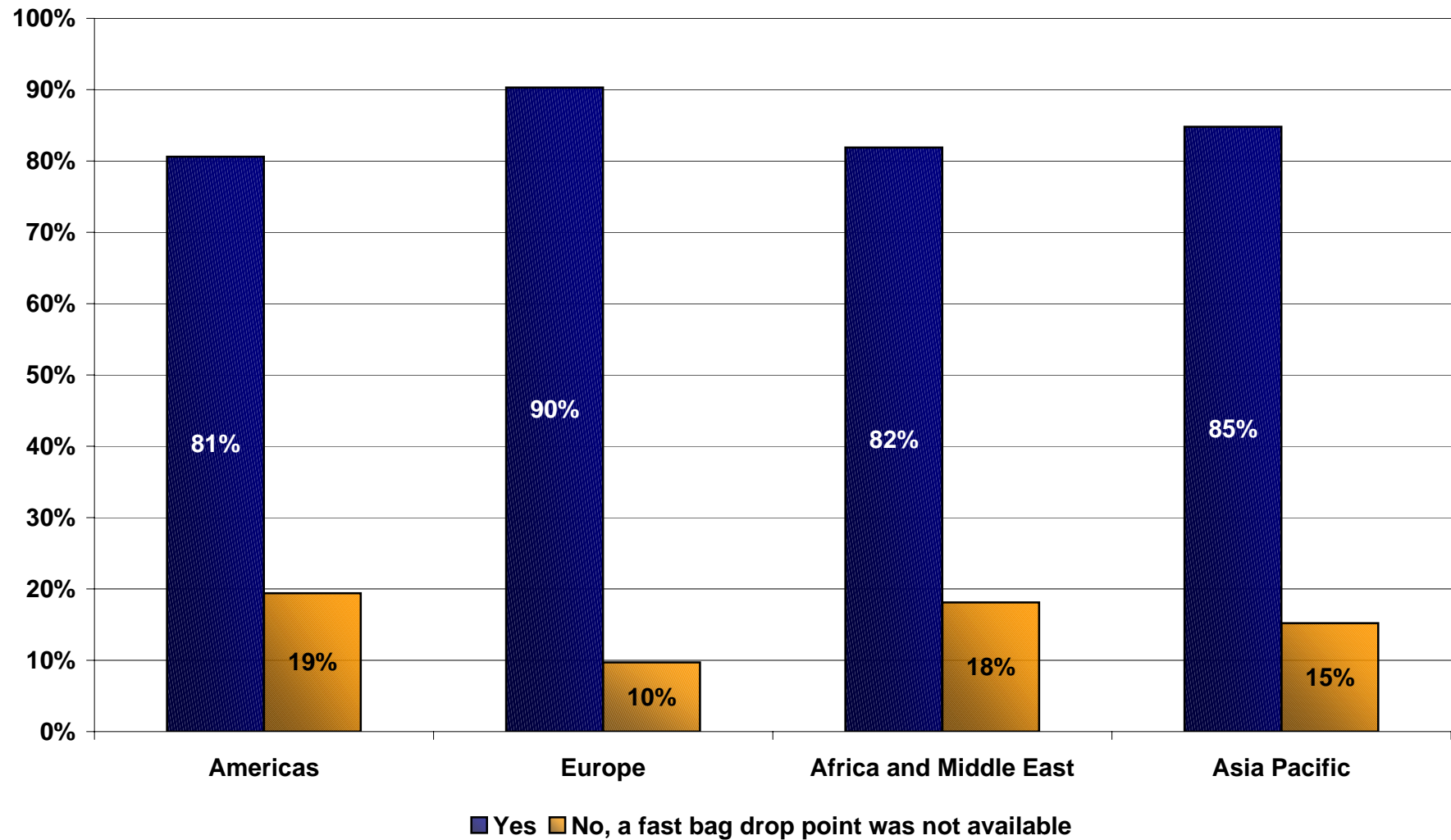
When Boarding the aircraft at the gate, would you see any benefit of having an automated boarding gate available to you similar to those used in Train and Metro stations? (All Pax)
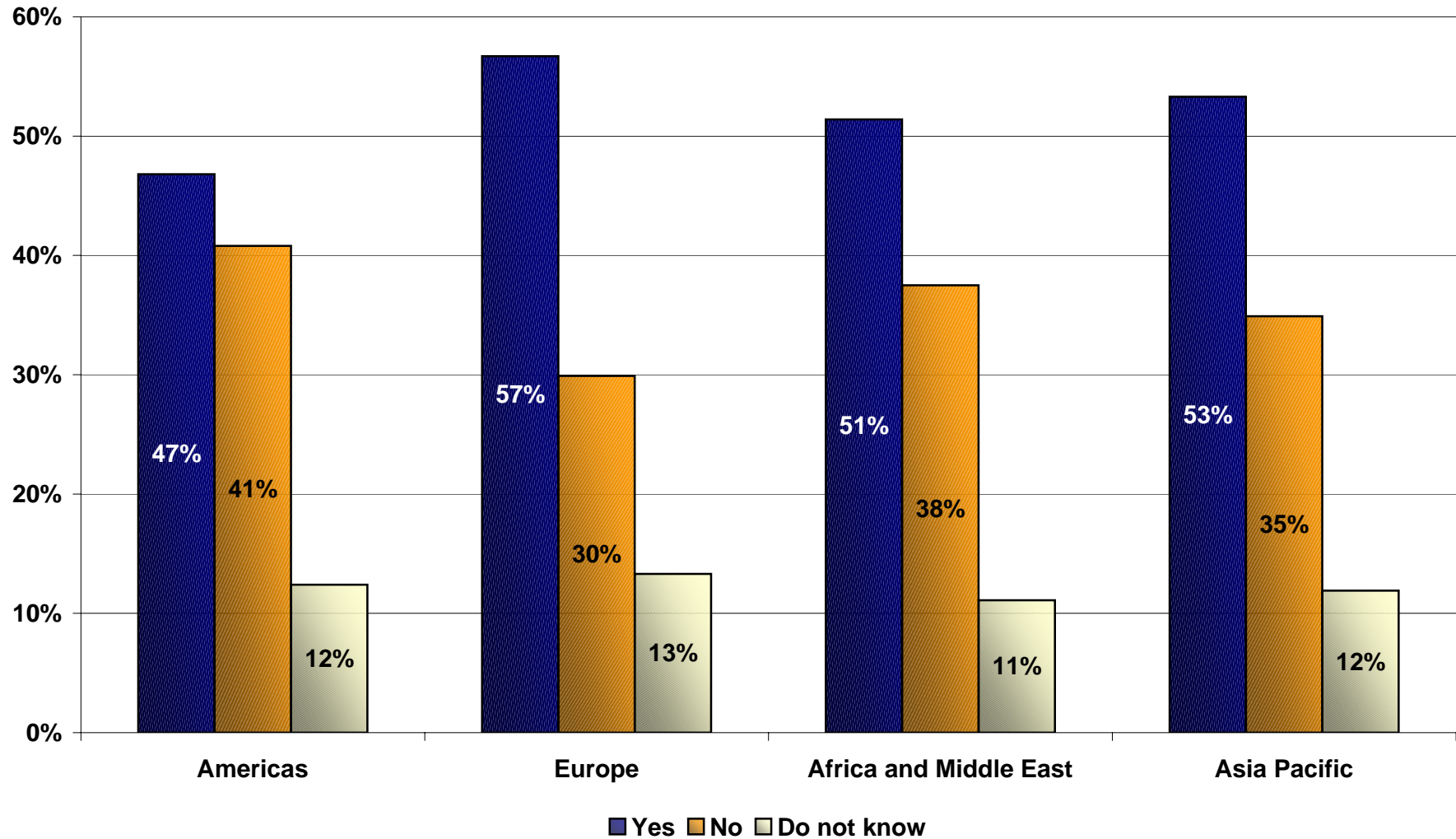

	Americas	Europe	Africa and Middle East	Asia Pacific
Yes	40%	51%	59%	48%
No	36%	30%	23%	34%
Do not know	24%	19%	18%	18%

Source: IATA CATS 2008

Would you prefer to have only ONE boarding pass when travelling an itinerary involving many segments (that is to say multiple routes/ legs)? (All Pax)

	Americas	Europe	Africa and Middle East	Asia Pacific
Yes	57%	65%	65%	66%
No	31%	24%	26%	23%
Do not know	12%	12%	8%	11%

■ Yes ■ No □ Do not know

Would you prefer to have only ONE boarding pass when travelling an itinerary involving different airlines? (All Pax)

	Americas	Europe	Africa and Middle East	Asia Pacific
Yes	47%	57%	51%	53%
No	41%	30%	38%	35%
Do not know	12%	13%	11%	12%

■ Yes ■ No □ Do not know

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

Legend: ■ Always ■ Frequently □ Some times ■ Not at all

Source: IATA CATS 2008