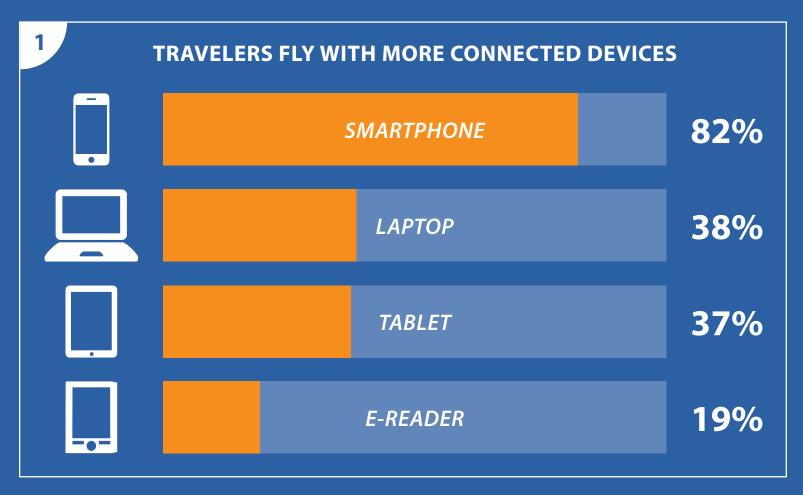
## **2012 FLYER SURVEY**

**TRAVELERS SET TECH AGENDA FOR AIRPORTS & AIRLINES: OVER 2600 FLYERS POLLED, HERE'S WHAT THEY SAID** 

**FlightView**®





**DEMAND FOR MOBILE COMMUNICATION IS ON-THE-RISE:** WHAT TRAVELERS WANT AND WHEN...

WHILE WAITING TO BOARD

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<u>ݰݰݰݰݰݰ</u> 96% flight status ŢŢŢŢŢŢŢŢŢŢŢ 73% boarding alerts 57% seat upgrade <u>ݰݰݰݰ</u>ݰ<u>ݰ</u>ݰ coupons to 40% terminal shops <u>Ů</u>Ů<u>Ů</u>Ů<u>Ů</u>Ů<u>Ů</u> 40% standby status

AFTER THE FIRST LEG OF A CONNECTING FLIGHT

ĨŢĨŢĨŢĨŢĨŢ status of 93% next flight ŢŢŢŢŢŢŢŢŢŢ gate location 93% of next flight ŢŢŢŢŢŢŢŢŢŢŢ walking directions **62%** to next gate 30% food and drink options

## **SELF-SERVICE IS THE FUTURE: MOST DESIRED MOBILE FEATURES**



4

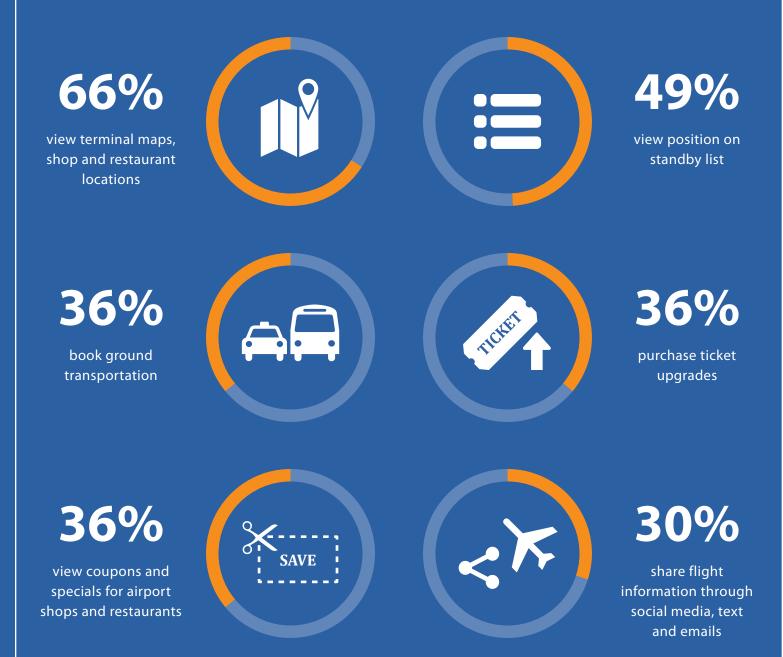
board using a mobile boarding pass







rebook on another flight when there are flight delays or cancellations



## WHERE DO AIRPORTS AND AIRLINES GO FROM HERE?

a. Remain focused on mobile.

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- b. Pay attention to the mobile user experience.
- c. Capitalize on mobile as a point-of-sale.
- d. Keep passengers informed.
- e. Enhance the WiFi experience.

**Opportunities mount as travelers reveal high** expectations for mobile communication and selfservice capabilities. For a full look at FlightView's survey results and what the feedback means for the travel industry, download the market brief for airports, or the brief for airlines.

