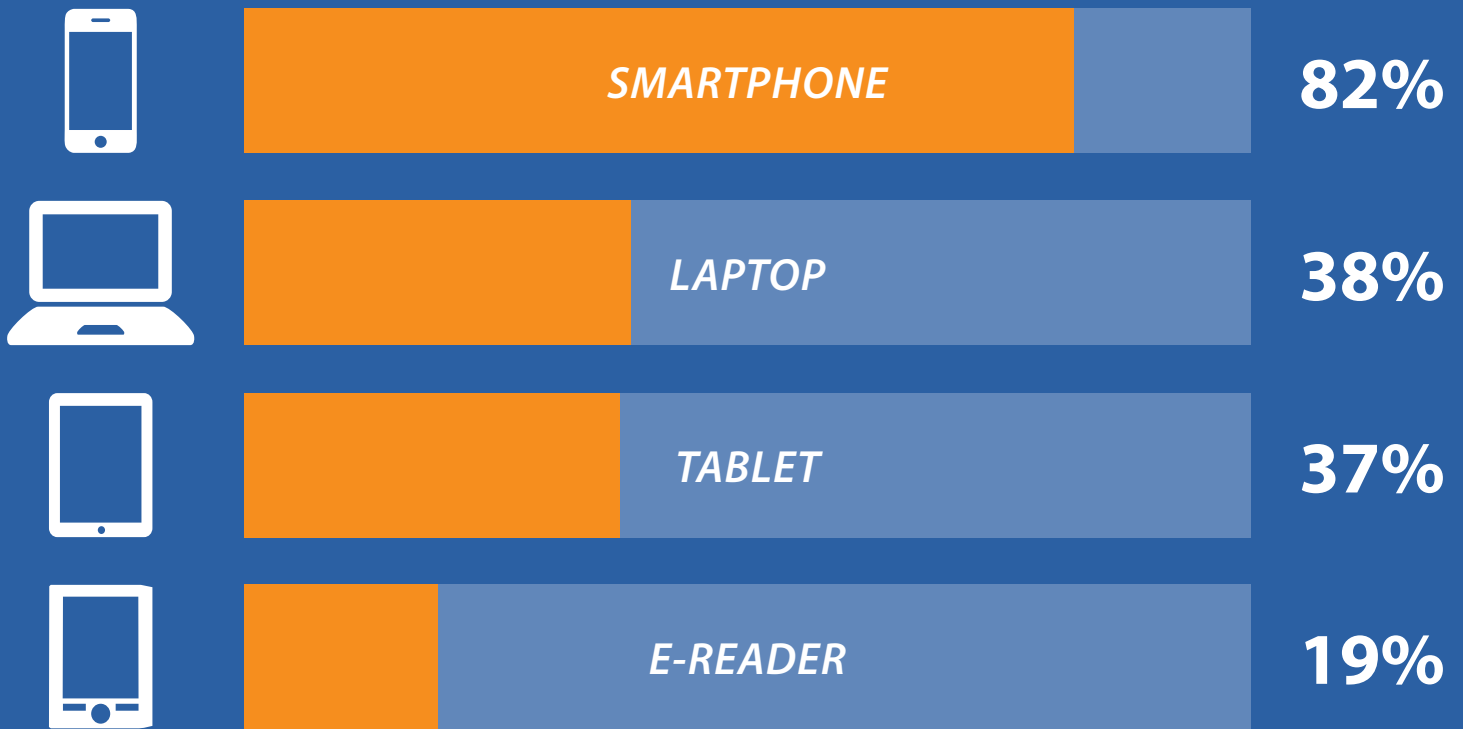


TRAVELERS SET TECH AGENDA FOR AIRPORTS & AIRLINES: OVER 2600 FLYERS POLLED, HERE'S WHAT THEY SAID

1

TRAVELERS FLY WITH MORE CONNECTED DEVICES



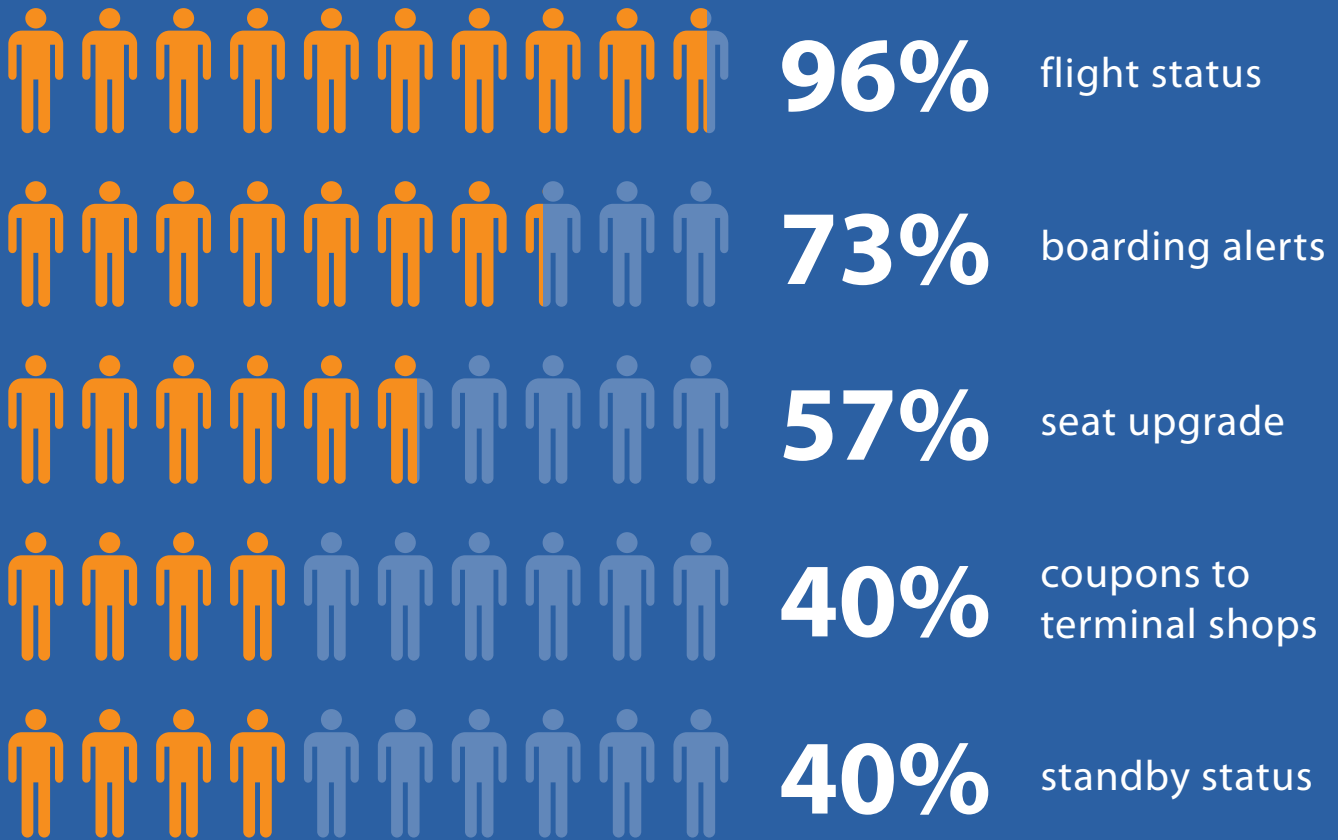
2

WiFi AVAILABILITY IS FRUSTRATING AND LIMITED

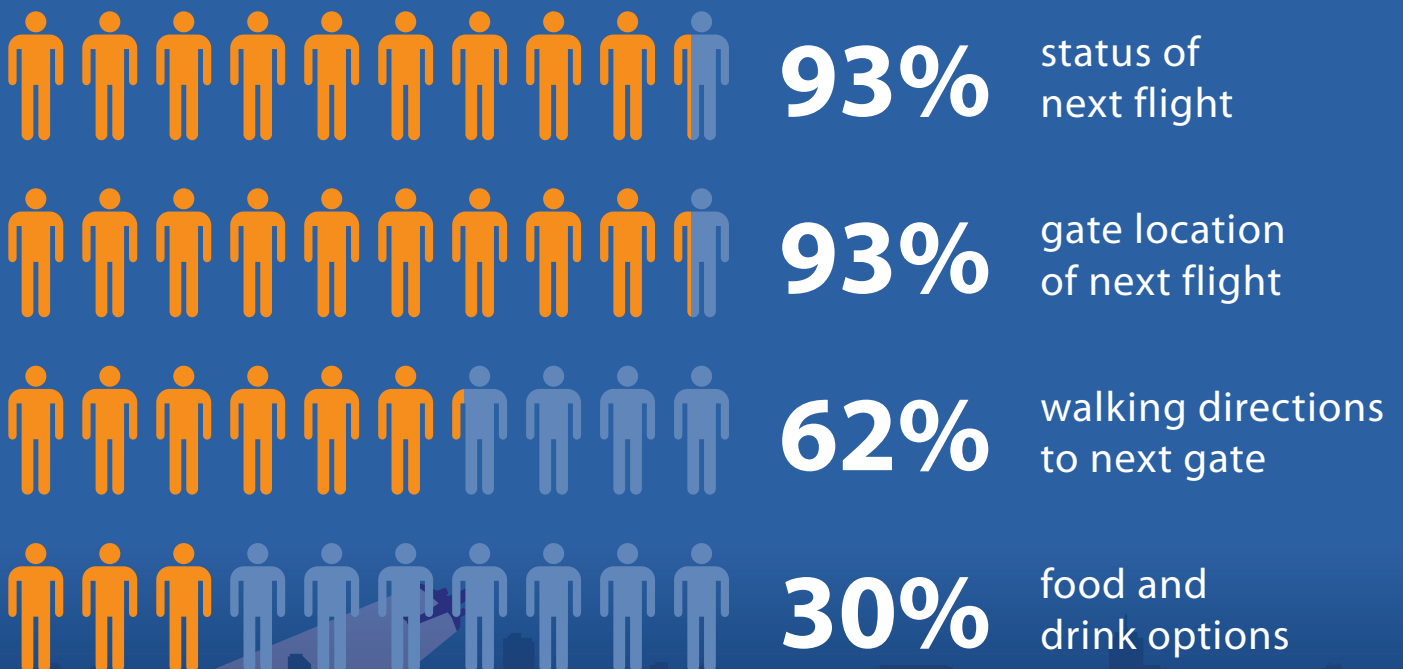


DEMAND FOR MOBILE COMMUNICATION IS ON-THE-RISE: WHAT TRAVELERS WANT AND WHEN...

WHILE WAITING TO BOARD



AFTER THE FIRST LEG OF A CONNECTING FLIGHT



SELF-SERVICE IS THE FUTURE: MOST DESIRED MOBILE FEATURES

73%

board using a mobile
boarding pass



67%

rebook on another
flight when there are
flight delays or
cancellations

66%

view terminal maps,
shop and restaurant
locations



49%

view position on
standby list

36%

book ground
transportation



36%

purchase ticket
upgrades

36%

view coupons and
specials for airport
shops and restaurants



30%

share flight
information through
social media, text
and emails



WHERE DO AIRPORTS AND AIRLINES GO FROM HERE?

- a. Remain focused on mobile.
- 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 self-service 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.



For more information, contact FlightView: 617.787.4200

www.flightview.com