### The Purchasing Habits of **Today's Mobile Traveler**



Mobile self-service is a critical element to the day-of-travel experience - from trip planning, to check-in, to monitoring flight status, to mobile boarding, and more.

But airlines have yet to fully capitalize on a major revenue driver: mobile as a point-of-



sale for both tickets and ancillary services.

### **Mobile Purchase Lags Behind Mobile Search**

Travelers are regularly searching for flights using mobile devices, but most stop short of making a purchase with their smartphone or tablet.

**SMARTPHONE** 

89%

search flights

**TABLET** 

62%

search

**SMARTPHONE** 

flights

**37%** 

purchase tickets

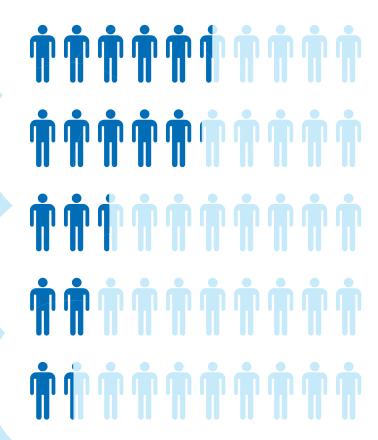
TABLET

**49%** 

purchase tickets

#### **Converting Mobile Search to Mobile Purchase**

Mobile security and fear of transaction interruptions are not major hurdles for travelers considering mobile as a point-of-purchase. Instead, usability, lack of a keyboard, and harder navigation are top challenges.



**55%** prefer using laptop/desktop

too hard to enter **52%** information

not comfortable **24%** using mobile

concerned about **19%** mobile security

worried purchase **13%** won't go through

## Major Opportunity Exists to Drive Revenue through Mobile Sales

in-flight WiFi, using an airline's mobile website or app in the past 12 months. However more than 80% of respondents cited at least one upgrade they

of travelers surveyed have purchased

a seat upgrade or add-on, such as

would consider purchasing if pushed to their mobile device prior to boarding.

**54%** would purchase extra leg room

0





would purchase ticket upgrades

**38%** 

would purchase

**42%** 

40% would purchase early boarding privileges





food delivered to gate before boarding



**59%** 

would purchase in-flight WiFi

notifications. The majority of passengers begin to think about their flight and check its

# status on mobile devices well before sitting at the terminal gate.

51.0%

When do you first use your mobile device to check flight status?

Timing is Key

Ample opportunity exists to send ancillary offers to travelers through mobile push

12-24 hours before flight 6-12 hours before flight

> 3-6 hours before flight 1-4 hours before flight

13.3% 13.9%

2.4% 3.4%

16.1%

results, visit FlightViewFromTheSky.com

< 1 hour before flight

don't check flight status