

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.

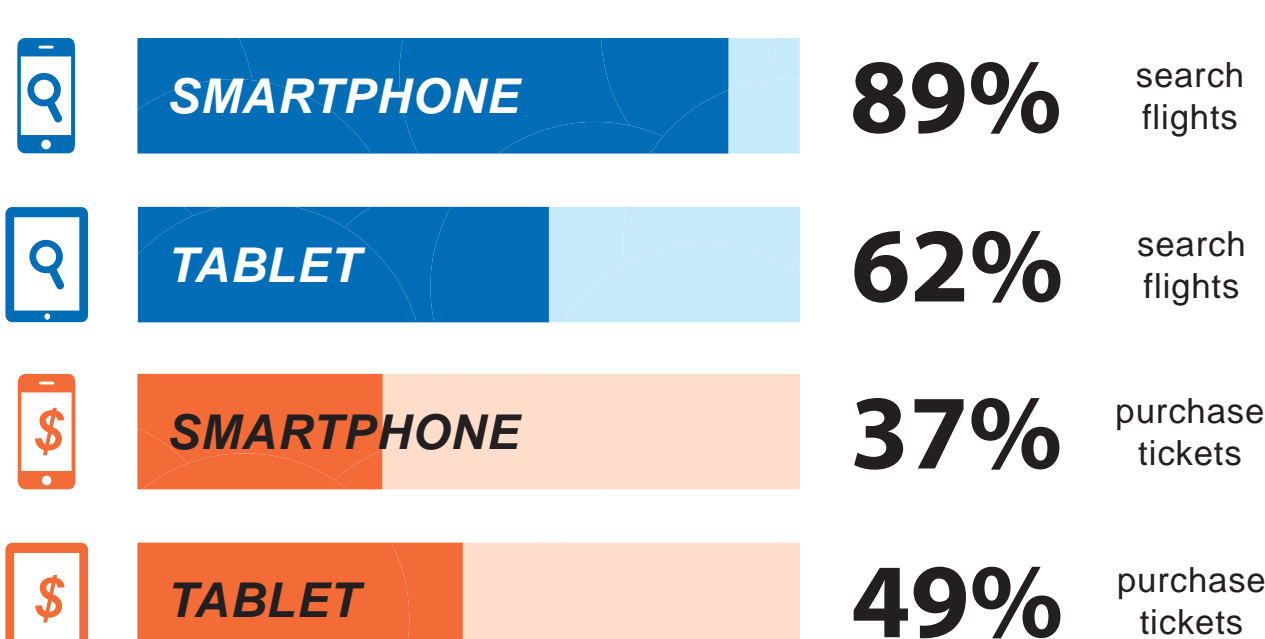


Traveler Survey PART 1 2013

1

Mobile Purchase Lags Behind Mobile Search

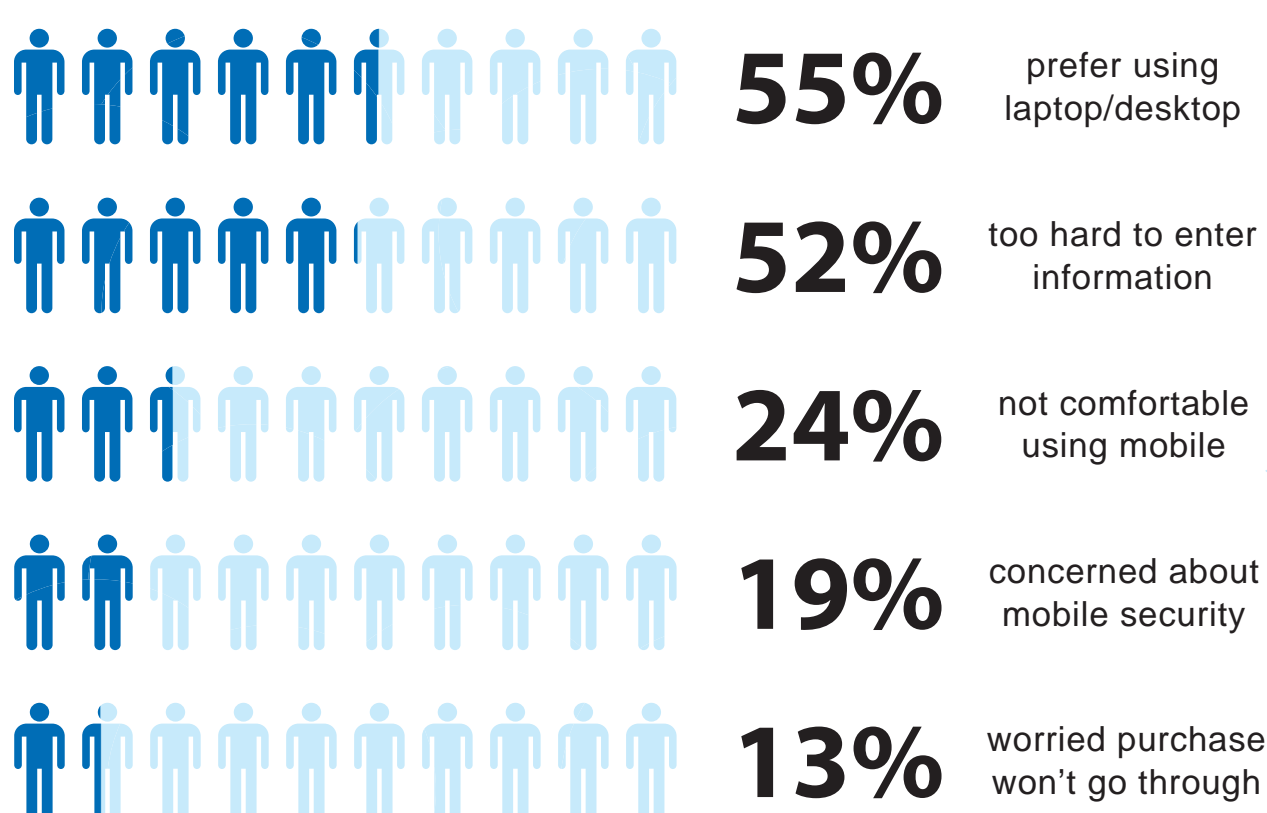
Travelers are regularly searching for flights using mobile devices, but most stop short of making a purchase with their smartphone or tablet.



2

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.



3

Major Opportunity Exists to Drive Revenue through Mobile Sales

ONLY 29% of travelers surveyed have purchased a seat upgrade or add-on, such as 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 would consider purchasing if pushed to their mobile device prior to boarding.



4

Timing is Key

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

