

Technology to transform our industry

Highlights of ATI surveys

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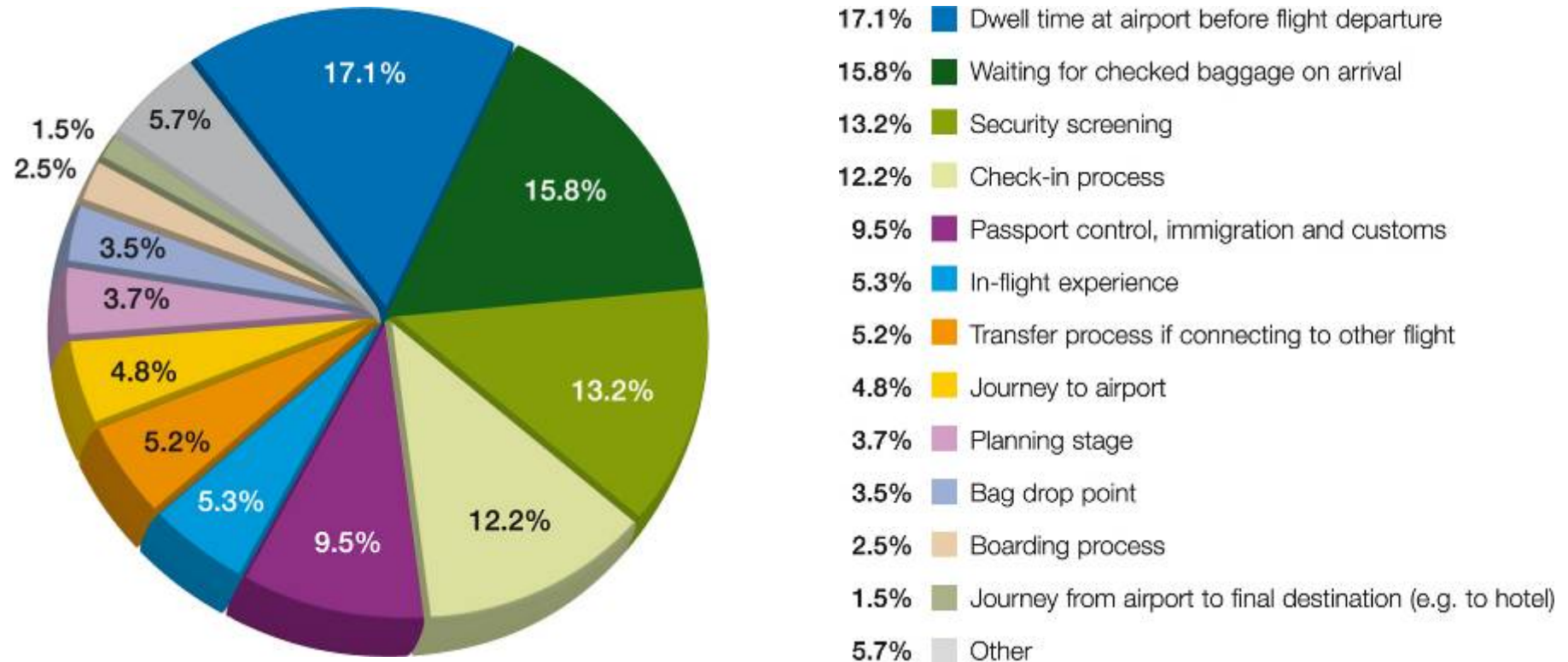
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Customer Journey



Part of the journey the passenger would most like to change

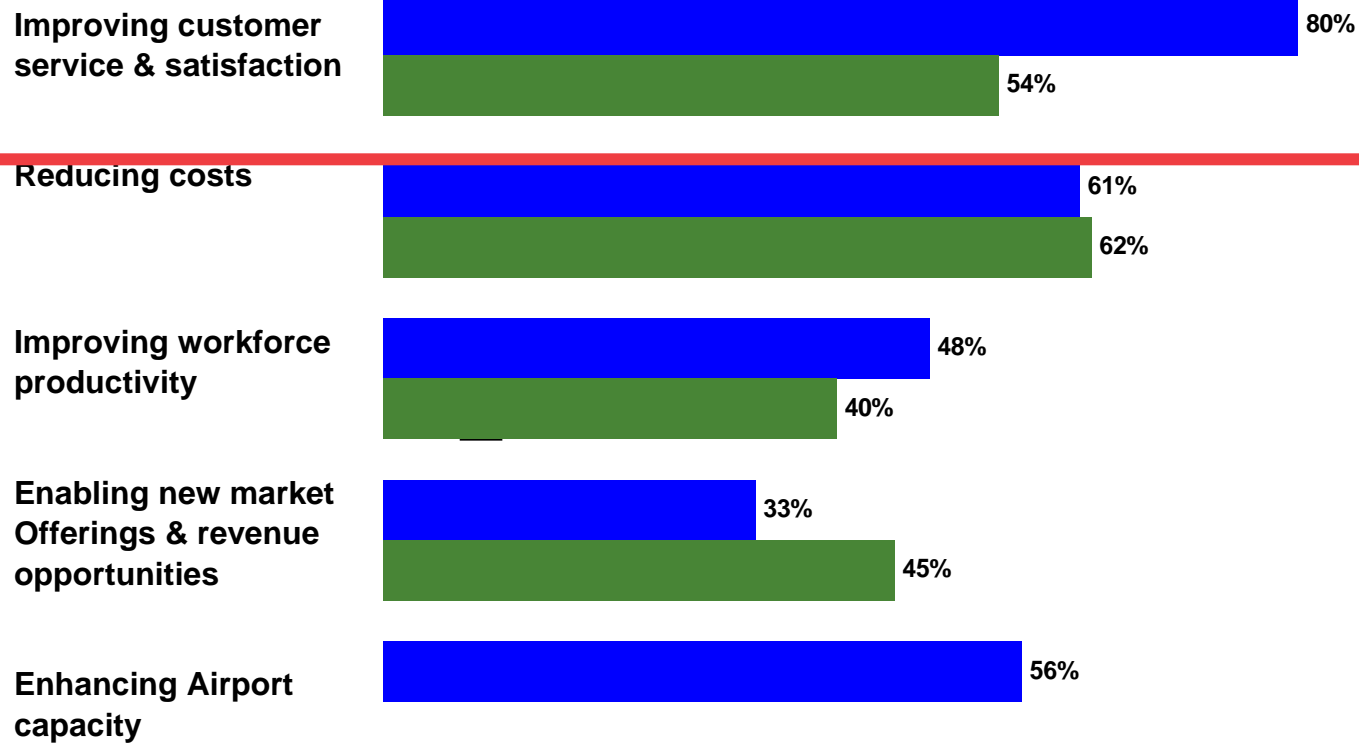


Source – 2008 SITA / ATW Passenger Self-Service Survey

IT Investment Priorities in 2008



Key Business Drivers



(Base: Those respondents answering – UNWEIGHTED)

■ Airports ■ Airlines

Self-service: an irreversible transformation of the ATI

- **Every step of the journey:**



Planning



Purchases



Check-in



Baggage



Security &
Government



Boarding



Arrival
& mis-
handle
d bags

- **67% of passengers used online booking tools**
- **61% of passengers used self service check-in**
- **59% of airlines offer web check-in***
 - **137 CUSS live airports**
 - **34% of passengers happy to replace paper boarding by electronic boarding pass**
 - **42% Passengers would use self service for mishandled baggage**

Conclusion



Passengers are adopting common, everyday means of communication into their travel experience (web, mobile devices, self-service, etc.)



Airports and airlines are focusing heavily on enhancing customer service



Tomorrow's passengers will be digital passengers and it starts today