Nigel Pickford

Director, Marketing Operations and Market Insight

SITA

SITA

Create success. Together

AIR TRANSPORT IT TREND SURVEYS AND REPORTS

Airline IT Trends Survey

AIRLINE BUSINESS

Launches on Nov 11th

Airport IT Trends Survey

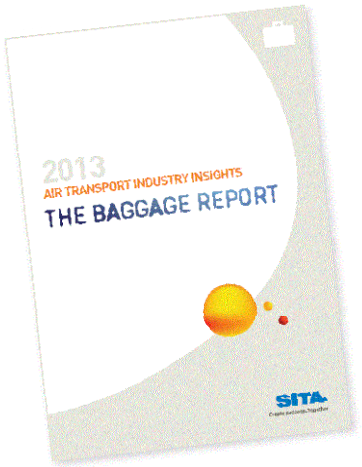
ACI

AIRLINE BUSINESS

Passenger IT Trends Survey

ATW Air Transport World

Launches today



Baggage report

ATW Air Transport World

SITA
Create success. Together

PEOPLE **LOVE** THEIR MOBILE PHONES..

Emotional attachment from a unique combination of
usefulness and usability

 © SITA 2013

SITA
Create success. Together

Air Transport Industry Insight

DO PASSENGERS **REALLY** WANT TO GO MOBILE?

SITA
Create success. Together

OVERVIEW

Passenger attitude towards technology & mobile

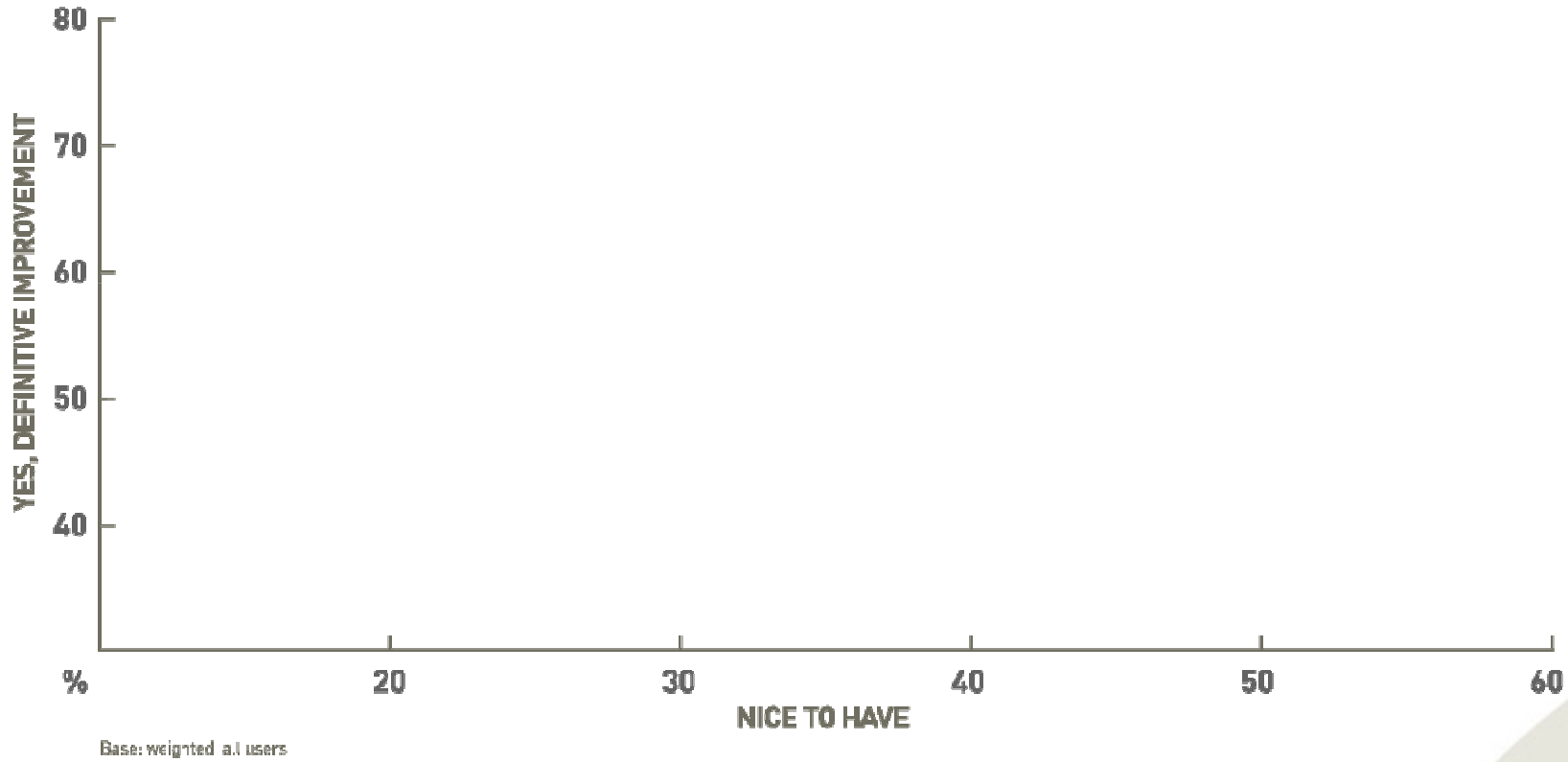
Do passengers want m-commerce?

Will passengers use mobile for access?

Do passengers want information on the move?

SITA
Create success. Together

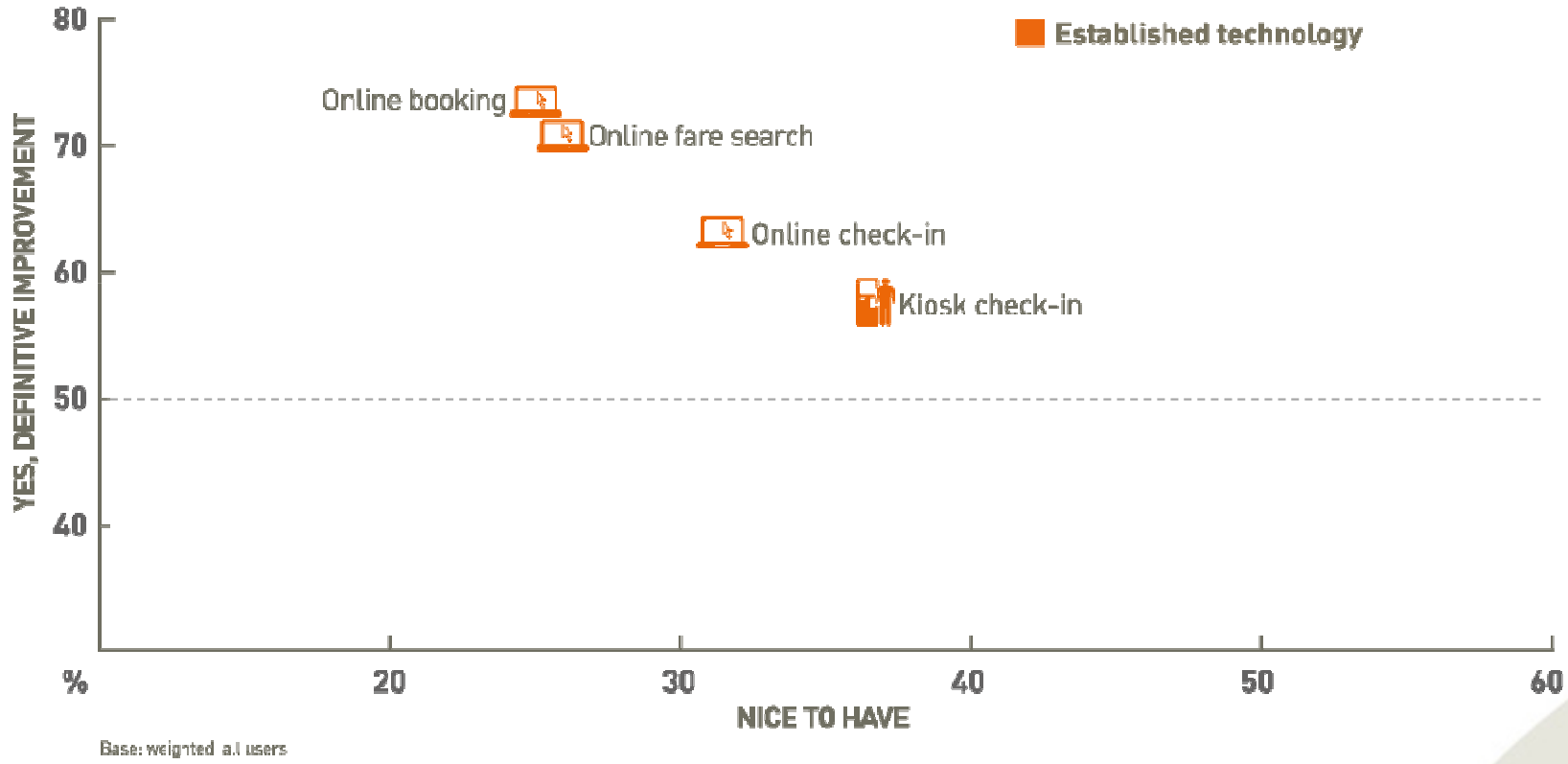
“TECHNOLOGY MAKES TRAVELLING EASIER”



 © SITA 2013

SITA
Create success. Together

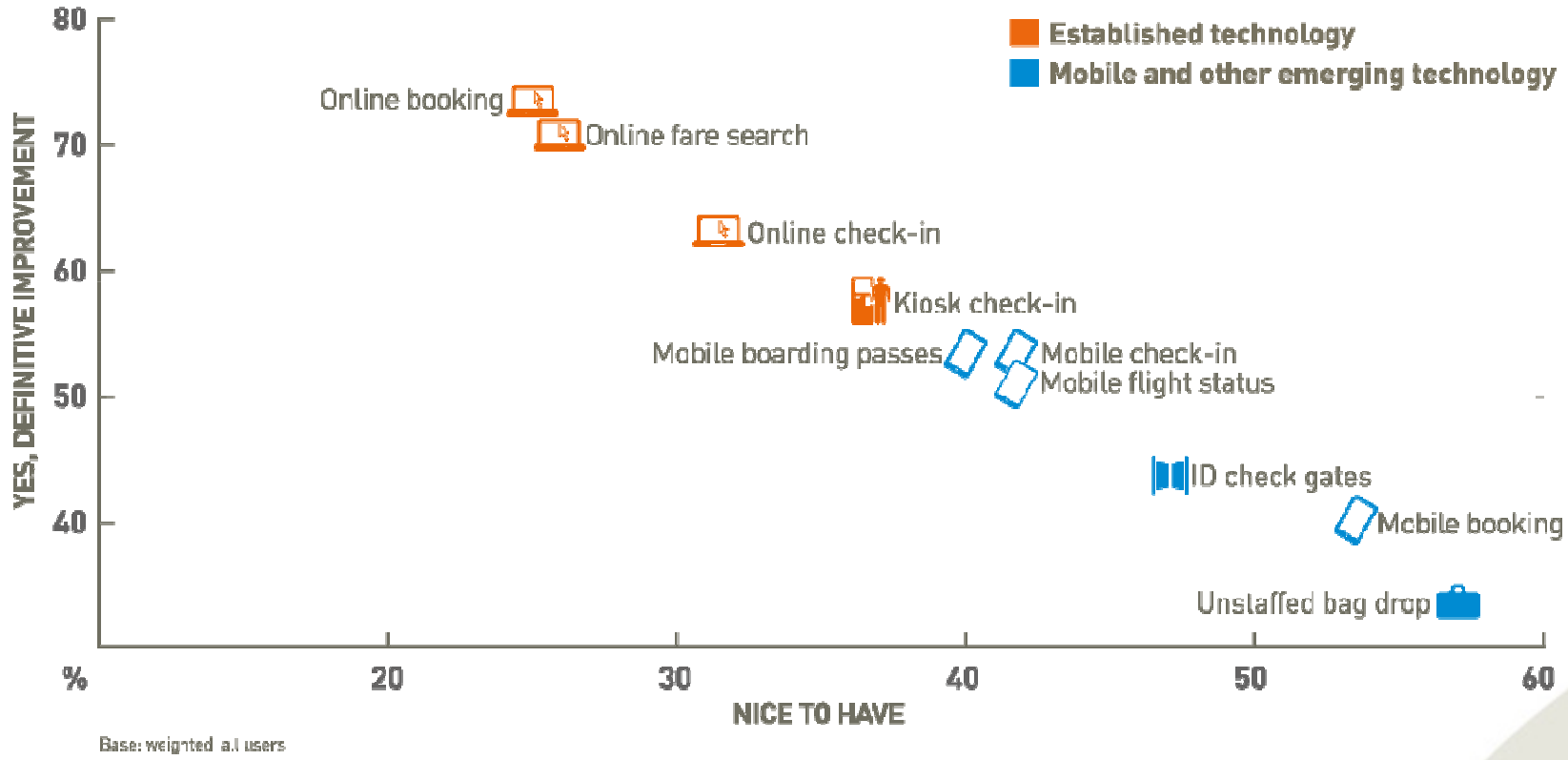
“TECHNOLOGY MAKES TRAVELLING EASIER”



 © SITA 2013

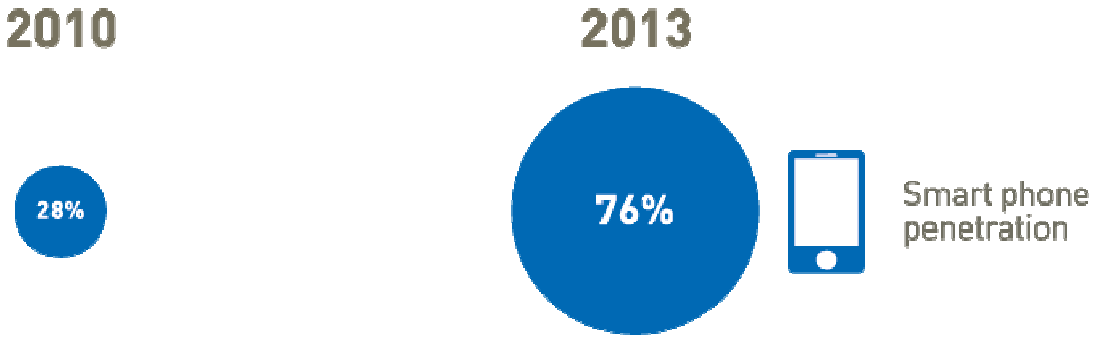
SITA
Create success. Together

“TECHNOLOGY MAKES TRAVELLING EASIER”



SITA
Create success. Together

EXPLOSIVE GROWTH FOR SMART PHONES AND TRAVEL SERVICES



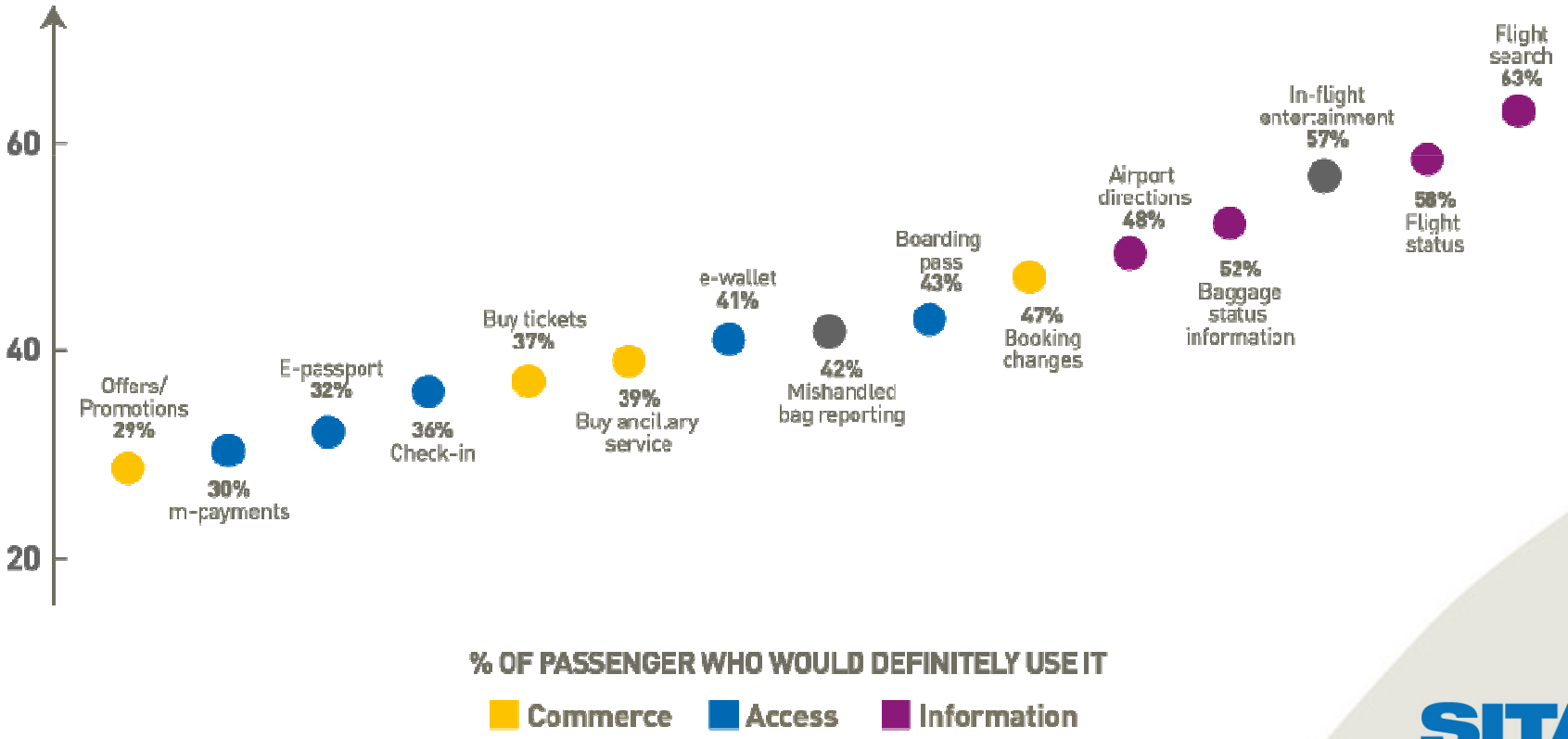
* % of airlines with apps
Airline IT Trends Survey 2013

SITA
Create success. Together

STAYING INFORMED IS THE TOP PRIORITY FOR PASSENGERS

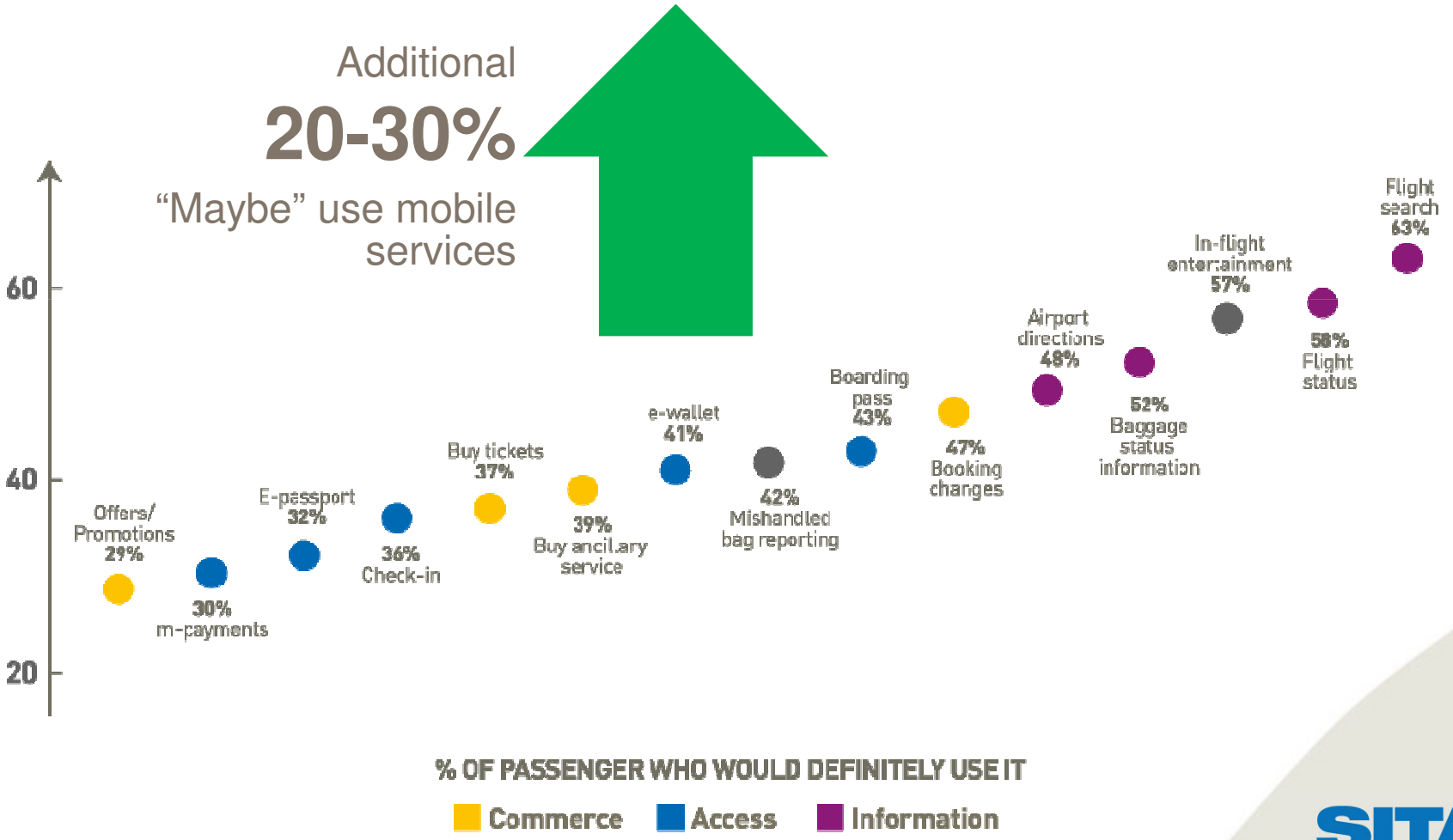
SITA
Create success. Together

STAYING INFORMED IS THE TOP PRIORITY FOR PASSENGERS



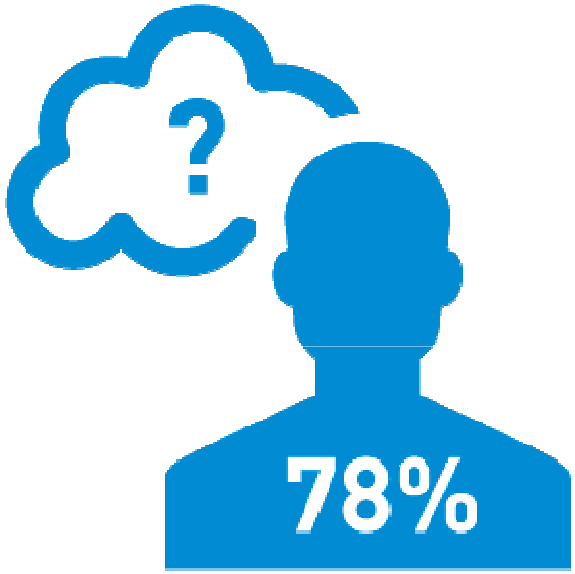
SITA
Create success. Together

STAYING INFORMED IS THE TOP PRIORITY FOR PASSENGERS



SITA
Create success. Together

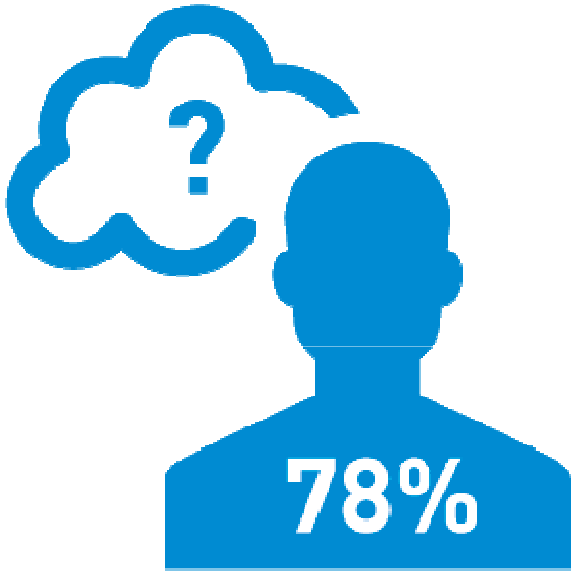
USABILITY IS THE NUMBER 1 CONCERN



PHONE
USABILITY
CONCERNS

SITA
Create success. Together

USABILITY IS THE NUMBER 1 CONCERN



PHONE USABILITY CONCERNS

- 31% Fear that phone will not work
- 24% Phone compatibility
- 18% Not better than other options
- 14% Complicated travel
- 13% App too complicated

SITA
Create success. Together

OVERVIEW

Passenger attitude towards technology & mobile

Do passengers want m-commerce?

Will passengers use mobile for access?

Do passengers want information on the move?

SITA
Create success. Together

TRAVELLERS PREFER WEB BOOKING BUT MOBILE GAINS POPULARITY

% OF PASSENGERS WHO WOULD (DEFINITELY/MAYBE) USE THIS CHANNEL

SITA
Create success. Together

M-COMMERCE:
A BIG OPPORTUNITY FOR AIRLINES & PASSENGERS

% OF PASSENGERS WHO WOULD USE THIS SERVICE

Definitely use May use

SITA
Create success. Together

OVERVIEW

Passenger attitude towards technology & mobile

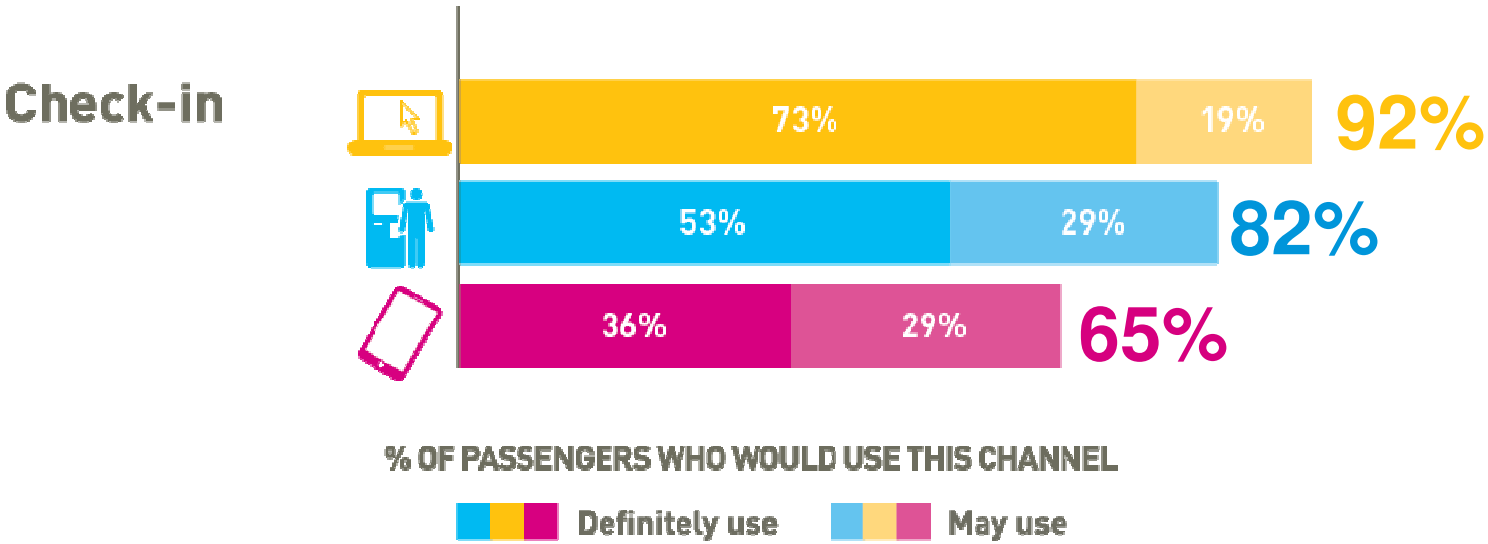
Do passengers want m-commerce?

Will passengers use mobile for access?

Do passengers want information on the move?

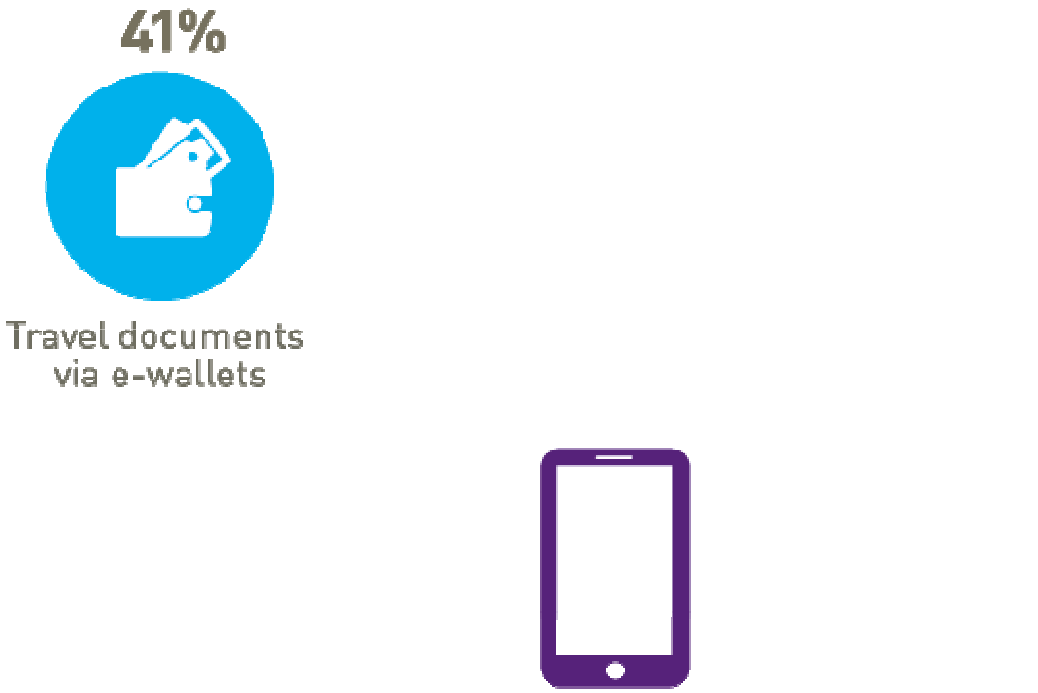
SITA
Create success. Together

MOBILE NOT THE PASSENGER'S FIRST CHOICE



SITA
Create success. Together

MOST PASSENGERS NOT YET READY TO USE MOBILE FOR SENSITIVE INFO



SITA
Create success. Together

OVERVIEW

Passenger attitude towards technology & mobile

Do passengers want m-commerce?

Will passengers use mobile for access?

Do passengers want information on the move?

SITA
Create success. Together

MOBILE (SMS) IS STILL THE PREFERRED CHANNEL FOR FLIGHT INFO UPDATES

% OF PASSENGERS WHO USE THIS SERVICE REGULARLY

SITA
Create success. Together

PASSENGERS WANT TO STAY CONNECTED ON BOARD

Interest in in-flight services on mobile devices

85%	73%	70%	63%
Access to entertainment	Access to email	Flight info e.g. connections	Phone calls

% OF PASSENGERS WHO WOULD (DEFINITELY/MAYBE) USE THIS SERVICE

SITA
Create success. Together

SO ..

DO PASSENGERS REALLY WANT TO GO MOBILE?

YES

- Technology in travel is viewed positively
- Most passengers would definitely use mobile services
- Information is top priority but there is interest in mobile services is across the entire journey

BUT

- For mass adoption throughout the passenger journey .....Usability, Usability, Usability

SITA
Create success. Together

Find out more…

www.sita.aero/ittrendshub

15 ANNIVERSARY AIRLINE IT TRENDS SURVEY

SITA AIRLINE IT TRENDS SURVEY 2013

SITA
Create success. Together

SITA AIRLINE IT TRENDS SURVEY 2013

BY 2016 …….

Airlines will maximise revenue opportunities and relevancy for passengers

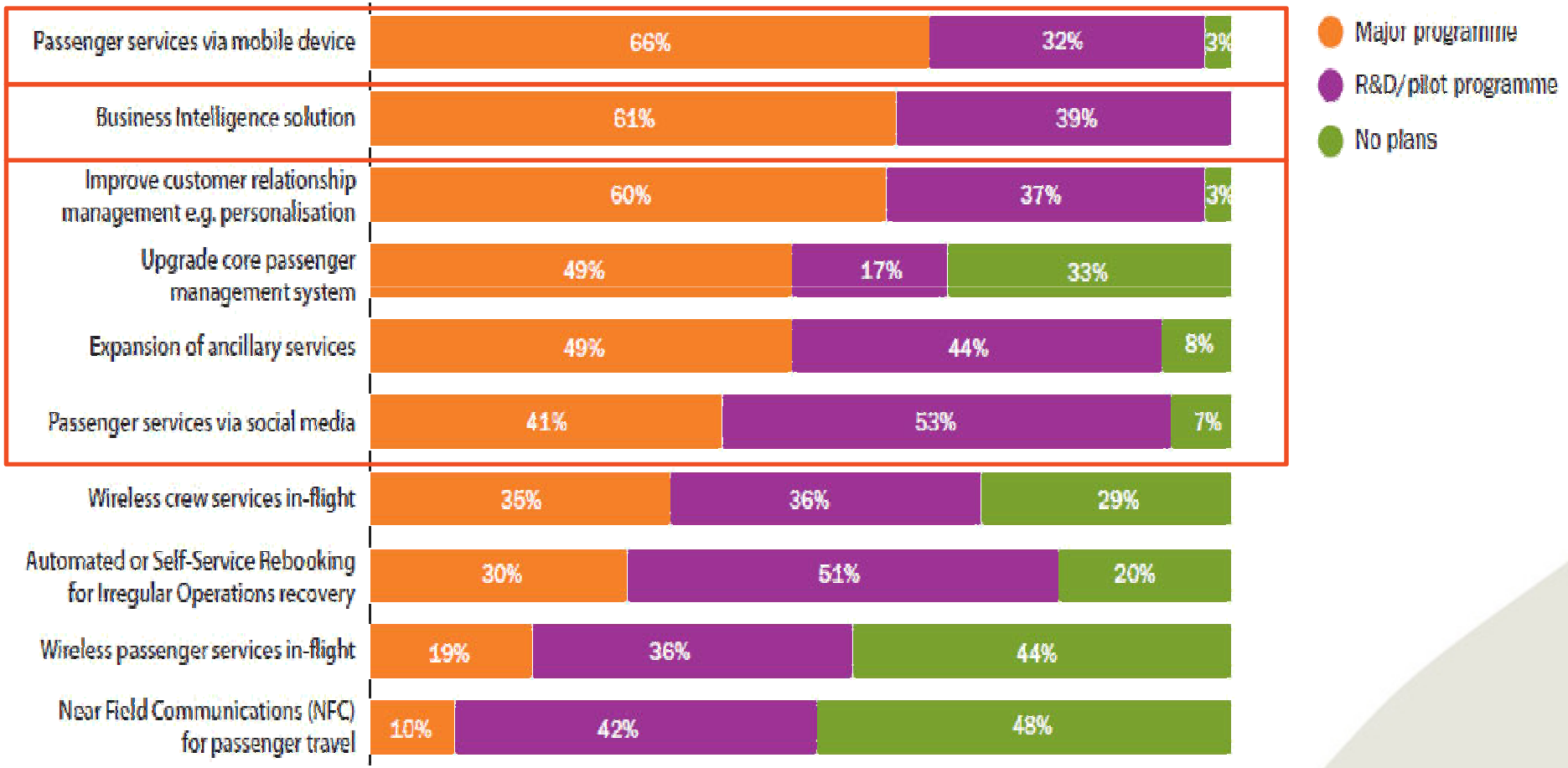
Mobile services will become mainstream and extend across the entire passenger journey

Airlines will have much deeper business insight regarding their passengers and operational performance

SITA
Create success. Together

AIRLINE INVESTMENT PRIORITIES

IT&T investment programmes in the next three years



Create success. Together

PANELS

PANEL 1 – TOGETHER WE INNOVATE TO SERVE THE PASSENGER
By 2016 airlines will maximize revenue opportunities and relevancy for passengers

PANEL 2 – TOGETHER WE ARE GOING MOBILE
By 2016 mobile services will become mainstream, offering more choice for the passengers throughout their journey

PANEL 3 – TOGETHER WE WILL LEVERAGE MORE & MORE DATA
By 2016 airlines will have much deeper business insight regarding their passengers and operational performance

SITA
Create success. Together

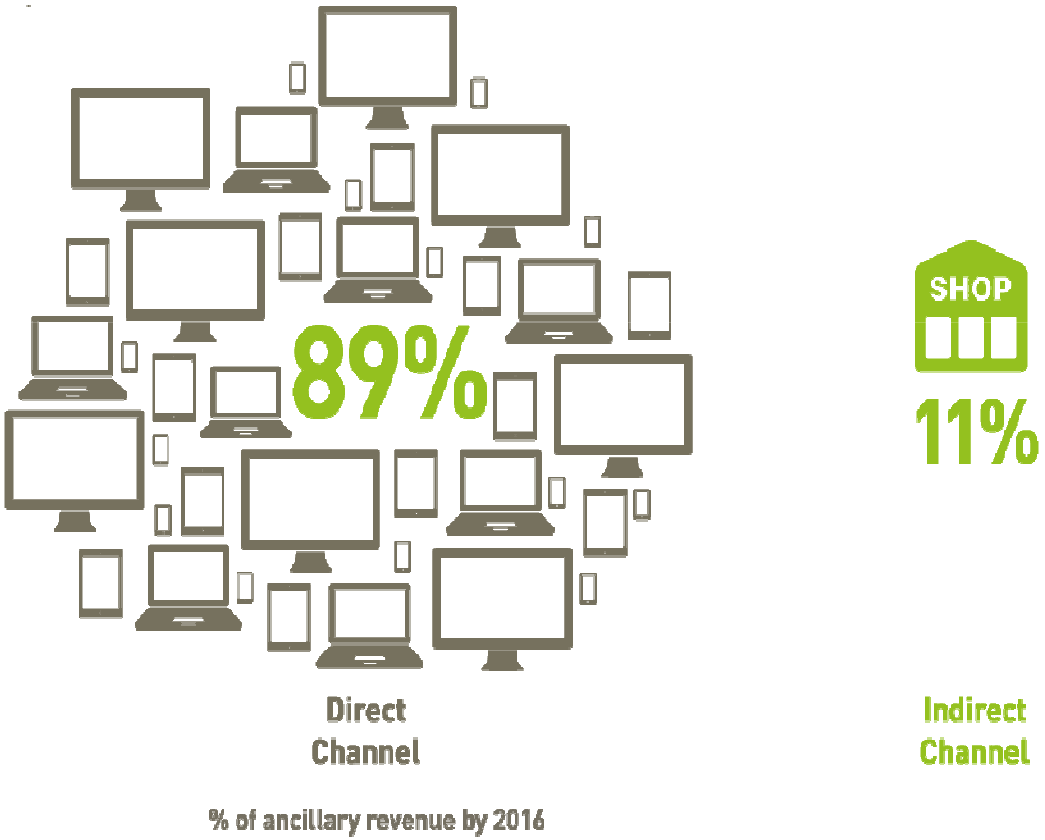
TOGETHER WE INNOVATE TO SERVE THE PASSENGER

Context for Panel 1

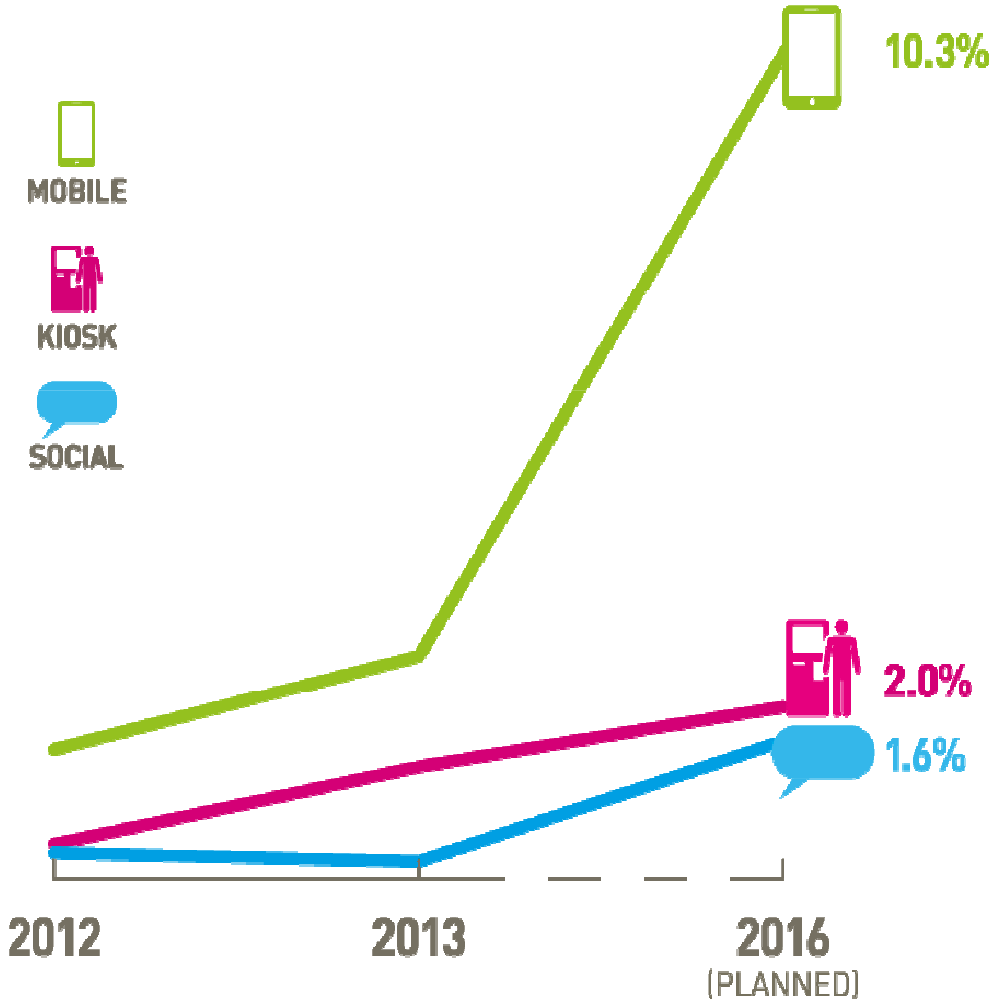
By 2016 ...
Airlines will maximise revenue opportunities and relevancy for passengers

SITA
Create success. Together

ANCILLARY SALES: INCREASING DEPENDENCE ON DIRECT CHANNELS



SALES ON MOBILE ACCELERATING – SOCIAL MEDIA STRUGGLING

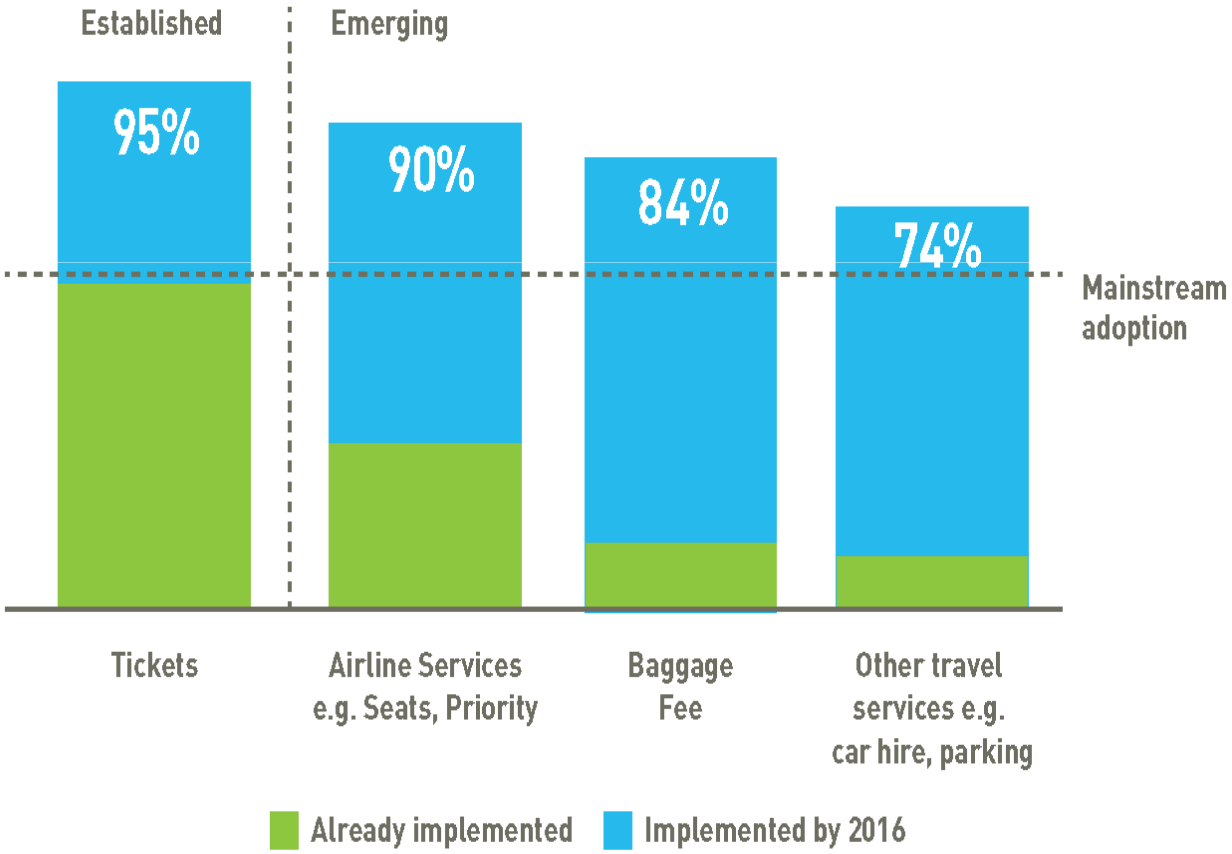


By 2016,

14%

of sales through mobile, social media and kiosks

MOBILE APPS FOR ANCILLARY SALES TO BECOME MAINSTREAM



By 2016,

10%

of ancillary revenue through mobiles apps

By 2016…

Airlines will maximise revenue opportunities and relevancy for passengers – selling more directly through mobile & kiosks

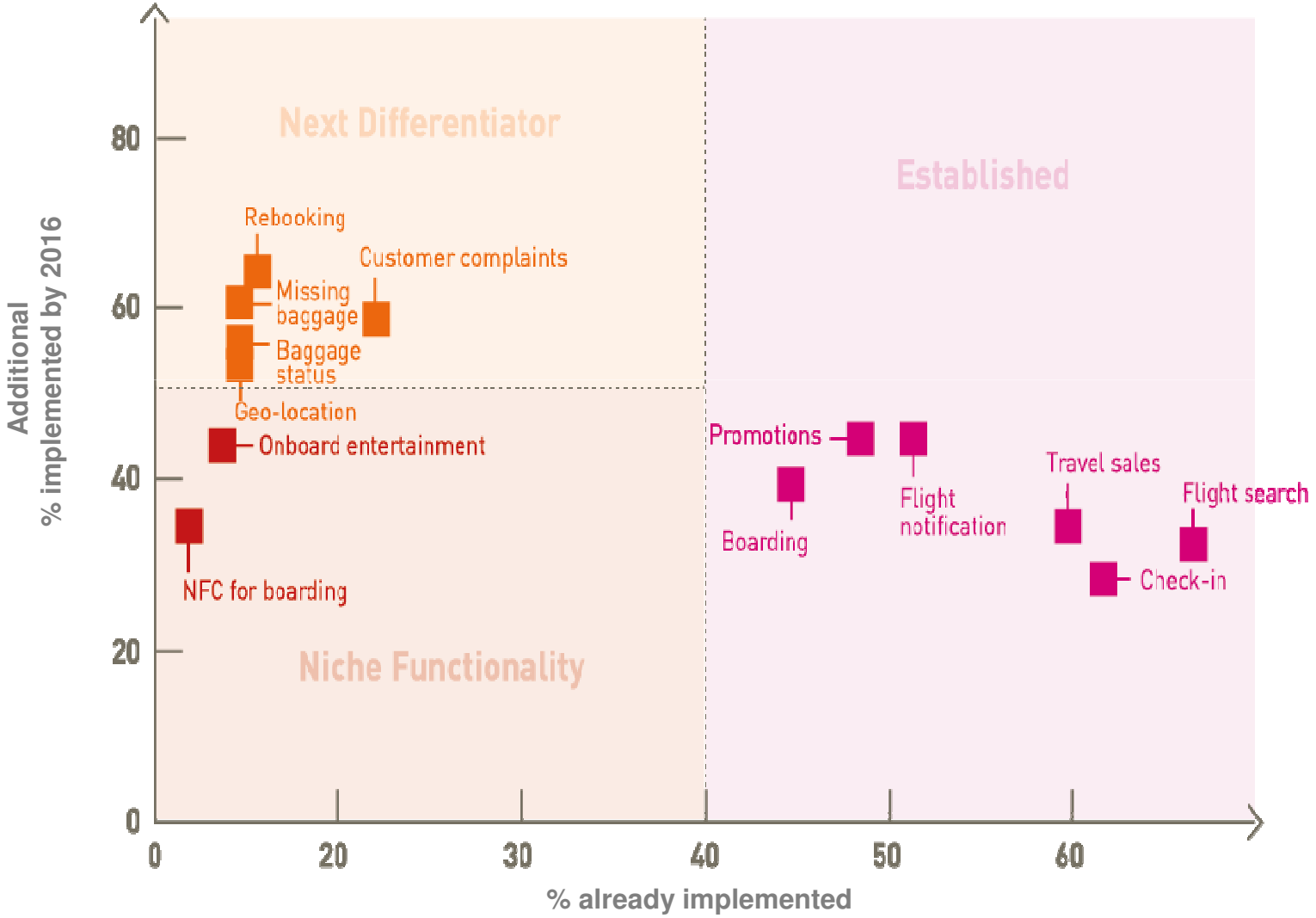
TOGETHER WE ARE GOING MOBILE

Context for Panel 2

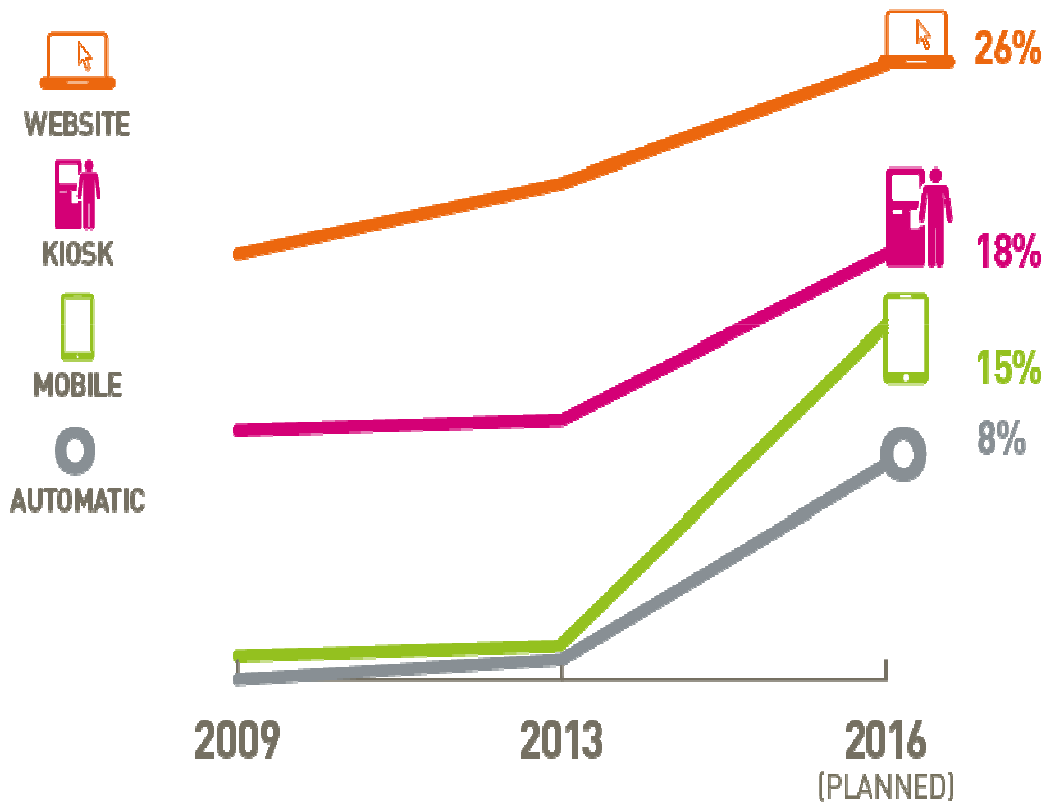
By 2016.....
Mobile services will become mainstream and extend across the entire passenger journey

SITA
Create success. Together

MOBILE SERVICES EXTEND ACROSS ENTIRE JOURNEY



THE LANDSCAPE FOR CHECK-IN IS EVOLVING



By 2016,

8%

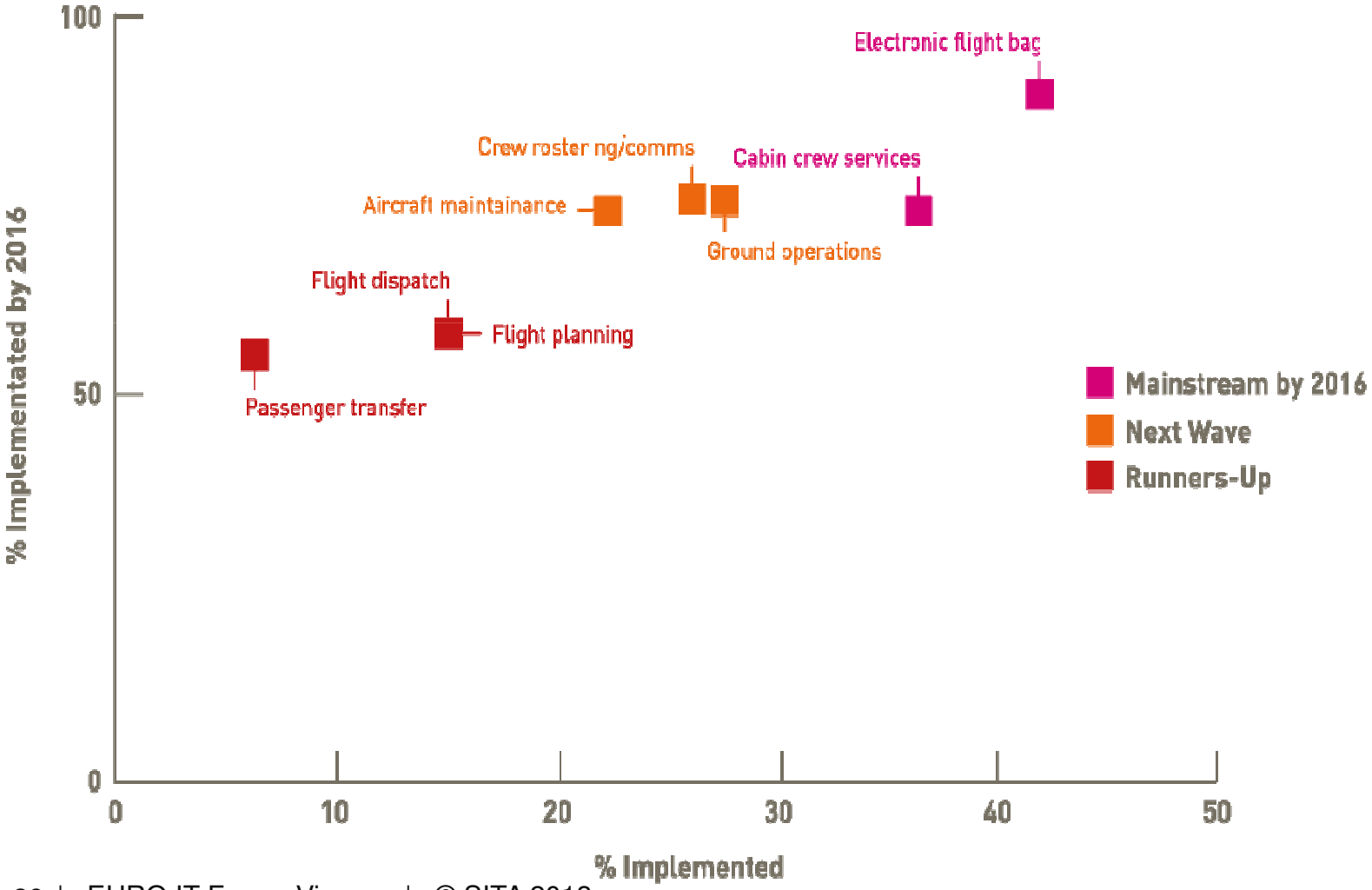
of passengers won't need to check-in

MORE OPTIONS FOR MOBILE BOARDING

Airline App

Already implemented | Implemented by 2016 | No plans

MOBILE SERVICES WILL TRANSFORM AIRLINE OPERATIONS



By 2016…

- Mobile services will extend across the entire passenger journey
- Airlines will offer more options for check-in and mobile boarding
- New mobile services will transform airline operations

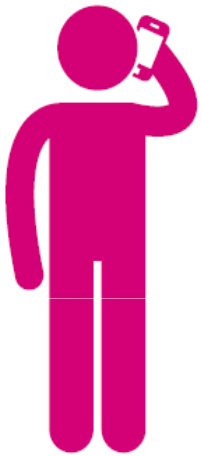
TOGETHER WE WILL LEVERAGE MORE AND MORE DATA

Context for Panel 3

By 2016…
Airlines will have much deeper business insight

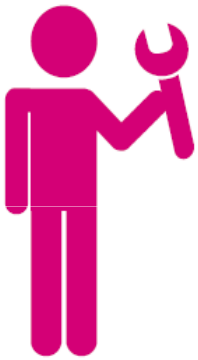
SITA
Create success. Together

PRIORITIES FOR BUSINESS INTELLIGENCE



1st

Sales
& Marketing



2nd

Operational
Awareness

3rd

Passenger
Experience

100%

of airlines invest in Business Intelligence in the next 3 years

IT ALL DEPENDS ON DATA!

Sales & Marketing

92% Mobile – Promotions

90% Mobile – ancillary sales

88% Personalisation

Operational Awareness

77% Cabin Crew Mobile

71% Aircraft Maintenance

69% Real-time baggage status to staff

59% Mobile Flight dispatch/Ramp Mgt

Passenger Experience

95% Flight Status Notification

68% Missing Baggage Reporting

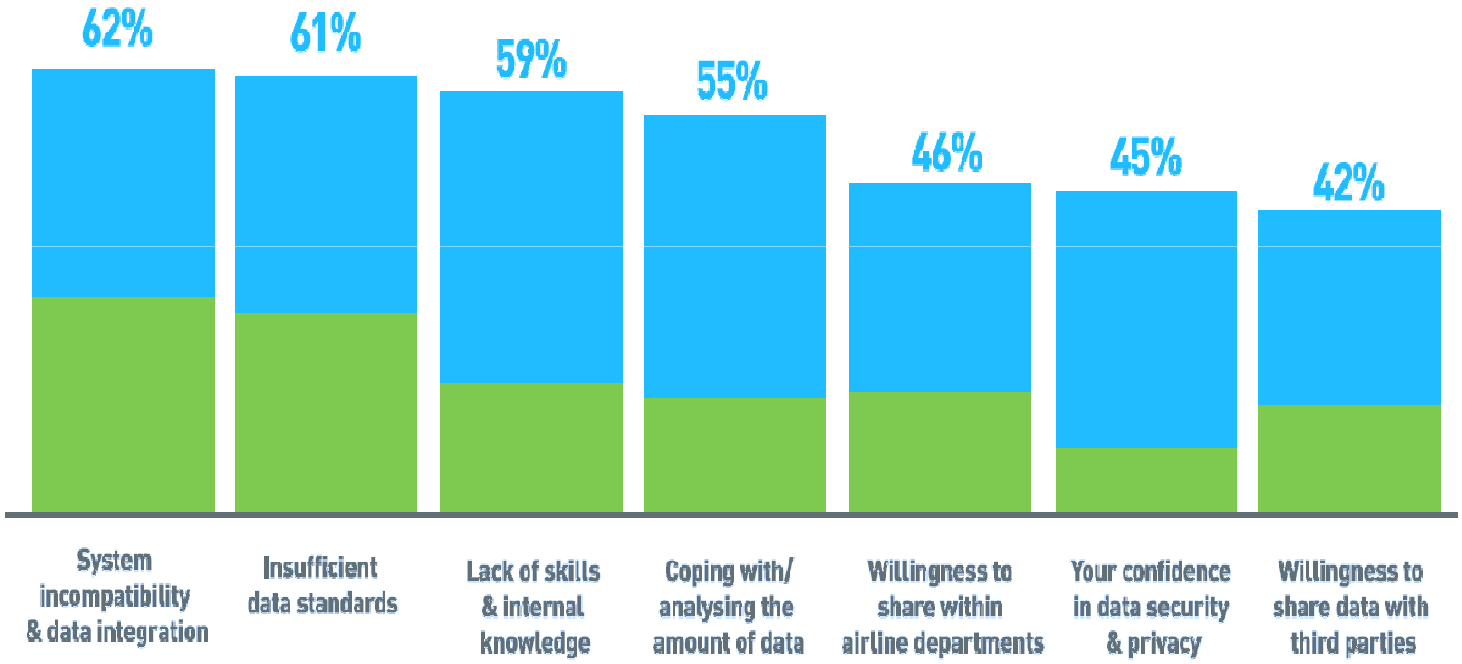
61% Bag status notification

59% Geo-location technology

*Airline plans by 2016

MULTIPLE CHALLENGES TO OVERCOME

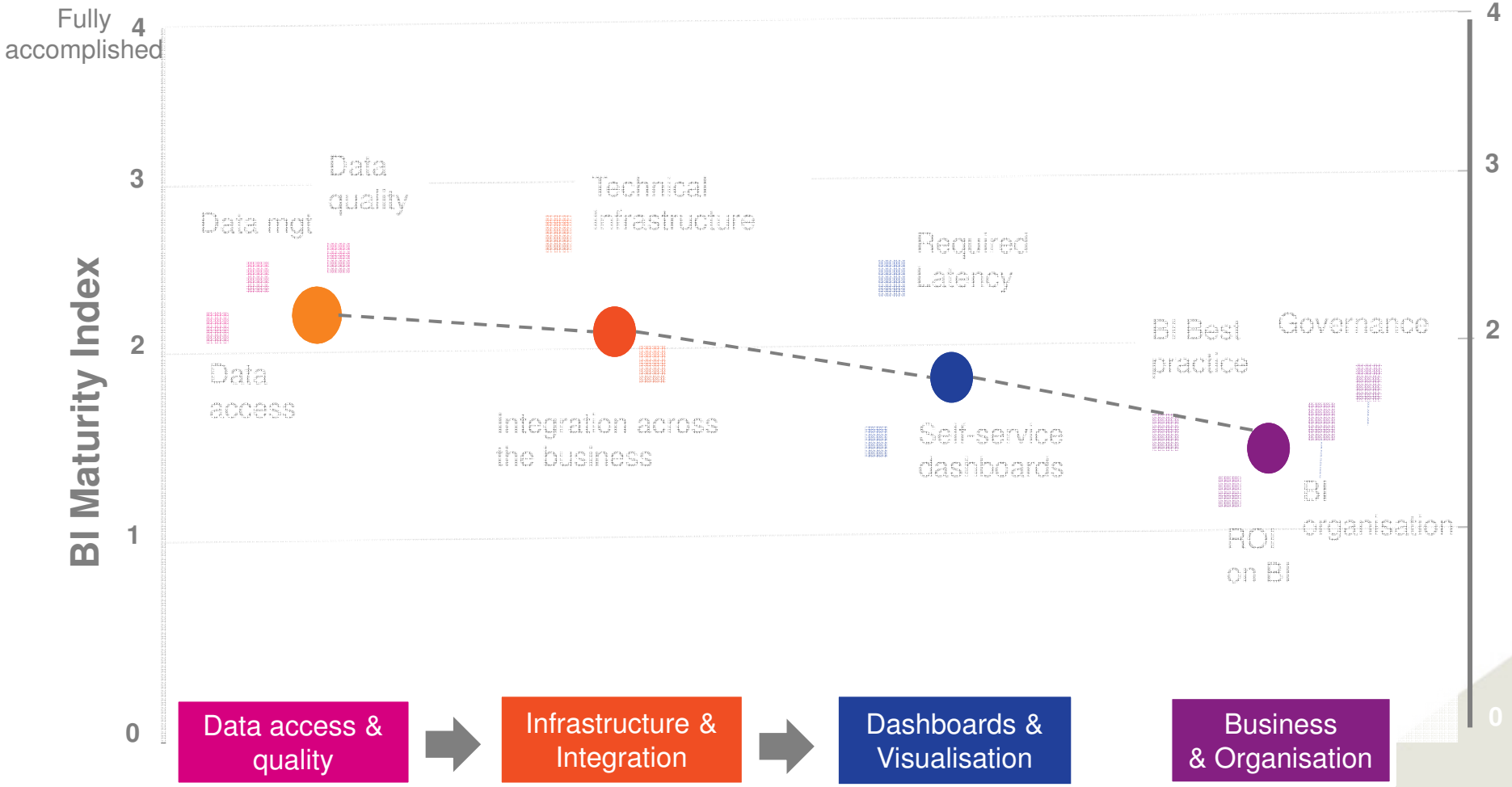
Only **5%** of airlines see **no challenges** with data or system compatibility



**Airline IT Trends Survey 2012*

% of airlines consider a significant challenge

OUR INDUSTRY IS MAKING GOOD PROGRESS IN SEVERAL AREAS



SITA
Create success. Together

By 2016…

Airlines will have much deeper business insight – enabling **more tailored services** to passengers and better **visibility of operational performance**

SITA
Create success. Together