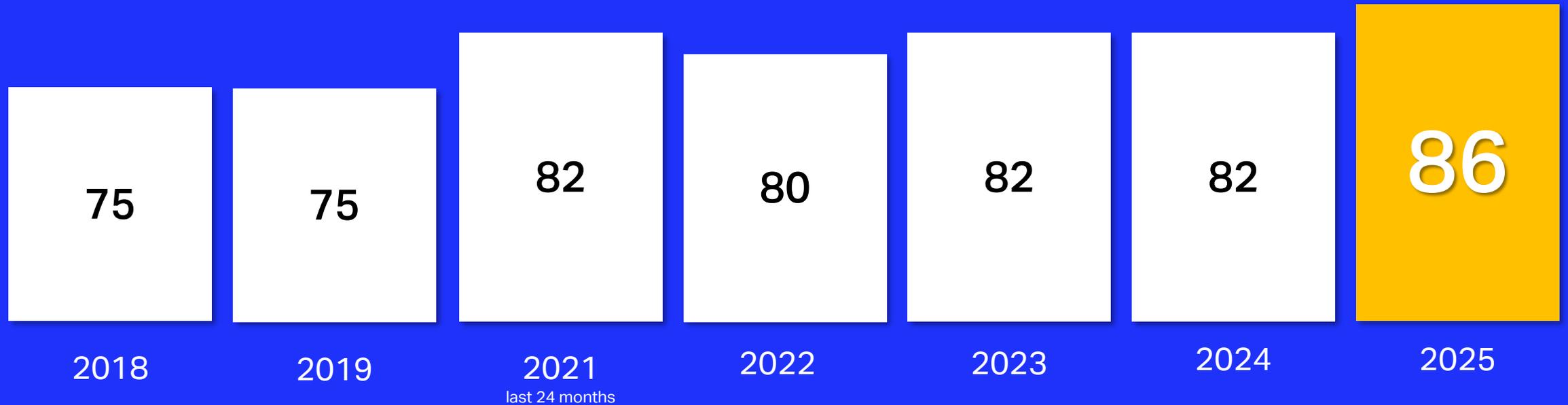


# IATA Global Passenger Survey 2025 Highlights

# Passenger Travel Satisfaction at All Time High

% of Satisfied (Very satisfied + Somewhat satisfied)

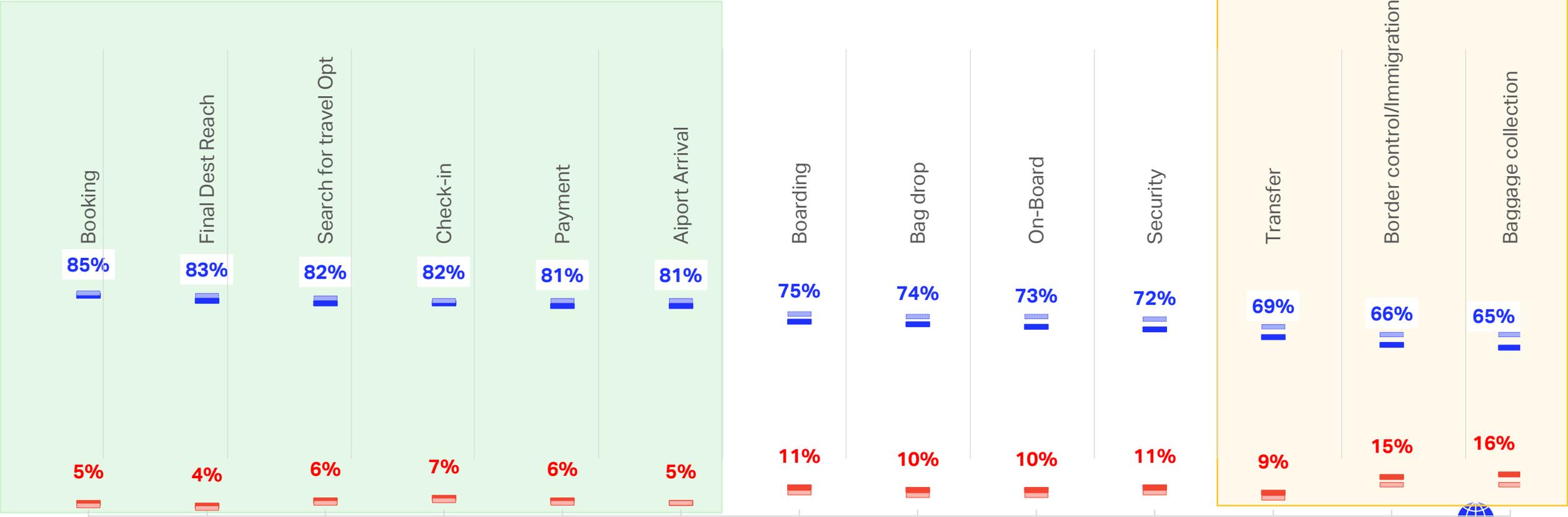


Source: Global Passenger Survey 2025

Base: N (2018)=10'408, N (2019)=10'877, N (2021)=13'579, N (2022)=10'206, N (2023)=8'790, N (2024)=13'487, N (2025)=10'534

# Baggage, Border Control & Transfer Remain Key Pain Points

■ 2024 Satisfied      ■ 2024 Dissatisfied  
□ 2025 Satisfied      □ 2025 Dissatisfied



Source: Global Passenger Survey 2025  
 Base: N (2024)= 13'487, N (2025)=10'534



# Two Key Trends are Redefining the Travel Experience:

## Smartphones



## Biometrics



# Use of Digital and Biometrics Increasing Across Touchpoints

## Booking & Payment

Increase in Airline App Bookings  
Growth of Digital Wallets

## Check-in

High preference for online check in

## Baggage

Real-time baggage tracking increasing  
Growth in use of electronic bag tags

## Border control

Online visa preferred  
Willingness to share digital ID

## Security

High interest in trusted traveler program  
Biometrics preferred

Passengers are ready to embrace digital tools and biometrics to accelerate speed and convenience across every touchpoint.

# Booking via Airline Apps Gaining Popularity

**73%**

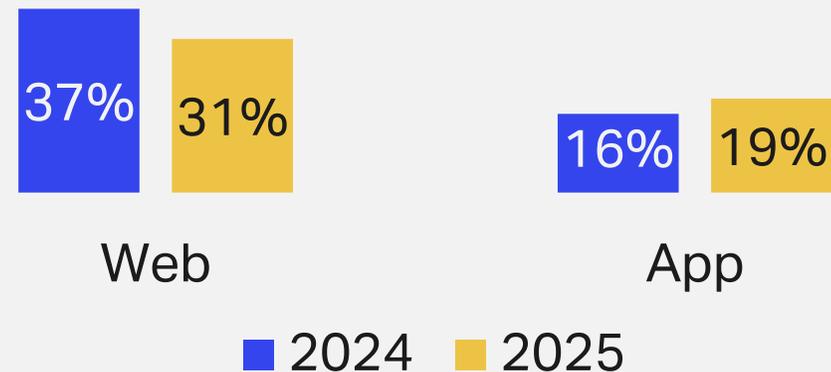
of passengers booked majority of flights online

**50%**

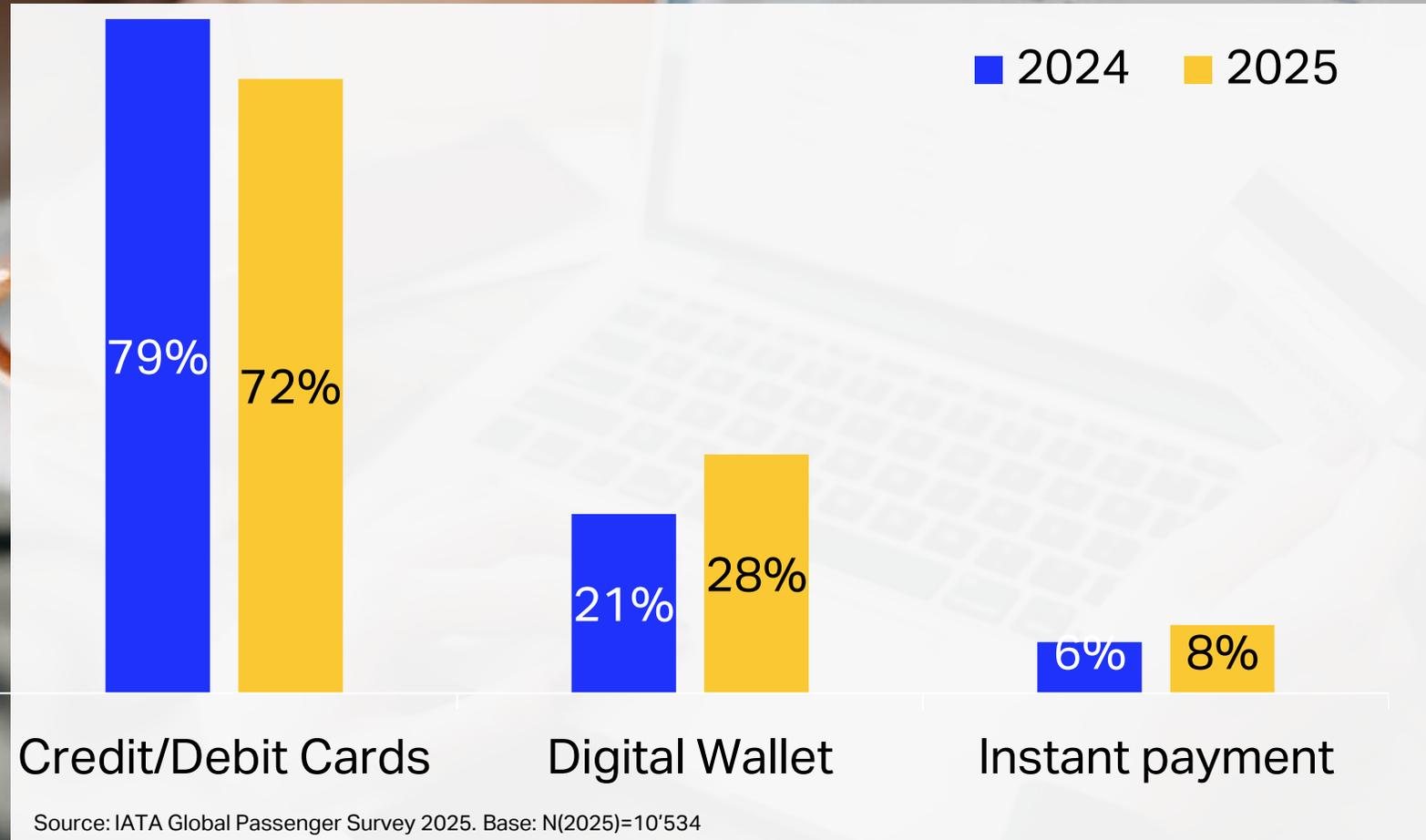
booked via **direct digital channels:**

Airline websites and Apps.

**Airline apps gaining popularity over airline websites:**



# Preferences for Alternative Payment Methods on the Rise



**Card payments** remain dominant, but their share is declining.

**Digital wallet** usage has surged, nearly doubling since 2022.

# Passengers Want Their Smartphones to do More for Them:

**78%**

Of all passengers want to use a smartphone that combines a **digital wallet, digital passport, and loyalty cards** to book, pay, and navigate airport processes

**87%**

Of passengers aged 25 or under want to use a smartphone that combines a digital wallet, digital passport and loyalty card.

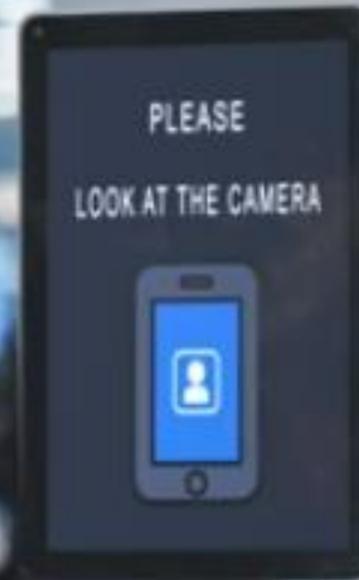
# Use of Biometrics increasing

**50%**

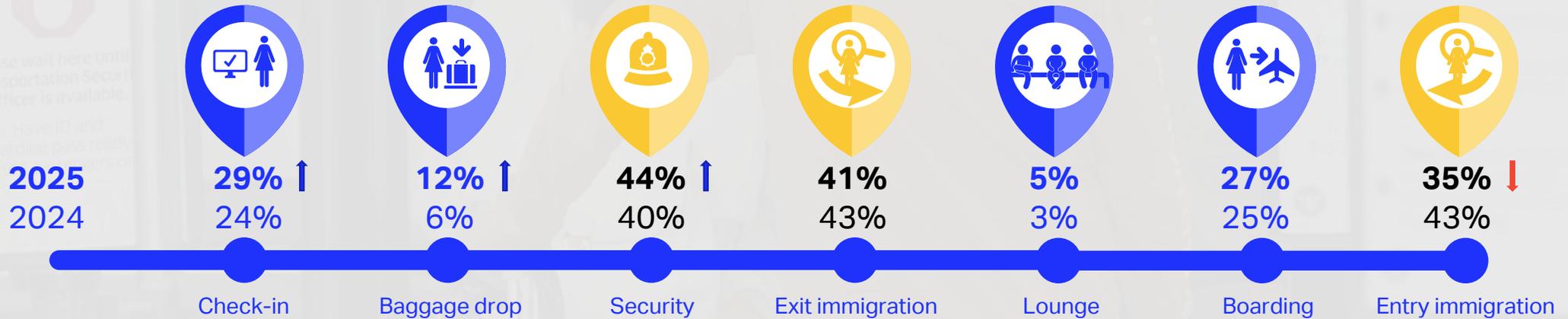
of travelers used biometric identification at the airport vs. 46% in 2024.

Increases are highest in:

1. Middle East (+12%pts.)
2. North America, Latin America and Asia-Pacific (+9%pts)



# Biometrics Most Used at Security & Immigration



# Biometrics: High Acceptance & Satisfaction



**74%**

Willing to Use  
Biometrics



**85%**

Acceptance  
highest in the  
Middle East



**86%**

Satisfied with use  
of Biometrics

# Data Concerns Remain Key Barrier to use of Biometrics

## Concerns on the use of biometrics

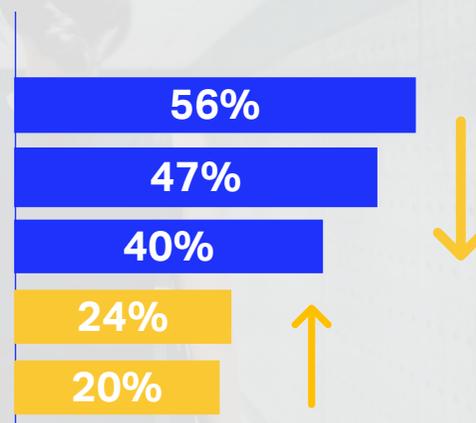
Data breaches

Data being shared with other organizations

Lack of information on how my data is used

Not knowing how long my data will be stored

Not knowing how I can have my data deleted



Source: IATA Global Passenger Survey 2025. Base: N(2024)=10'534

General security concerns are declining.

Focus is shifting to data lifecycle: **retention & deletion.**

Key demand: Greater **transparency** and **user control.**

# Speed Remains the Essence at the Airport

Maximum desired time to get to the gate (without shopping, dining, etc.)



**Less than 30min**

for 73% of the passengers with a carry-on bag only



**Less than 45min**

for 78% of the passengers with a carry-on bag and checked-in bag



**Less than 1h**

for 90% of the passengers with mobility aid or special assistance

# Use of electronic bag tags on the rise

**35%**

of travelers used a bag tag the past year vs. **28% in 2024.**

**42%**

Tracked the location of their luggage through the airline app vs. **35% in 2024**

**88%**

Would be more confident to travel with checked-in luggage if they can track their luggage in real-time

# Increased Confidence in Traveling with Luggage Sent Ahead of Flight

**68%**

Of passengers feel more confident to travel with checked-in baggage if they have their **bags travelling ahead of them.**

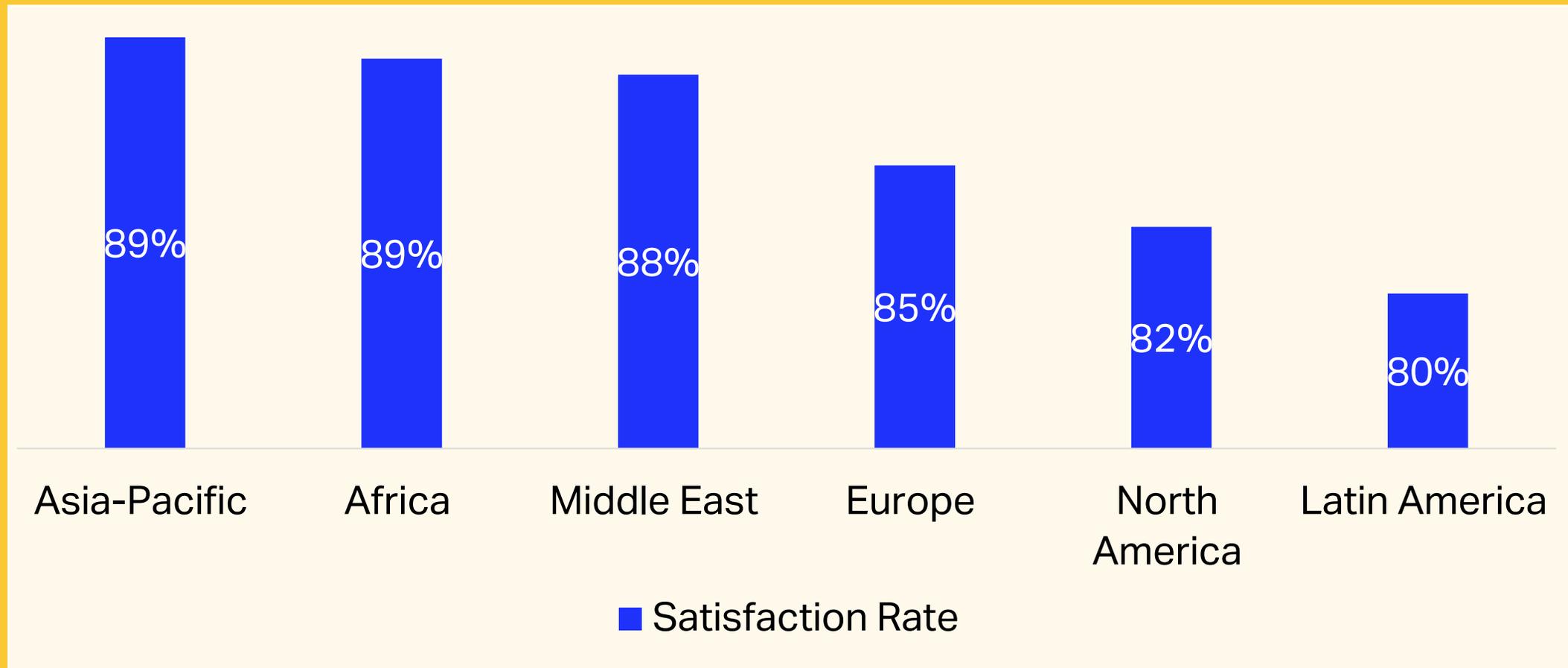
**Max 24h before**

91% of those interested in sending luggage ahead want to check it in within 24 hours before their flight.

# Regional Satisfaction Preferences /



# Asia-Pacific and African Travelers are the Most Satisfied



# African Passengers Value Human Touch

They are most likely to book through airline offices or call centers (**11%** vs **4%** globally).

Utilize **bank transfers** for payment at more than double the global average (**38%** vs **18%** globally).

Are the most likely globally to be deterred from travel by **visa complexity and cost** (**82%** vs **72%** globally).

# Asia Pacific Passengers are the Most Digitally Savvy

Show the world's strongest preference for using **digital wallets** (PayPal, Alipay, Apple Pay, etc.) (**46%** vs **28% globally**), to pay for travel with usage among passengers under 25 reaching **63%**.

Least likely to pay for travel with a **credit card** (**55%** vs **72%** globally).

They are among the most frequent users of **biometrics** (**55%** vs **50%** globally), though their satisfaction with these experiences is the lowest (**46%** vs **50%** globally).

# Middle East Passengers Value Loyalty

Passengers favor airports with strong **service reputations** and their **preferred airlines** (**52%** vs **42%** globally).

Utilize a balanced **mix of payment** methods, including strong credit card and **loyalty point usage** (**27%** vs **23%** globally).

Show the highest willingness in the world to use **biometric** technology (**85%** vs **74%** globally).

# European Passengers are Traditional and Cautious

Have a strong preference for booking through **airline websites** and paying by **credit / debit card** more than the global average (**81%** vs **72%**).

**Least likely** of all regions to have **used biometrics** in the past 12 months (**41%** vs **50%** globally)

They are least willing to share data in advance or replace documents with **biometrics** (**37%** vs **43%** globally).

# Latin America and Caribbean Passengers Value Personal Interaction

Biometric willingness strong and growing— second-highest acceptance globally after Middle East (**79%** vs **74%** globally).

They are more likely than any other region to obtain visas from a **consulate or embassy (31%** vs **22%**).

They are more likely to book tickets through human interaction than global average. (**23%** vs **15%**)

# North American Passengers Prioritize Convenience

They are the most likely to choose flights based on **total journey time** and **fewer layovers** (**81%** vs **65%** globally).

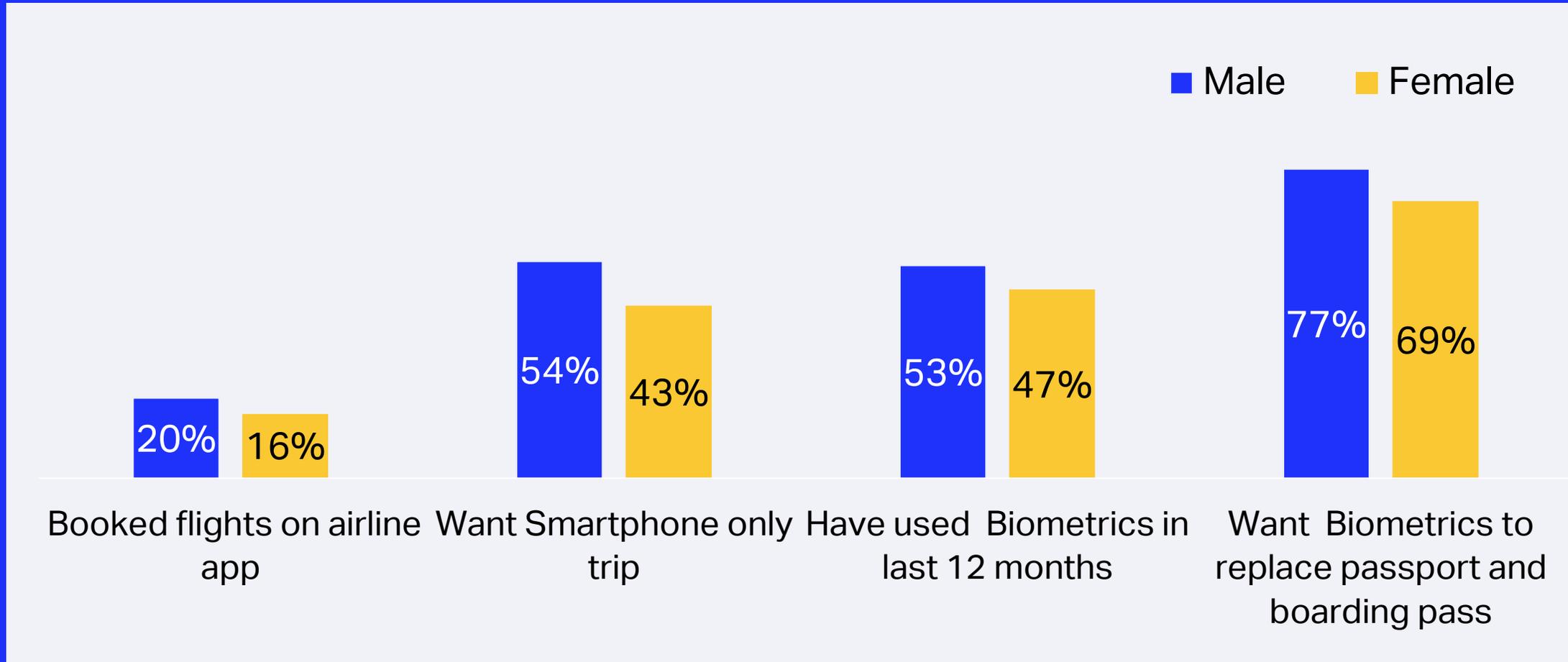
They rely on airline websites for booking more than any other region (**39%** vs **31%** globally)

Biometrics are widely used, but privacy concerns are the strongest globally (**61%** concern **data breaches**).

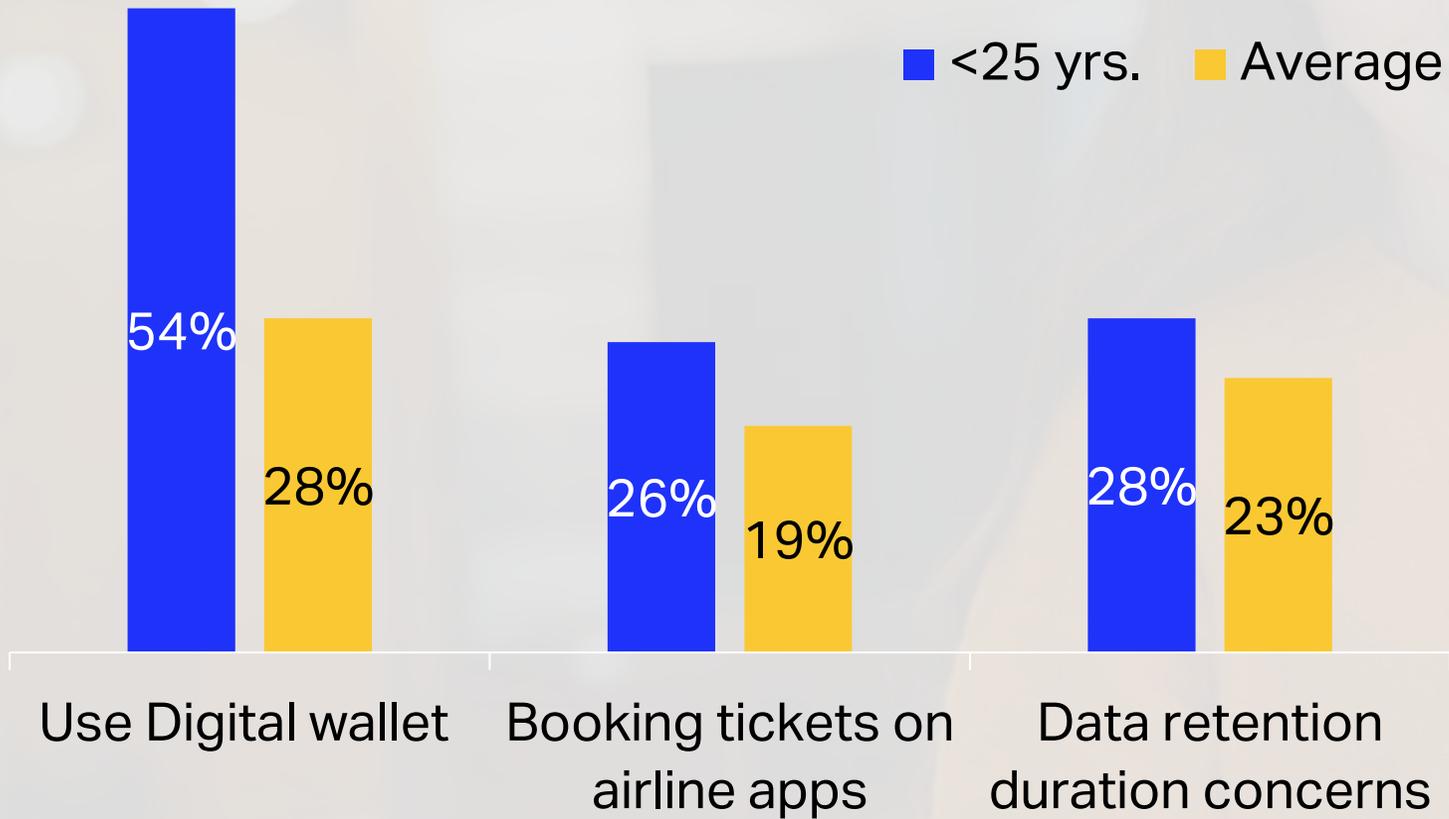
# Demographic Preferences



# Men More Open to use of Phone & Biometrics for Travel



# Gen Z's : Digital Natives with High Privacy Expectations



Younger travelers are the most proactive in **using technology** to enhance their journeys but want stronger assurances on **privacy and security**.

They are far more likely to book flights through **apps** and show higher preference for **digital wallets**.

# Want to learn more?

## Get your copy of **2025 Global Passenger Survey**

- PDF Report
- PDF + Excel Combo
- Historical Combo Last 5 years

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# Thank You



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