

ARE AIRLINES READY TO CONNECT WITH TRAVELERS?

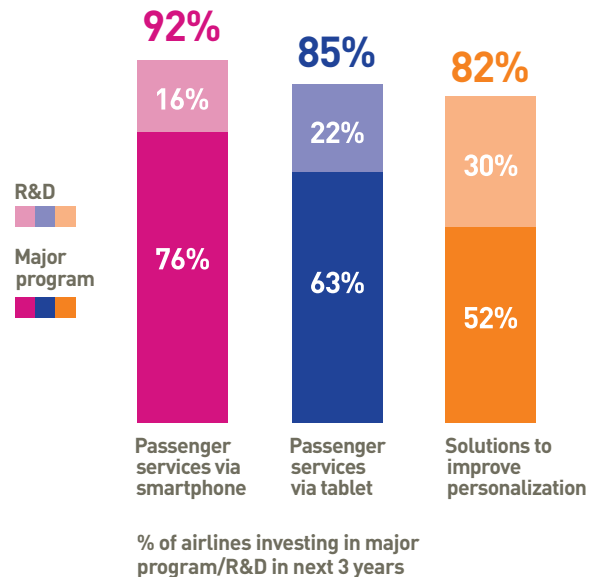
AIRLINE SURVEY 2015 HIGHLIGHTS

TAILORING THE TRIP

OMNI-CHANNEL SHOPPING TO MATURE BY 2018



OVER 80% OF AIRLINES ARE FOCUSED ON PERSONALIZATION



EASING ANXIETY

MAJOR LEAP IN MOBILE CHECK-IN EXPECTED



UNASSISTED SELF BAG-DROP ON THE RISE

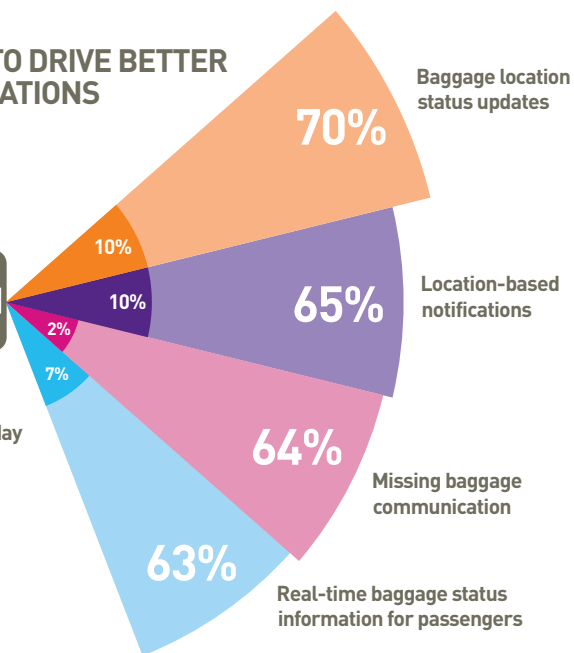


KEEPING PASSENGERS INFORMED

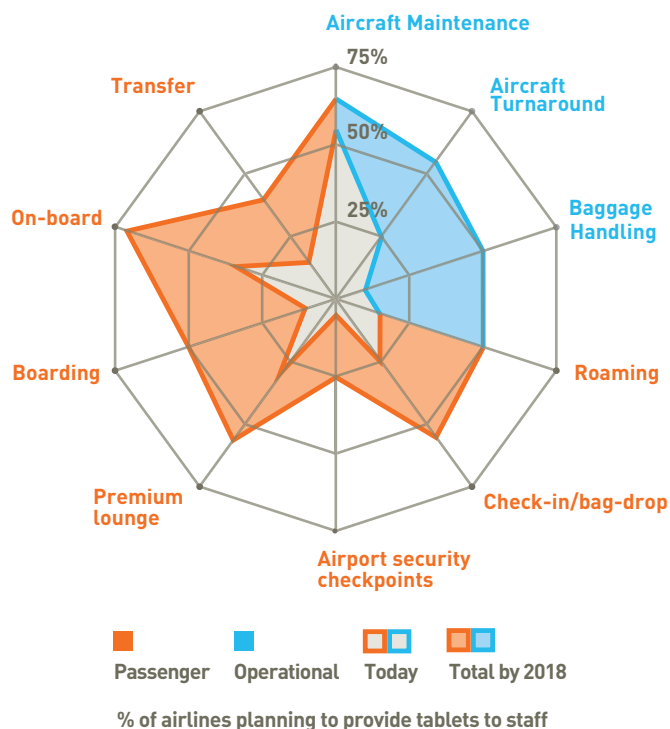
LOCATION TO DRIVE BETTER COMMUNICATIONS



Implemented today
Planned by 2018



CUSTOMER FACING STAFF TO EMBRACE TABLETS



AIRLINES AND THE INTERNET OF THINGS (IoT)

AIRLINES GETTING READY FOR IoT

86%



IoT will present clear benefits in the next 3 years

71%



Our organization understands the concept of IoT

37%

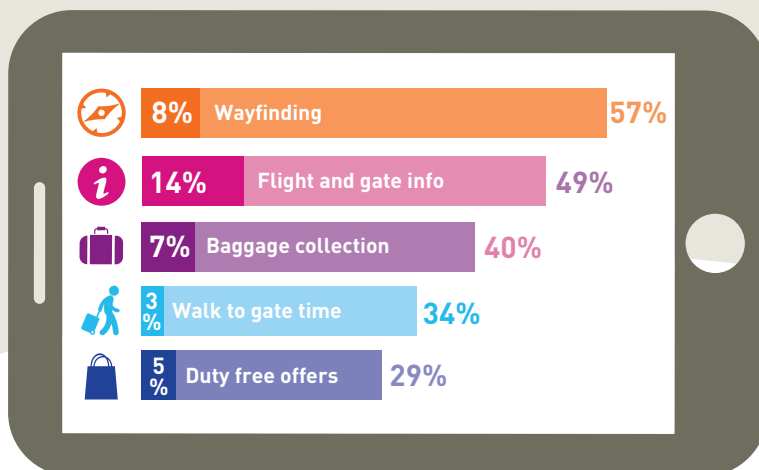


We have budget allocated for the implementation of IoT

% of airlines who strongly agree or agree

BEACON-ENABLED APPS: PIONEERS FOR THE IoT?

% of airlines planning to leverage beacons to enhance apps



Implemented
Total by 2018