IF THE AIR TRANSPORT INDUSTRY WERE 100 PASSENGERS

SITA
Create success. Together

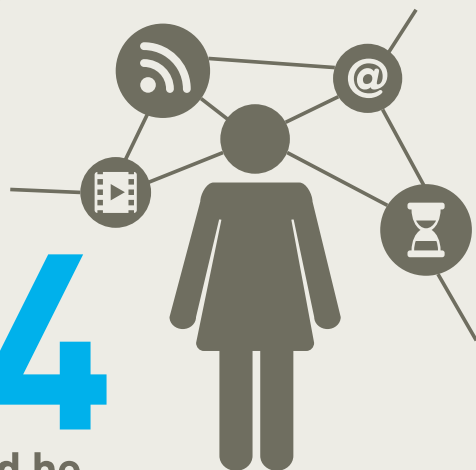**34** would be 'Careful Planners'

14 would be 'Pampered'

14 would be 'Hyperconnected'

9 would be 'Adventurers'

85 👍 would feel positive emotions during the journey

54% 👎 of passengers who had a negative experience intend to change self-service technology

25 would be from Europe

25 would be from North America

17 would be from China

8 would be from South America

10 would be from the Middle East & Africa

15 would be from Asia Pacific