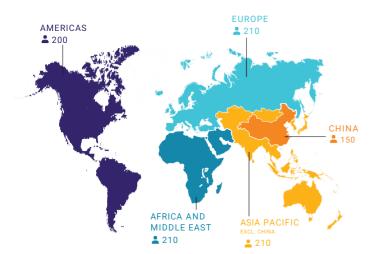
# THE AIRPORT SENTIMENT TRACKER

**MARCH 2021 - Wave 2** 



#### 980 Air Travellers Surveyed,

through Attest consumer research online platform, who have:

- Flown at least once in the last 4 months (i.e. between Dec.2020 and March.2021),
- Whether domestically or internationally,
- $\bullet$  Whether for leisure or for business.

DOMESTIC LEISURE TRAVEL SPEARHEADED THE AIR TRANSPORT RECOVERY especially in China

81%
TRAVELLED DOMESTICALLY
CHINA 91%



42%
TRAVELLED INTERNATIONALLY
MEA 48%

Leisure	79%
EUROPE	89%
$\Theta$	
Business	39%
AMERICAS	50%

2

#### AIRPLANE IS SEEN AS THE SAFEST NON-PERSONAL MEANS OF TRANSPORT

82% #1 CAR/ VAN **#2 AIRPLANE** 78% (+4% vs. Nov 2020) #3 BICYCLE 72% #4 METRO / TRAMWAY 68% #5 TRAIN 63% #6 TAXI 63% #7 SHARED VEHICLE 62% #8 BUS 60%

35%
Very confident

78%

Are confident travelling by plane

CHINA 86% | MEA 86%

3

PASSENGERS STILL ENJOY THE AIRPORT EXPERIENCE...

**54%** 

**DID NOT CHANGE ANYTHING** 

IN THEIR BEHAVIOUR

STILL HAD AN ENJOYABLE EXPERIENCE

(+2% vs Nov. 2020)

AND ARE IN A MORE ALERT AND ATTENTIVE MINDSET



30%

WERE MORE ATTENTIVE TO THE TERMINAL ENVIRONMENT



**80%**WERE MORE FOCUSED ON THEIR JOURNEY

76%



PAID MORE ATTENTION TO SCREENS



**72%**WERE MORE EXCITED TO TRAVEL

Λ

#### VISITING THE SHOPS IS STILL AN IMPORTANT PART OF THE AIRPORT EXPERIENCE



5

## THE MAJORITY OF PASSENGERS ARE STILL PURCHASING ACROSS ALL CATEGORIES IN AIRPORT STORES

DID PURCHASE\*

BUSINESS TRAVELERS
68%

\*Base: 834' respondents i.e. those who visited the shops

	Purchased spending more than usual	Purchased spending the same than usual	Purchased spending for the first time
ELECTRONICS	31%	35%	12%
BEAUTY (Fragrances, Cosmetics, etc.)	29%	38%	9%
ALCOHOL	29%	36%	11%
TOBACCO alternative tobacco & other nicotine products	31%	35%	10%
FASHION & ACCESSORIES	33%	32%	10%
CONFECTIONERY	29%	36%	9%
JEWELLERY & WATCHES	29%	34%	10%

6

### A YOUNG AND ACTIVE AUDIENCE WITH A HIGH PROPORTION OF BUSINESS DECISION MAKERS

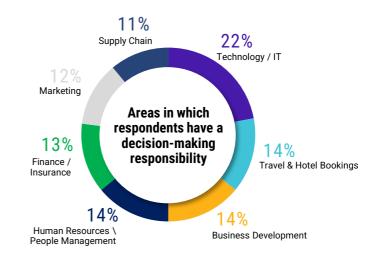
58% 25-39 YEAR OLD ASPAC 88%

ASPAC 88%

HAVE THE POWER TO MAKE FINANCIAL DECISIONS

IN THEIR COMPANY

CHINA 93%



For more information, please contact: