

ACI Global Traveller Survey reveals half want to travel again soon



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Although travelers expect new health and safety measures to address risks, according to ACI World's recently published survey, there is a strong level of consumer confidence within the travel industry

Airports Council International (ACI) World has published its [ASQ Global Traveller Survey](#). Half of those surveyed want to travel again soon, which can be attributed to a strong level of consumer confidence in the environment safety provided by airports and airlines.

The survey found that 48% of travelers considered themselves likely to travel within the next three months. However, despite this readiness to travel, the recovery period is dependent on a multitude of factors.

Passengers expect that new health and safety measures will be put in place to address health risks including mandatory wearing of masks by passengers and staff, COVID-19 testing prior to travel, hand sanitizing stations and the development of a more contactless airport experience.

In the long term, the survey found an overall slight decrease in travel frequency is expected and a shift in the primary reason of travel – with considerably less people traveling for business and more people traveling for personal. This will have an impact on the proportion of traffic type with domestic traffic helping recovery in the short term.

Completion of [the report](#) was supported by KONE Corporation, Munich Airport International, Plaza Premium Group and POTLOC.

“One of the keys to recovery will be the aviation industry’s understanding of the changing needs of passengers and ACI’s new survey provides insight into how COVID-19 is affecting passenger expectations and future travel plans.

It’s reassuring that travelers are eager to travel again and our survey will help airports make the right decisions in providing the best and safest customer experience. Airports, airlines and their partners need to continue to increase the level of confidence in the entire passenger journey and provide and communicate the measures they are introducing to keep passenger healthy and safe.

ACI’s Airport Health Accreditation program provides airports with not only a tool to assess their health measures against globally-recognized standards, but also a way to communicate to passengers about these measures,” explains Luis Felipe de Oliveira, Director General, ACI World.

“As air travel and the industry navigates changes in order to gradually return, there’s no doubt the way passengers move through airports has been changed permanently. In this respect, safe and efficient people flow management is vital. At KONE, we believe that technology and smart solutions will help us re-configure environments such as airport terminals, keeping safety and health as a top 1

priority,” adds Dr. Sascha Brozek, Senior Vice President, Major Projects, KONE Corporation.

By extracting travellers’ insights via social networks, the ASQ Global Traveller Survey has been created to help airports and airlines plan for future demand, adapt the customer experience & journey accordingly and evolve through the importance of wellbeing, digital advancements and loyalty programs in the new age of travel.