**Consumers value on travel On-time Performance**

<https://www.k-state.edu/economics/pdfs/websitefiles/gayle/Manuscript_Gayle_Yimga_website.pdf>

* Consumers place significant value on timely flights, being willing to pay an estimated $1.56 for each minute of delay avoided.

**The effect on customer loyalty intention**

<https://www.sciencedirect.com/science/article/abs/pii/S1447677021000358>

* Longer perceived wait times during flight delays are associated with increased feelings of anger and worry, which subsequently decrease customer loyalty intentions.

**Welfare Gains from Reduced Delays**

<https://www.sciencedirect.com/science/article/abs/pii/S1366554511001347>

* Passengers would consider a 10% improvement in flight punctuality to be worth about $1.50–$2.50 per flight

**Customer satisfaction trends on flight delays in minutes**

<https://www.mwsug.org/proceedings/2019/RF/MWSUG-2019-RF-079.pdf>

Based on <https://www.kaggle.com/datasets/johndddddd/customer-satisfaction> (Kaggle dataset on US Airline passenger satisfaction survey)

* The average delay time for the satisfied customers is 12 minutes whereas 17 minutes and for the neutral or dissatisfied customers.

<https://scholarworks.lib.csusb.edu/cgi/viewcontent.cgi?article=2885&context=etd>

* Delays exceeding 15 minutes are often regarded as late by passengers and significantly impact their satisfaction.
  + Delays beyond this threshold contribute more to negative perceptions, as they start to interfere with passengers' schedules and increase anxiety regarding subsequent travel plans or connections.
* Passengers facing frequent delays tend to become more selective about airlines. If delays exceed a certain comfort threshold (around 15 minutes), passengers are more likely to consider alternatives or express dissatisfaction.
* Customers generally tolerate short delays (under 13 minutes) without significant dissatisfaction. However, when delays reach the 15-minute threshold, passenger tolerance decreases, and negative sentiment begins to rise notably

**Value of customer time**

<https://www.airlines.org/dataset/u-s-passenger-carrier-delay-costs/>

* The value of a passenger's time during a flight delay is estimated to be $47 per hour.
* Flight delays can cause passengers to lose productivity, wages, and goodwill, which can cost airlines billions of dollars