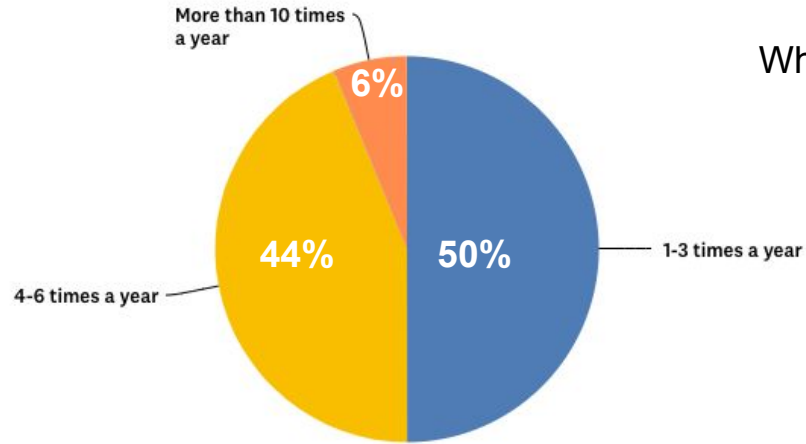


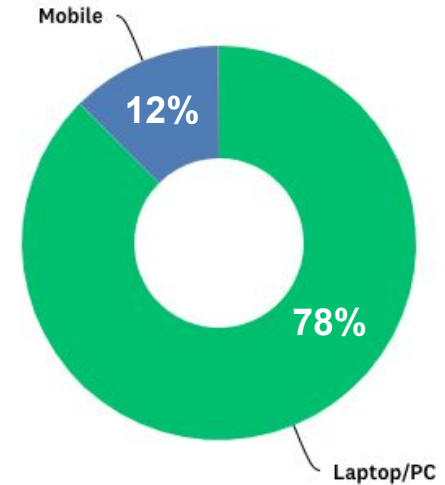
How many times a year do you fly?



ANSWER CHOICES

- ▼ Less than once a year
- ▼ 1-3 times a year
- ▼ 4-6 times a year
- ▼ 7-10 times a year
- ▼ More than 10 times a year

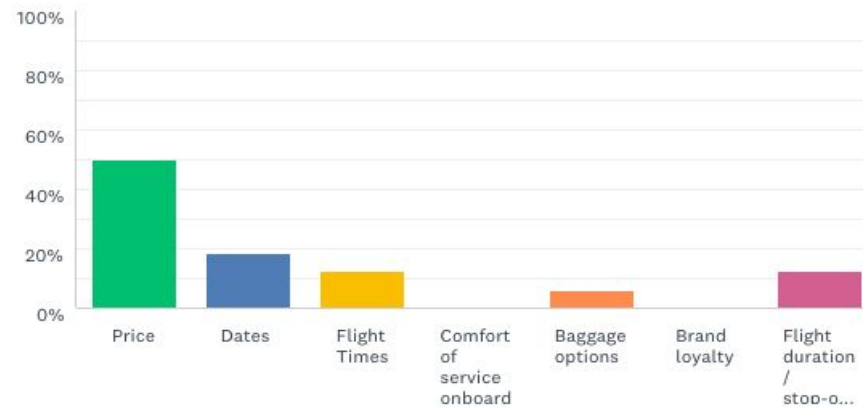
What device do you prefer to use while booking flights?



ANSWER CHOICES

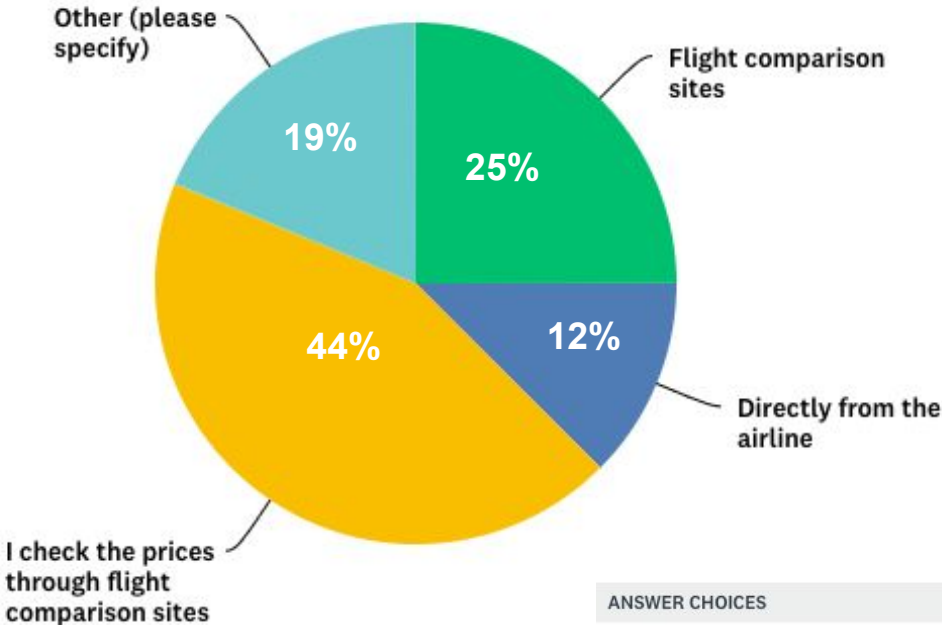
- ▼ Laptop/PC
- ▼ Mobile
- ▼ Tablet/Ipad

When booking a flight what is the most important aspect to you? (choose one)



ANSWER CHOICES	RESPONSES
▼ Price	50.00%
▼ Dates	18.75%
▼ Flight Times	12.50%
▼ Comfort of service onboard	0.00%
▼ Baggage options	6.25%
▼ Brand loyalty	0.00%
▼ Flight duration / stop-overs	12.50%

Do you book through flight comparison sites or directly from the airline?

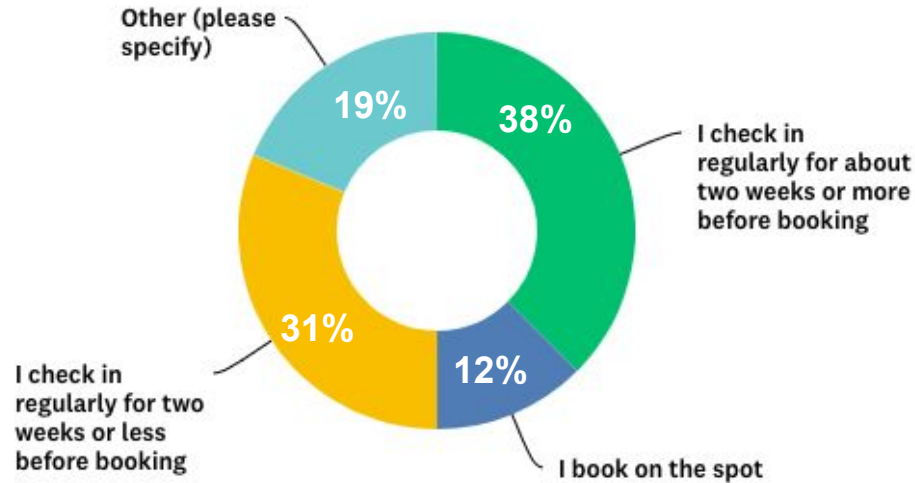


“Other” Responses:

- Depends on type of flight. Long haul - direct from airline, weekend trip (budget) will be from flight comparison sites
- I will check the comparison+airline websites and book via whichever website I can find the best value for money.
- Where ever is cheapest

ANSWER CHOICES	
▼	Flight comparison sites
▼	Directly from the airline
▼	I check the prices through flight comparison sites and then I book direct from the airline on their site
▼	Other (please specify)

How many times would you visit the app/site before you book the flight?



“Other” Responses:

- I check it more times using an incognito window trying not to affect prices
- Again, depends on situation. For covid ("evacuation flights" out of the UK), it was booking on the spot, budget trips - a little less than 2 weeks, long 7 days+ trips, more than two weeks
- About 3 months in advance, and buy around 40 days to the trip day

ANSWER CHOICES

- ▼ I check in regularly for about two weeks or more before booking
- ▼ I book on the spot
- ▼ I check in regularly for two weeks or less before booking
- ▼ Other (please specify)

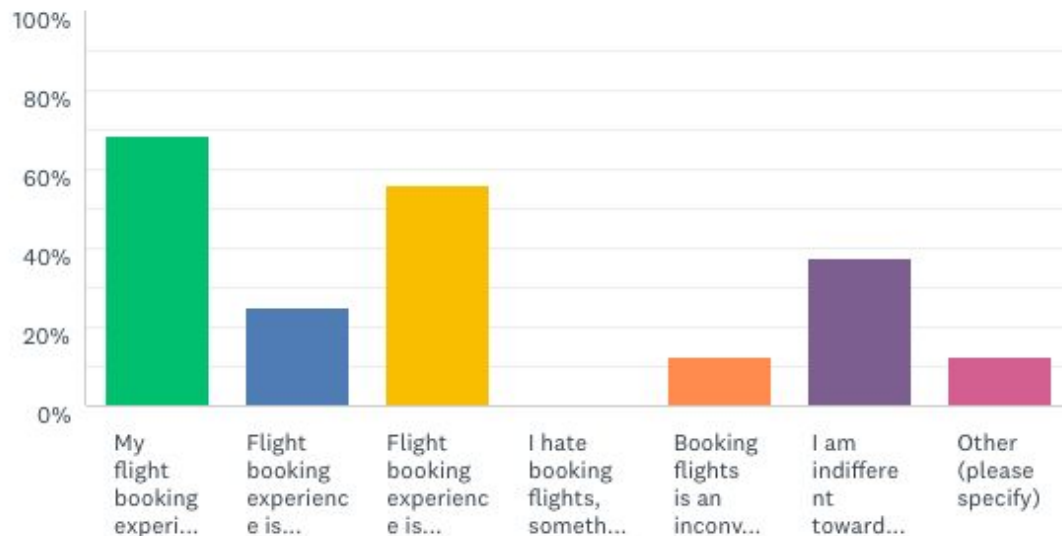
What websites/apps do you use to book your flights?



[lastminute.com](https://www.lastminute.com)



Would you use any of the following phrases to describe your flight booking experiences? (you can choose more than one)

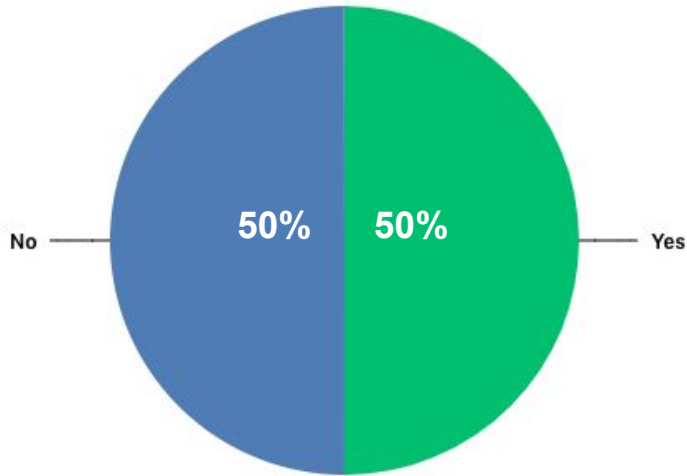


“Other” Responses:

- You need to be internet savvy to get the best flights. Lots of research and comparison (on incognito windows) are needed at the right time to get the best offer.

ANSWER CHOICES	RESPONSES
▼ My flight booking experience is usually smooth	68.75%
▼ Flight booking experience is better on an app	25.00%
▼ Flight booking experience is better on a website	56.25%
▼ I hate booking flights, something always goes wrong	0.00%
▼ Booking flights is an inconvenient process	12.50%
▼ I am indifferent towards flight booking, I do what needs to be done	37.50%
▼ Other (please specify) Responses	12.50%

Would you change anything about the apps/sites you use to book your flights?



If you answered yes, what would you change?

- A clearer process
- I have profiles on airlines I frequently use, but they are not saving information for people I frequently travel with
- Remove all annoying pop-ups ads that make the booking process so annoying (especially Ryanair)
- Make it easier to see the total price (including baggage/fees etc) without having to complete almost all the booking details. 2. Make it easier to see alternative suggestions for routes/dates that might suit my needs.
- Not sure, but would like to experience a smoother process

Please describe your flight booking experience in one word.








Easy
Immediate
Quick

Smooth
Efficient
Convenient
Practical

Challenging
Stressful
Tedious
Meh

I need to pay extra
attention to book
everything correct

Key Takeaways

-  Most people fly at least 3 times a year and mostly prefer to book their flights on a **desktop**
-  **Price** is by far the most important aspect the decision making process while choosing flights
-  It seems that people use price **comparison sites** to check prices and then book whatever is **cheapest** either through an aggregator or directly on the airlines site
-  Almost nobody books their flights on the spot, they come back to check and **browse/monitor prices/offers**
-  More than half of users have a **good flight booking experience** and a large portion of users don't really think about it too much, they do what needs to be done and move on
-  The main frustrations are: **lack of clarity** of process + lack of **details** about trip along the way eg. total price/add-ons, too much irrelevant information eg. promotions/upselling, need for easier access to alternative routes, more customization per user - who they travel with, where they travel from / to most frequently
-  Mostly positive emotions 