



Says



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

The travel & transport industries have never lacked data as its collected across every interaction points. Whenever for a guest, passenger or cargo,data helps to balance demand with supply to optimize revenue and profitability of its inventory and capacity fromtravel and hospitality across airlines, hotels, car, rental and cruise companies, each are capturing customer behaviors and expriences that contain valuable in sights for the business.



By spurring tourism and trade,air travel contributes to increasing consumer benefits and choices, creating jobs, and generating numerous socio-economic benifits

- *High Speed. Air is the type of freight capable of traveling long distances in short periods of time. ...*
- *Fast Service. ...*
- *Send almost everywhere your freight. ...*
- *High Standard of Security. ...*
- *Natural Route. ...*

This Global Air Transportation Network dataset is a comprehensive collection of information on airports, airlines and their routes. It contains information such as names, cities, countries, codes (IATA and ICAO) longitudes, latitudes and altitudes of airports across the world with detailed time zone and daylight saving time data

Insight of global air transport

Types of air transport

- **Aeroplanes.** Also known as aircraft, airplanes or simply planes, an aeroplane is a powered, fixed-wing aircraft. ...
- **Helicopters.** ...
- **Hot air balloons.** ...
- **Blimps.** ...
- **Gliders**

.Air transport is **one of the fastest modes of public transport which connects international boundaries.**

Air transport allows people from different countries to cross international boundaries and travel other countries for personal, business, medical, and tourism purposes.

Air Transport carries certain disadvantages too and they are:
(i) Cost of operating airlines is very high and so freight cost is very high as compared to sea transport.
(ii) It is difficult to carry bulky, awkwardly shaped goods.
(iii) Very risky in case of accident.
(iv) It is controlled by climatic conditions; thus bad weather leads to uncertainty in its time table.

There are some disadvantages of transporting your goods by air, including: **air transport can involve higher costs than other options, and is not suitable for all goods.** flights are subject to delay or cancellation.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?