

Avoid Lines at Airports - Check-in At Home

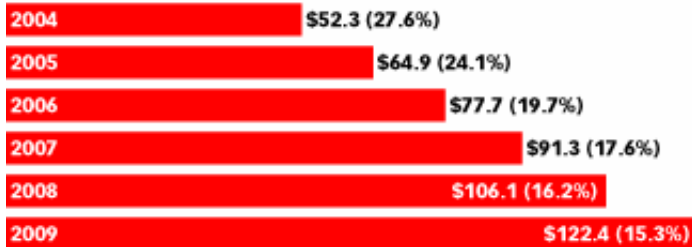
2006-07-25

According to a recent report from SITA (Societe Internationale de Telecommunications Aeronautiques), online plane ticket sales will make up 28% of all airline ticket sales in 2006, up from 20% in 2005.

This means that of the 2 billion airline passengers worldwide, approximately 560 million use the Internet to make their bookings.

eMarketer estimates that total US online travel sales will grow to \$122.4 billion in 2009, up from \$77.7 billion in 2006.

US Online Leisure/Unmanaged Business Travel Sales, 2004-2009 (billions and % increase vs. prior year)



Source: eMarketer, May 2006

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While there is no doubt that the Internet has revolutionized travel planning for the consumer, the bottleneck of inefficiency now seems to reside at the airports, where passengers inevitably encounter long lines to check-in. That may be changing, according to recent data from SITA, which forecasts that in 2007, 72% of airlines worldwide will offer Web check-in services, up from 42% in 2006.

Airlines Worldwide that Offer Web Check-In, 2006 & 2007 (% of respondents)



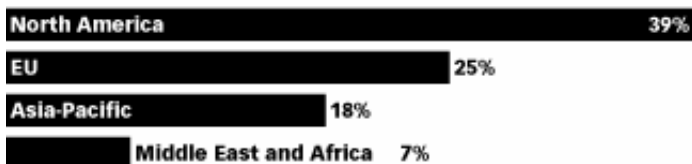
Source: SITA (Société Internationale de Télécommunications Aéronautiques), Airline Business and NSM Research, June 2006

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Self-service kiosks are also making airline travel more tolerable, with nearly 40% of North American airline travelers embracing the self-service concept, compared with 25% in the EU, 18% in Asia Pacific and only 7% in the Middle East and Africa.

Airline Travelers in Select Regions Who Use Self-Service Kiosk Check-In according to Airlines Worldwide, Q1 2006 (% of total in each region)



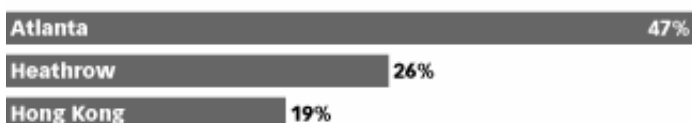
Source: SITA (Société Internationale de Télécommunications Aéronautiques), Airline Business and NSM Research, June 2006

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Unsurprisingly perhaps, the busiest airports in the world are at the forefront of making the travel experience more efficient, with 47% of Atlanta airport passengers reporting that they used a self-service kiosk to check-in in 2006, compared with 26% at Heathrow and 19% at Hong Kong airport.

Airline Travelers in Select Airports Worldwide Who Use Self-Service Kiosk Check-In, May 2006 (% of respondents in each group)



Source: SITA (Société Internationale de Télécommunications Aéronautiques), June 2006

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For more information on online travel see eMarketer's new [Online Travel in the US: Pursuing Customer Loyalty](#) report

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