



Corporate Air Travel Survey - 2009

Product Information

Includes Sample Data from Full Report of **CATS 2009**

Product Presentation

IATA has been researching business traveller's opinions about air travel since 1989, tracking trends in attitudes and presenting the findings in the form of an annual Corporate Air Travel Survey (CATS) report. This global survey is one of the most quoted sources of business travel information worldwide.

The objectives of IATA Corporate Air Travel Survey are:

- **To collect key information on the behaviour of business air travellers**
- **To identify key issues in business air travel: level of satisfaction and concerns**
- **To build trend data on these issues, based on previous CATS editions**

Compared to the IATA GAP or SoFiE surveys, which focus on the performance of individual airlines for both leisure and business passengers, CATS follows very different objectives. In CATS, only the passengers regularly travelling for business are surveyed. They are not interviewed in relation to a specific flight but are asked for their general preferences, attitudes and needs when travelling for business purposes.

You will find in the following pages selected charts from the 2009 edition of CATS (**available from end November 2008**). In the legacy of previous editions, the following key topics will be analysed and where applicable, compared to previous years to build trends:

- **Patterns for business trips:** trip frequency, budget, usual class of travel
- **Preferred payment methods for business air travel**
- **Main concerns when travelling for business: short haul vs. long haul**
- **Factors of airline choice**
- **Company travel policies and decision makers in the booking process**
- **Environmental concerns and carbon offset**
- **Passenger self-service:** usage, needs, satisfaction and future wishes
- **Check-in methods:** usage and preference
- **Printing online boarding pass**
- **Services in Airport gate areas/ Airline lounges**
- **Onboard mobile phone use and possible regulations**
- **Onboard facilities and entertainment**
- **Internet booking:** trends in Internet booking and desirable self-service via airline website
- **LCC/ No-frills airlines:** share of business travel market, perceived benefits and drawbacks
- **Duty free retail:** in-flight and airport retail shops, usual items purchased, average spending
- **Delayed and Lost luggage**



Sample Size and Region Coverage

Thanks to our extensive panel of worldwide respondents, **9,219 respondents were interviewed between end September and beginning October 2008 for the 2009 edition. On top of the global worldwide analyses, the following regions were analysed separately, these are unweighted samples:**

- | | |
|-------------------------------|----------------------------|
| • Americas | 2,282 respondents selected |
| • Europe | 5,096 respondents selected |
| • Africa - Middle East | 296 respondents selected |
| • Asia - Pacific | 1,545 respondents selected |

In order to reflect real travel traffic, the data have been accurately weighted by the **actual seat capacity (based on SRS Analyser September 2008)** of airlines departing from each of the regions covered. With each respondent receiving a specific weight according to the region of residence this methodology allows a very realistic representation of the markets, regionally as well as globally, eliminating any distortion due to over- or under- sampling. Unweighted data are available upon request.

As always, data collection has been **truly objective** as this study fully benefits from IATA's **neutral position** in the industry. The IATA Business Insight group is convinced that this new report will undoubtedly bring you high added value in line with our other surveys.

Prices and Availability

The CATS 2009 edition will be available only as a full report (no modules).

Price of Full Report

- CATS Full Report for IATA Members: USD 5,500.-*
- CATS Full Report for Non Members: USD 6,750.-*

* This includes CATS report in PDF and paper copy and raw data files in SPSS and Excel.



Report Availability

The full report consists of an electronic (report and raw data on CD-ROM) and a paper copy (approx. 150 pages) and is **published end November 2008**. The report contains analysed and explained charts as well as trend charts comparing the evolution of corporate travellers' behaviour between 1997 and 2008.

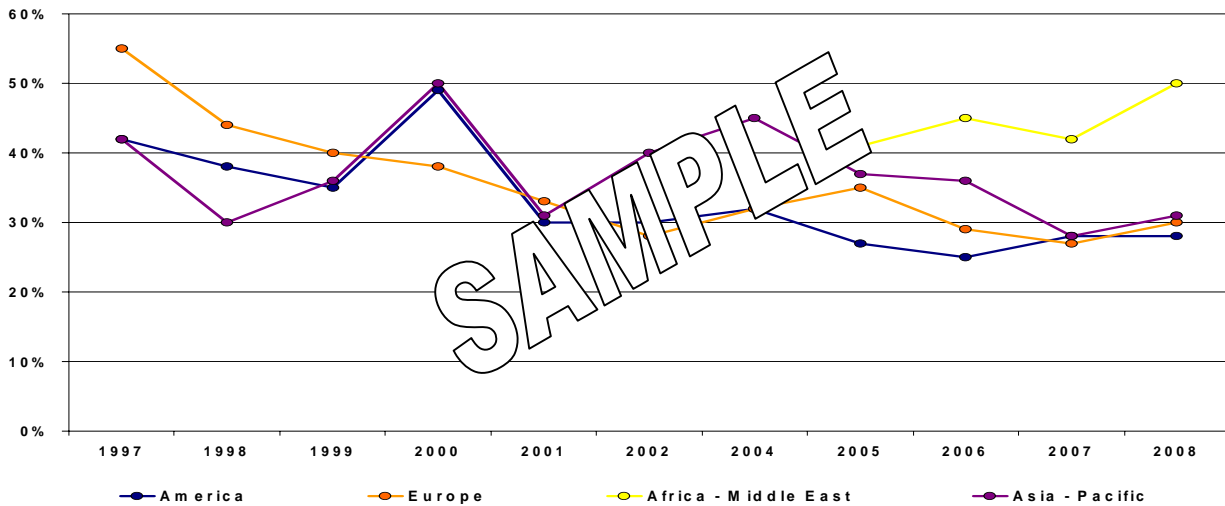
Please do not hesitate to contact us on businessinsight@iata.org to order this report, to receive further information about this survey and the analyses provided in the report or any tailored information or dedicated surveys focusing on other issues.

You can also read more about CATS on: www.iata.org/cats

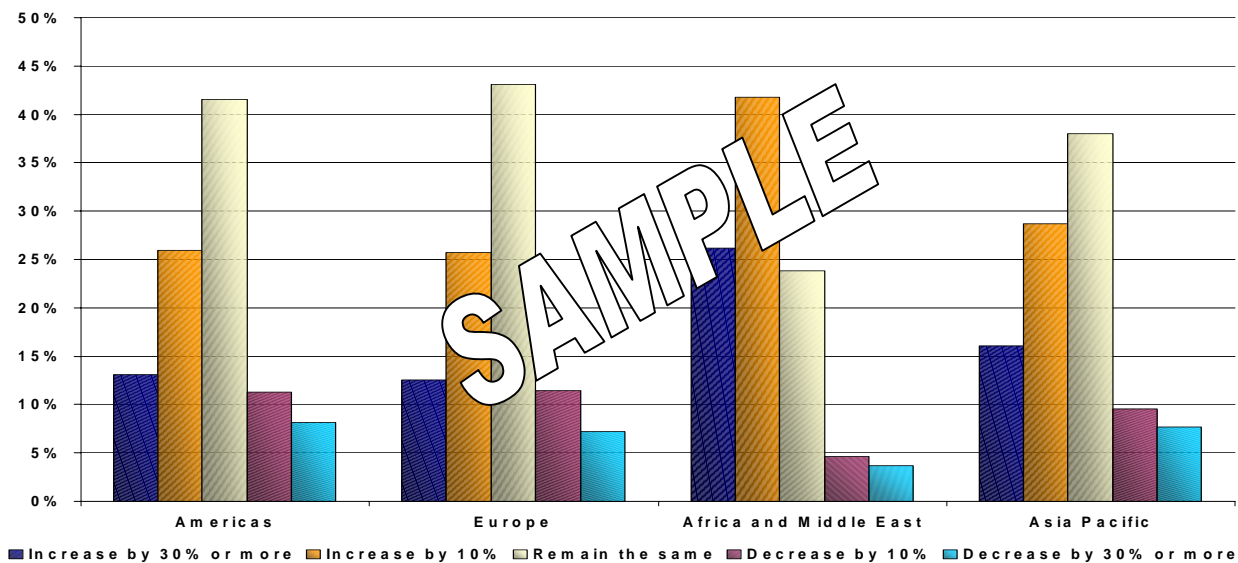
Sample Charts from the 2009 edition

Please note that the following charts contain real confidential data to be used for demonstration purposes only. Charts are explained and commented with enclosed text in the real report. No reproduction or further use of this data is permitted without the authorization of IATA.

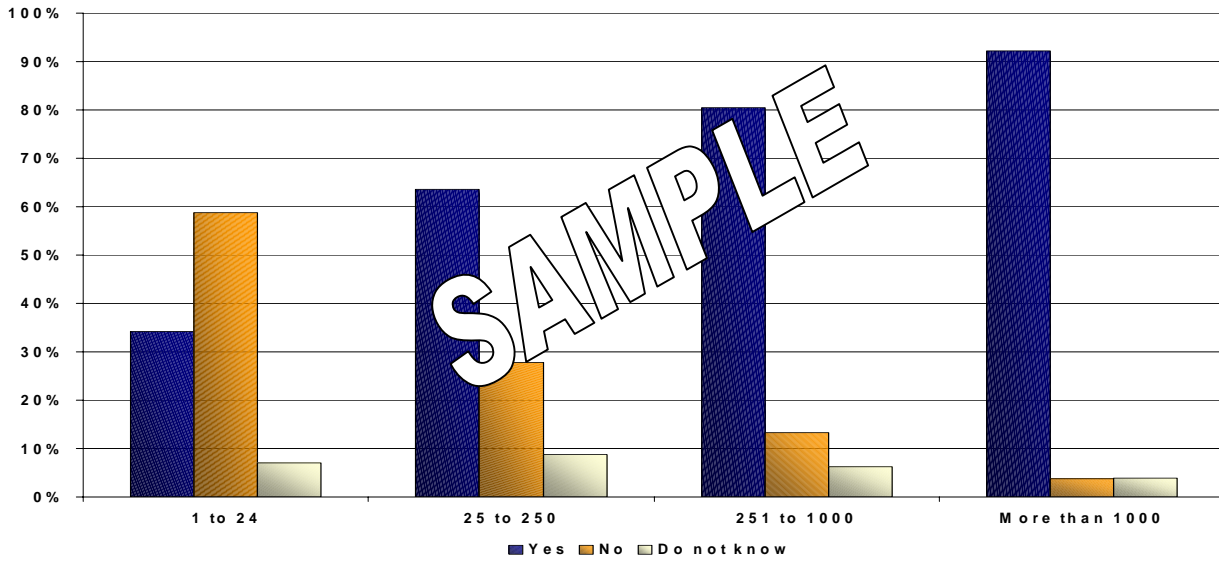
Expected increase in number of trips coming 12 months (Business air travellers by region of residence)



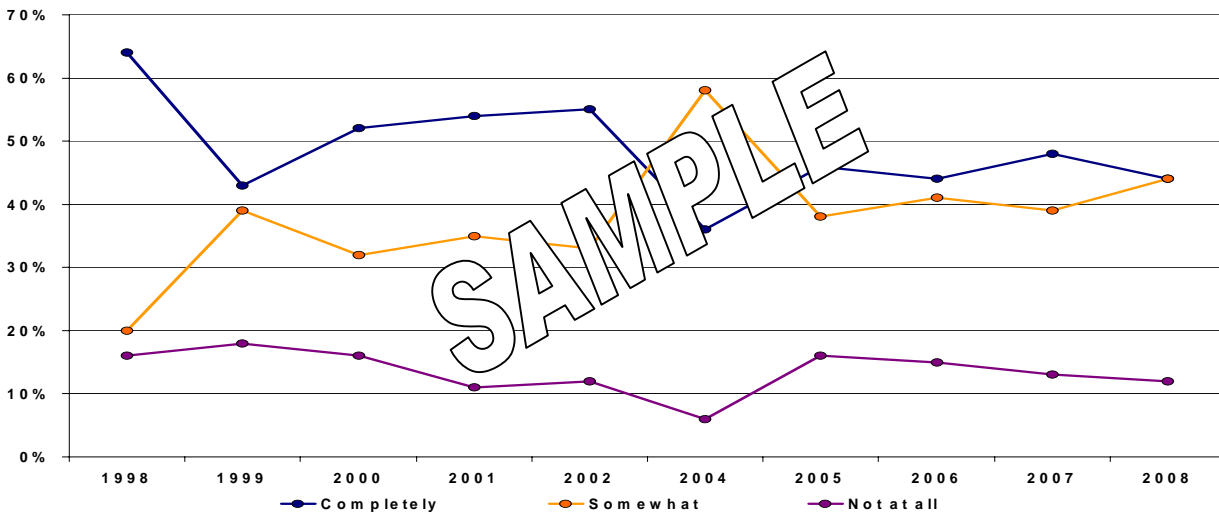
Evolution of trip budget in next 12 months (Business air travellers by region of residence)



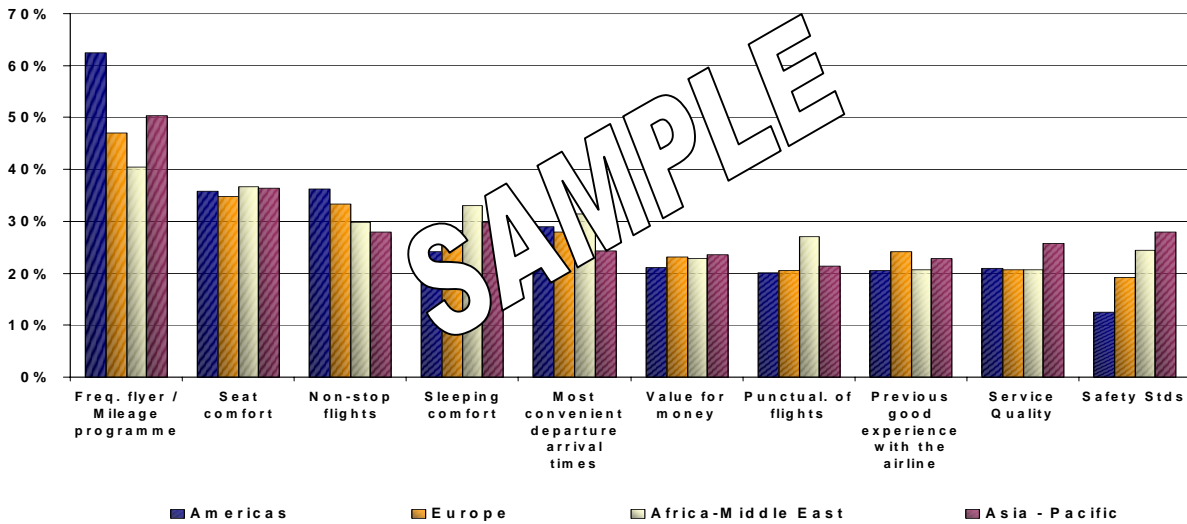
Existence of corporate travel policy (by size of company)



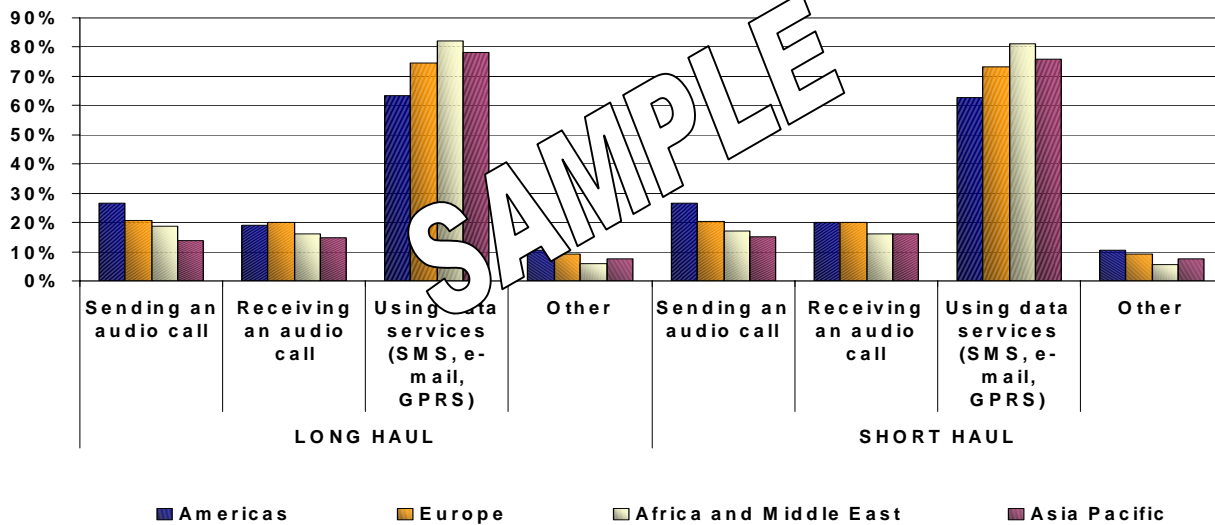
Evolution of corporate travel policy's degree of influence on travel arrangements



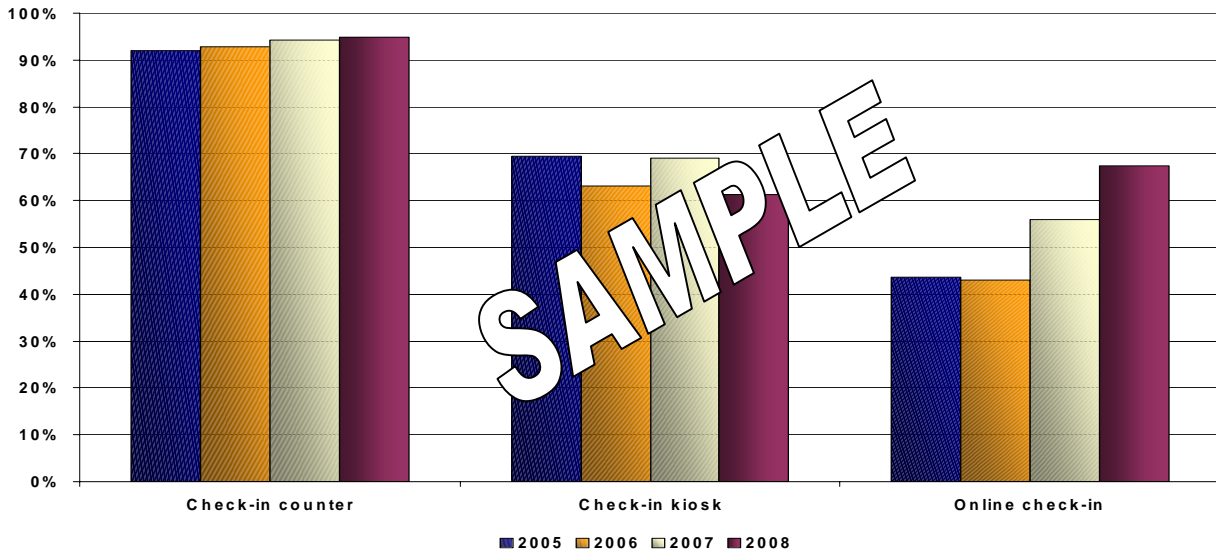
Top 10 factors of airline choice for long-haul flights (Business air travellers by region of residence)



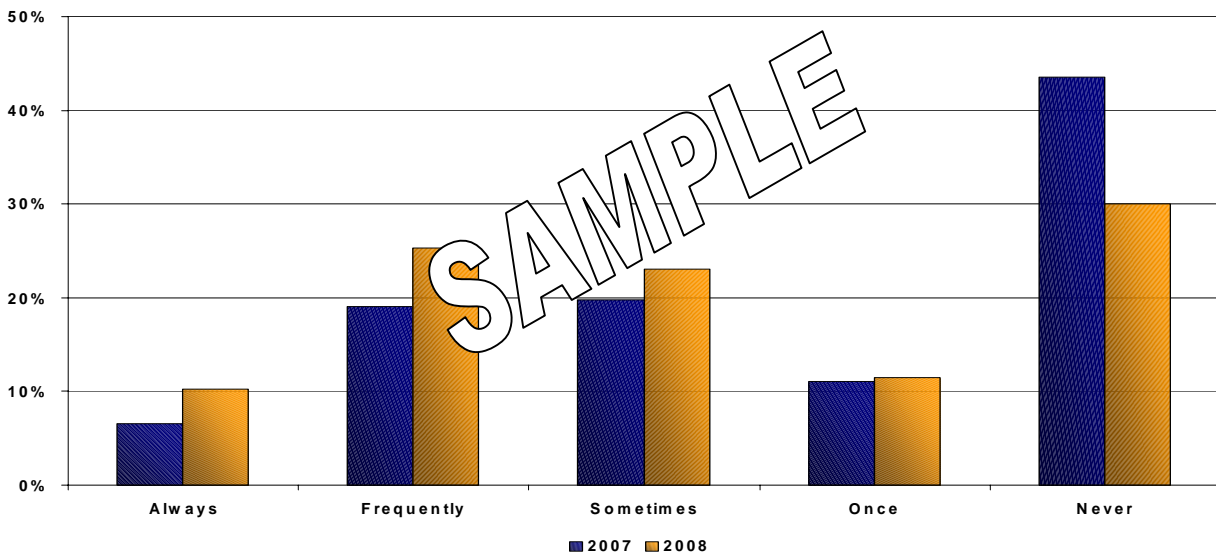
If onboard mobile phone usage allowed, what would you like to use it for: (Business air travellers by region of residence)



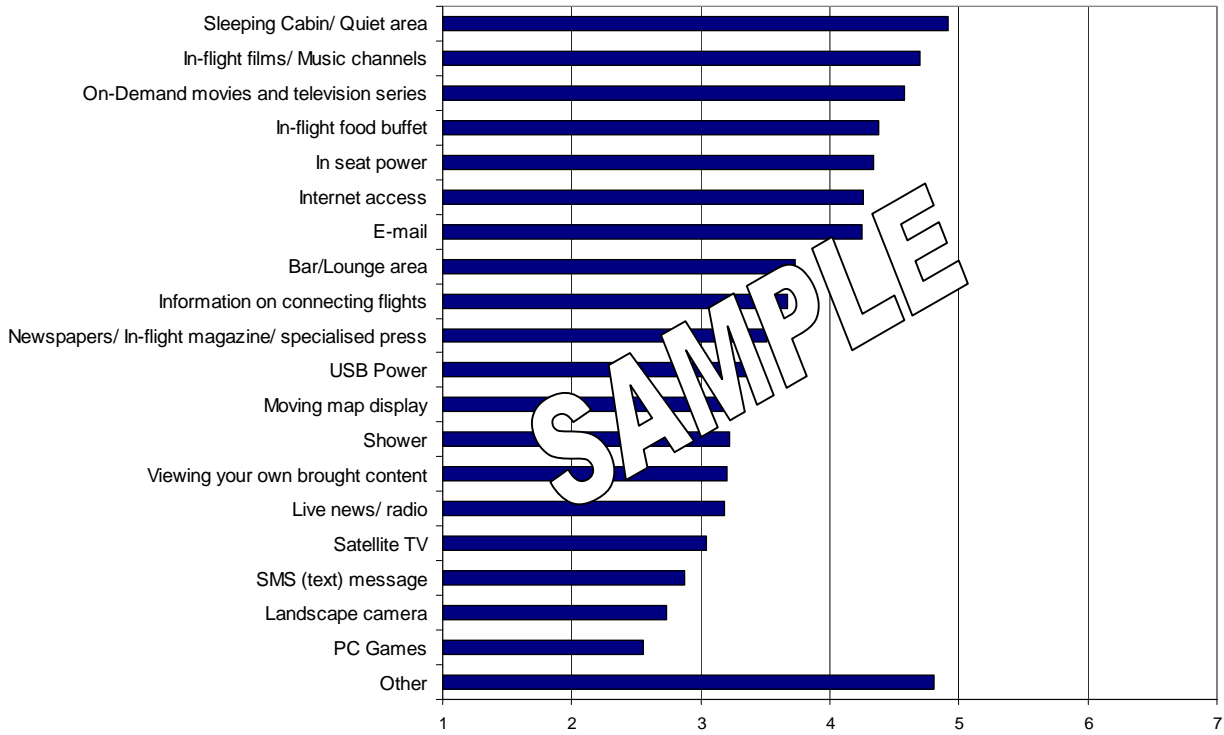
**Percentage of air travellers that used the following check-in options in the past 12 months:
(All air travellers = Business and/or Leisure)**



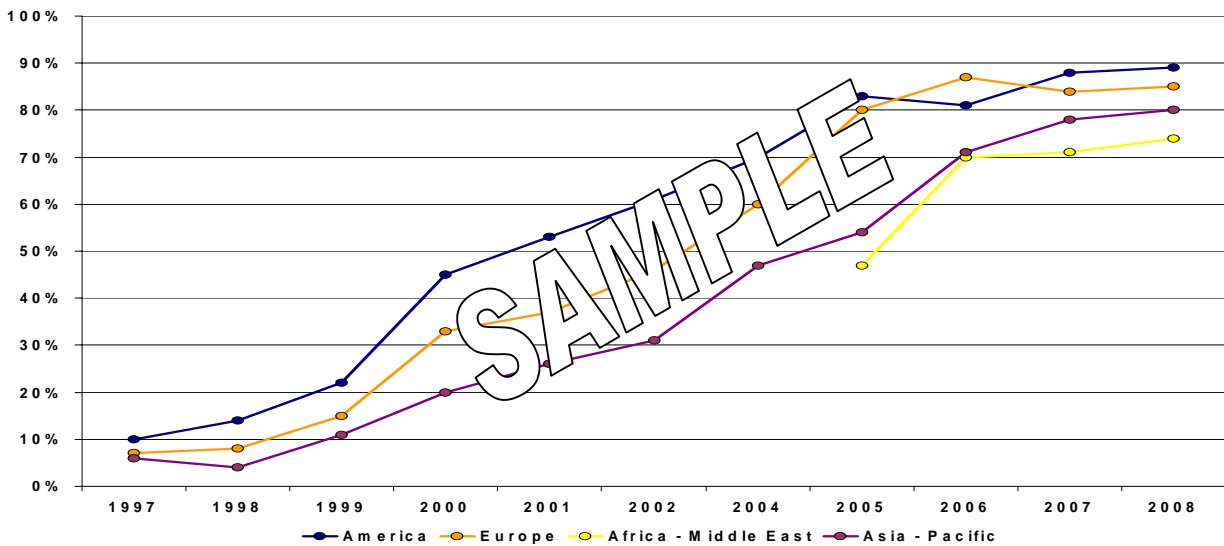
**Printing boarding pass online (at home/ office) in the past 12 months
(All air travellers = Business and/or Leisure)**



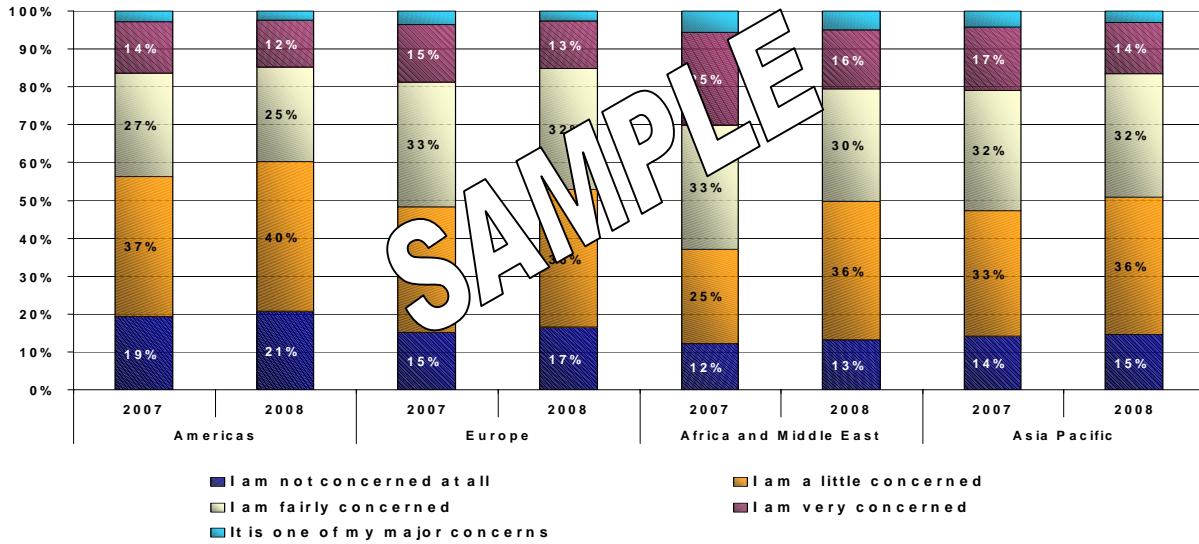
**Favourite onboard amenities long-haul flight (Mean score based on 1= least important – 7= most important)
(Business air travellers)**



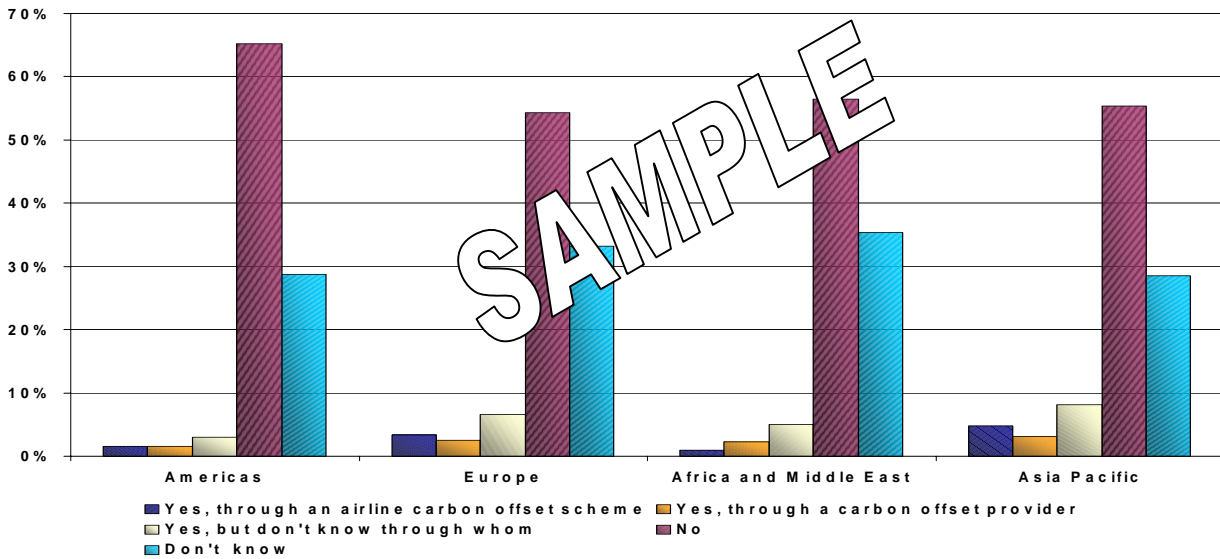
Proportion of flight bookings exclusively made through the Internet (Business air travellers by region of residence)



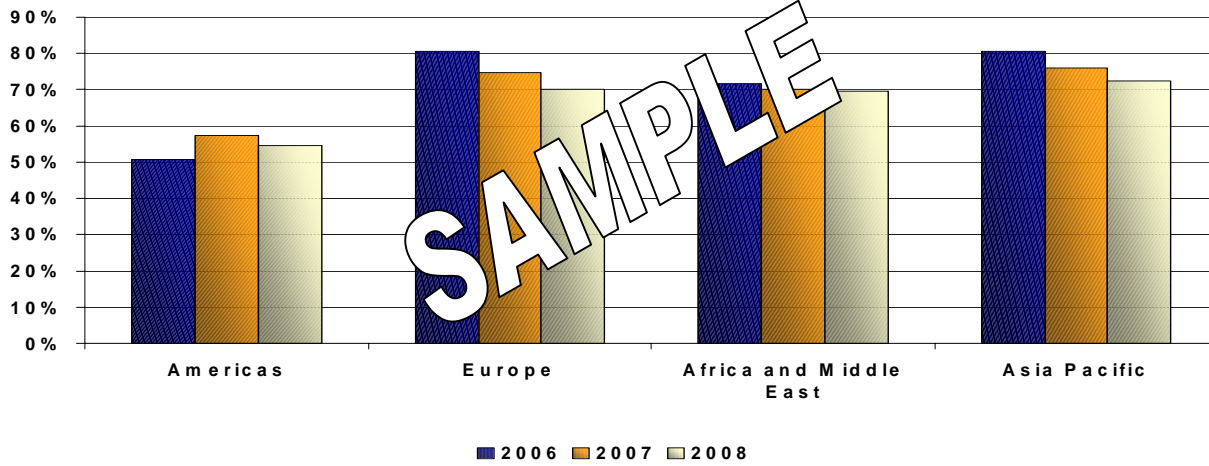
Concern about the environmental impact of flying (All air travellers, by region of residence)



Offset carbon dioxide emissions associated with your air travel by your company (Business air travellers by region of residence)



Business Air travellers that did duty or tax free shopping in past 12 months when travelling by air (by region of residence)



Products purchased with tax or duty free shopping on last business trip (by region of residence)

