

Airports Council International reveals shifting traveler expectations in 2024 survey

The Airports Council International (ACI) World has unveiled its Airport Service Quality (ASQ) 2024 Global Traveller Survey report on November 27, 2024 in Rome. The report highlights evolving passenger needs in a stabilizing travel environment, with increased focus on wellness and premium experiences.

The study, now in its fifth year, gathered insights from more than 4,125 travelers across 30 countries who flew at least once in the past year. The findings were presented at the Airports Innovate event, which convenes airport innovators, startups and technology leaders.

Justin Erbacci, ACI World Director General, stated, "The ASQ 2024 Global Traveller Survey report reflects a landscape where travelers' expectations are solidifying around convenience, premium options, and sustainability. Travelers seek a reduced stress journey and are more eager than ever to enjoy enhanced airport experiences. They prioritize comfort, personalization, and ethical engagement."

Key findings reveal strong travel intentions despite economic challenges, with 67% of respondents planning to maintain or increase their travel frequency in 2024 compared to 2023. The survey also found that while two-thirds of travelers feel positive about their upcoming airport experiences, one-third emphasize the need for wellness-focused environments.

The report identified several emerging trends:

- Travelers show increasing preference for automated journeys, with 78% interested in "ready-to-fly" options like remote check-in
- Information sharing remains a key factor, though passengers want control over their data sharing preferences
- Growing demand exists for premium services and personalized experiences
- Conscious consumerism is rising, particularly among younger travelers who prioritize sustainability

The study notes that stress levels peak during pre-boarding but decrease afterward, suggesting opportunities for improved shopping and dining experiences. The report's completion was supported by IDEMIA as Platinum Advisory Partner, with NACO and Plaza Premium Group serving as Premium Sponsors.