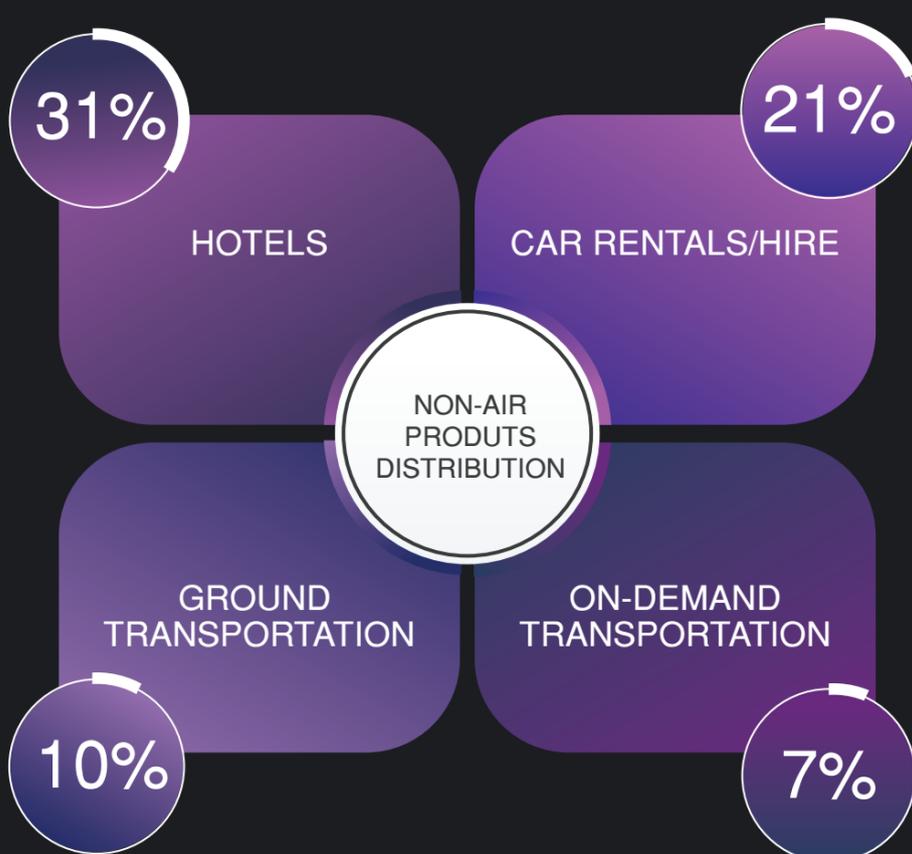


From being a novel offering to evolving into something more edgy and user-friendly, airline Android apps have matured multifold in the last few quarters alone. videc's App in the Sky assesses these developments across Android apps of 22 low-cost carriers (LCCs) and 48 full-service carriers (FSCs) in 3Q19.



## HOTELS AND LODGING

Hotels are yet to emerge as a significant non-air travel product distributed via airline Android apps. Roughly one in three airline apps – 31% of LCC and 29% of FSCs – distributed lodging to their users.



AIRLINE APPS THAT DISTRIBUTE HOTELS AND LODGING



## CAR RENTALS/HIRE

Airlines should view car rentals as an attractive add-on product for onward traveler journey. So far, only 23% of the LCC apps and 21% of the FSC apps upsell rentals in their shopping path



AIRLINE APPS THAT DISTRIBUTE CAR RENTALS / HIRE



## GROUND TRANSPORTATION

Ground transfers are distributed via a fraction of airline apps. Just 9% LCC and 10% of the traditional carriers sell it in their apps.



AIRLINE APPS THAT DISTRIBUTE GROUND TRANSPORTATION



## ON-DEMAND TRANSPORTATION

It is surprising that few airlines have collaborated with companies such as Uber, Didi, and Grab to offer a seamless airport transfer experience to its users. In 3Q19, 9% of LCCs offered on-demand transport service on their Android apps while just 6s% of the traditional carriers offered the same.



AIRLINE APPS THAT DISTRIBUTE ON-DEMAND TRANSPORTATION

