

At a time when airlines are trying to streamline their sales channels and bring customers on to their own platforms as much as possible, the search tool on airlines' Android apps has not been exploited enough yet. videc's **App in the Sky** examines this by breaking down each leg of the journey to find out what kind of user experience these apps from 70 worldwide airlines offer. Apps that don't support native flight search naturally lose out on offering a seamless shopping and booking experience. This leakage is visible across prominent airline brands.



ONE-WAY FLIGHT SEARCH

Since most search attempts take place on-the-move, and because digital sales is now a priority for airlines, 98% all airlines that were part of the study offered one-way search option.



RETURN JOURNEY FLIGHT SEARCH

Even today, native flight search is not supported by all airline Android apps. Search for return journeys within airline apps is at 97% in 3Q19, indicating room for improvement in closing the loop with one-way searches. The exceptions could be a focus on the corporate traveler, whose return date is often open-ended.



AIRLINE APPS THAT DO NOT SUPPORT RETURN JOURNEY FLIGHT SEARCH



SAME DAY FLIGHT SEARCH

In order to ensure that the flights are running at full capacity, 76% airline apps offer same-day booking tool to their app users in 3Q19. This functionality has risen from 72% in 2Q19.

AIRLINE APPS THAT DO NOT SUPPORT SAME DAY FLIGHT SEARCH



MULTI-CITY FLIGHT SEARCH

Multi-city flight search is featured in 37% of airline apps. Given the complexities of distribution systems airlines use, challenges in code-sharing integrations and the lack other airline content, this is not surprising.

AIRLINE APPS THAT SUPPORT MULTI-CITY FLIGHT SEARCH

