

At a time when airlines are trying to streamline their sales channels and bring customers on 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 airline apps – 36 low-cost carriers (LCCs) and 82 full-service carriers (FSCs) – 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

At 100%, LCCs and 94% FSCs fulfilled the basic criterion for a one-way flight search option in 3Q20.

LOW COST CARRIERS

94%



FULL SERVICE CARRIERS

100%



AIRLINE APPS THAT DO NOT SUPPORT ONE WAY FLIGHT SEARCH

LOW COST CARRIERS



RETURN JOURNEY FLIGHT SEARCH

Similar to one-way, search for return journeys across apps stood at 100% for LCCs and 94% FSCs in 3Q20.

LOW COST CARRIERS

94%



FULL SERVICE CARRIERS

100%



AIRLINE APPS THAT DO NOT SUPPORT RETURN JOURNEY FLIGHT SEARCH

LOW COST CARRIERS



MULTI-CITY FLIGHT SEARCH

One in five LCC apps and one in two FSC apps offered multi-city booking to their customers.

LOW COST CARRIERS

28%



FULL SERVICE CARRIERS

50%



AIRLINE APPS THAT SUPPORT MULTI-CITY FLIGHT SEARCH

LOW COST CARRIERS



FULL SERVICE CARRIERS



AIRLINE APPS THAT SUPPORT SAME DAY FLIGHT SEARCH

LOW COST CARRIERS



FULL SERVICE CARRIERS



SAME DAY FLIGHT SEARCH

Only 44% LCC apps and a higher ratio of 39% of FSCs apps offered same-day booking functionality in 3Q20.

LOW COST CARRIERS

44%



FULL SERVICE CARRIERS

39%

