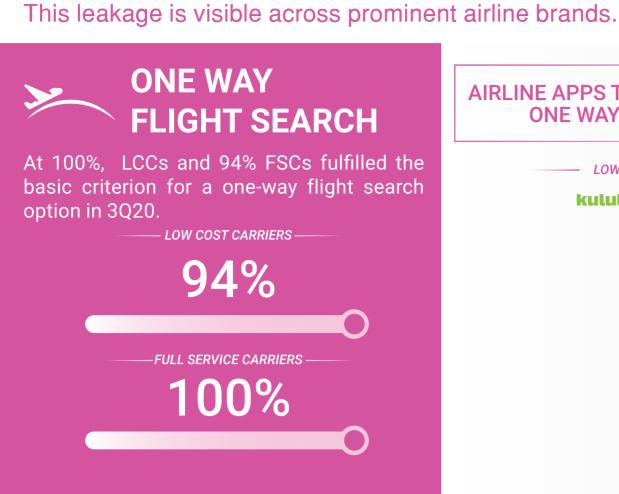
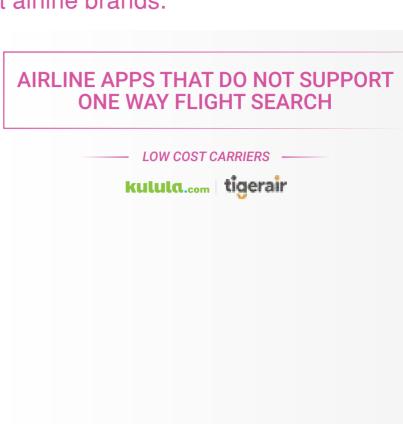


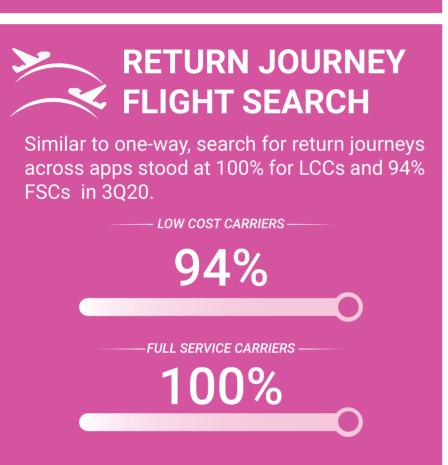
## FLIGHT SEARCH CAPABILITIES IN AIRLINE APPS 3Q20

**LOW-COST CARRIERS VS. FULL SERVICE CARRIERS** 

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.











> MULTI-CITY









**VIDEC'S App in the Sky** is an infographic series based on our analysis of 118 airline Android-based apps. videc conducted the research in October 2020 to identify and assess flight shopping and booking functionalities, ancillary products, services, travel management tools, etc. integrated within the airline Android apps. The airline apps were evaluated on 54 unique aspects/components across various stages of app launch, flight search, booking, travel management, loyalty/customer logins, products sold, payment methods and customer support.