

App in the Sky

Vol. 1

Accelerating Internet and smartphone penetration in Asia Pacific have drawn travel companies towards the *mobile rush*.


APAC airline mobile apps are mostly in their early stages. Many apps still mimic the desktop purchase flow, ignoring the opportunity to refresh search and booking experiences on the mobile canvas.

98%

Search flights 

APAC airline apps have an in-app search ability



 route to an external browser.



84%

offer same-day bookings



2 in 3 APAC airline apps prominently feature travel deals & offers

84%

include member logins to identify customers, boost engagement and retention.



8%

enforce user sign-up prior to search/booking via the app



videc analyzed 51 airline Android-based apps in July 2017 and February 2018, respectively, with the aim of identifying and assessing various products, services, travel management tools integrated within the airline apps. Airline apps were evaluated on a total of 56 unique aspects/components across various stages of app launch, flight search, booking, travel management, loyalty/customer logins, products sold, payment methods, etc.

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