



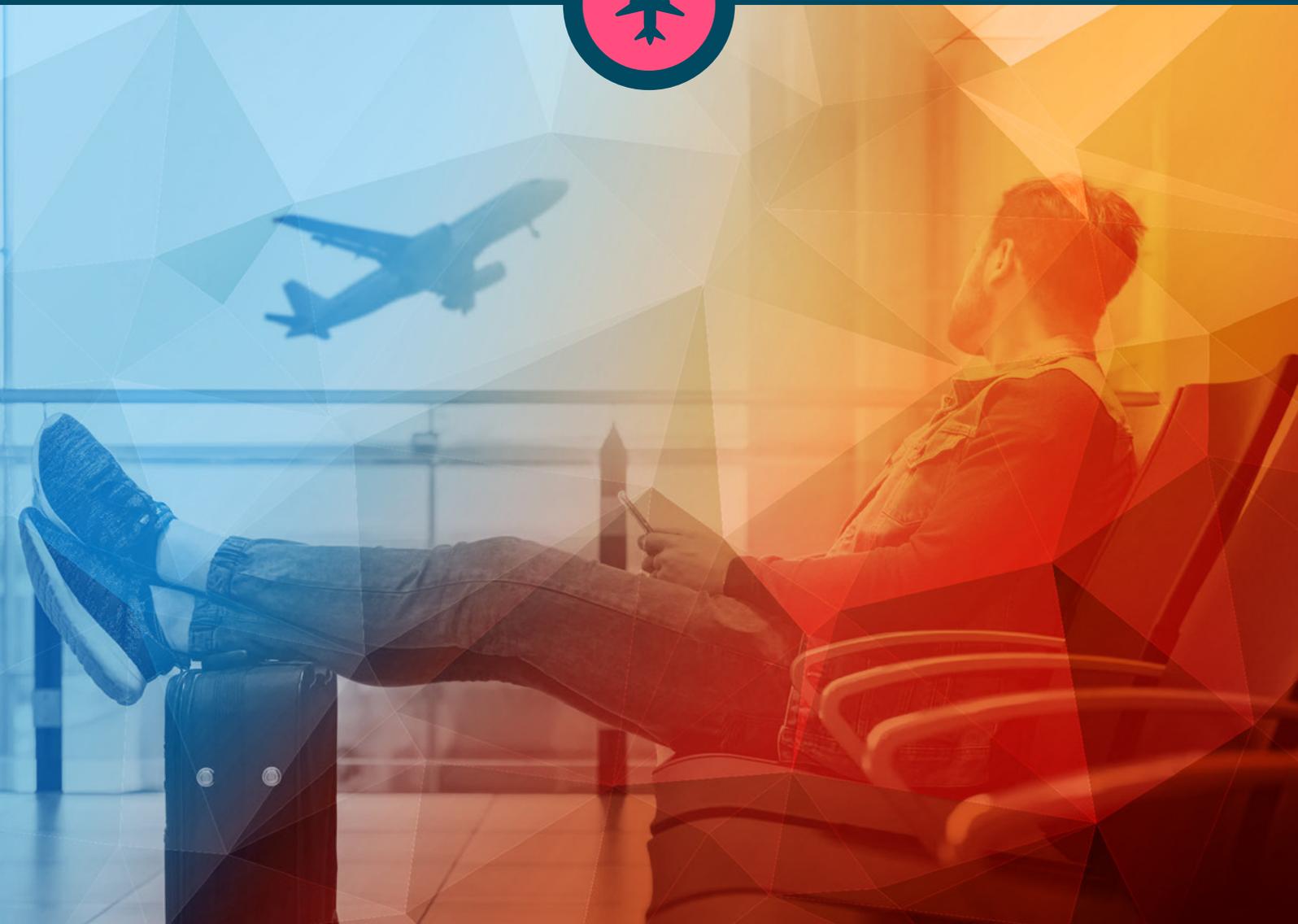
DIGITAL MATURITY REPORT
BY



2024 DIGITAL MATURITY REPORT

THE WORLD'S TOP 50 AIRLINES

How are the world's leading airlines performing digitally?



About this report

AI and hyper-personalized experiences are transforming the airline industry and customer expectations. The digital airline market is projected to grow to \$35 billion in revenue by 2030. Airlines cannot afford to ignore digital transformation.

90% of the world's leading airlines prioritize digital initiatives to elevate performance. Our findings contradict this.

This report uncovers how the world's top 50 airlines are navigating a digital first world, addressing the unique challenges they face and uncovering opportunities for growth.

The average traveler engages in 38 website visits before finalizing a booking, underscoring the critical role of digital presence in influencing consumer decisions. Whether it be by mobile apps, a website or social media, the internet is one of the easiest ways for customers to research, compare and book flights. It's crucial for airlines to provide consistent seamless experiences to keep customers engaged.

As the industry continues to recover from the disastrous impacts of travel restrictions due to the COVID-19 pandemic, understanding and enhancing digital maturity is a strategic imperative for savvy airline leaders. It influences operational efficiency, customer satisfaction, and overall competitiveness in the dynamic global market.

Despite technology driving the industry, aviation lags in digital maturity. With 69% of customers starting their journey online, appearing on the first page of Google has become crucial for airlines. However, our research found that 90% of the world's top 50 airlines overlook this lucrative channel.

85% of travel industry conversions take place online. 72% of mobile searches, or Google searches including the words "tonight" and "today", convert within 48 hours. Therefore online visibility, and a great digital customer experience, are crucial for airlines to drive revenue.

Digital transformation empowers airlines to enhance customer satisfaction, boost operational efficiency, and ensure sustainability and resilience in the industry. Airlines that choose to stagnate, ignore new trends, and fail to adopt digital tactics risk lagging behind.

We conducted an extensive two-month research and analysis on the digital effectiveness of the world's leading 50 airlines. Our study looks into each company's performance across eleven fundamental aspects of digital transformation. Using this data, we have ranked the top 50 airlines based on their digital maturity.

Who should read this report?

This report is tailored for ambitious aviation professionals eager to embrace change. Its purpose is to be shared with individuals in the airline sector, digital marketing experts, and anyone interested in digital transformation. Offering insights and recommendations, the report provides guidance for airlines on overcoming common challenges and enhancing their digital strategy.

The research was conducted with a variety of tools and sources, including Google, and spans from 11/12/2023 to 22/1/2024, reflecting that period. For a detailed understanding of the scoring, please refer to the complete methodology available [here](#).

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01 Introduction

Our study of the world's top 50 airlines (based on customer satisfaction) identifies a clear set of digital challenges and pain points airlines are facing. Throughout this report, we have addressed and analyzed these issues whilst providing recommendations for best digital practice.

The aviation industry faces huge challenges that lead to significant changes in how airlines operate and interact with passengers. Following the disruption of the COVID-19 pandemic the 2023 WTM Global Travel Report, in partnership with Tourism Economics, disclosed that the projected number of international trips was set to reach 1.26 billion. While this marks a significant 86% recovery rate compared to the pre-pandemic demand in 2019, it underscores the ongoing opportunity for further growth. There is huge potential for the travel industry to continue expanding and return to pre-pandemic levels in 2024.

Against the backdrop of a global recession, there are apprehensions that 2024 might present additional challenges for the airline industry.

DIGITAL MATURITY VS CUSTOMER SATISFACTION RANKINGS

Our findings uncovered a clear relationship between digital maturity and customer satisfaction with 80% of the top five most digitally mature airlines claiming the highest positions in customer satisfaction rankings.

Customers expect a great digital experience. Our analysis reveals that 98% of the top airline websites underperform in key areas such as email, content, security, loading speed, and accessibility. It is urgent for customer-first airlines to reassess their digital strategies and prioritize optimal online experiences.

“98% of the world's leading airlines have underperforming websites”

Airlines are trailing behind other industries. Despite substantial investments in leading DXP technology such as Adobe and Sitecore, many airlines are failing to meet customer expectations.



Book A Demo

See what the future of the sector looks like and what is possible for pioneering airlines.

Speak To An Expert

Paul Stephen



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More than a third of the top airlines fell short of attaining a score exceeding 50%, with Bangkok Airways achieving the lowest performance at just 7.5%. We were disappointed to see leading airlines underperforming, especially in a sector heavily reliant on cutting-edge technological advancements in both engineering and customer-centric initiatives. The industry is forecasted to generate 74% of total revenue through online sales by 2027, airlines that are too slow to innovate risk missing out.

To show how simple it is for airlines to provide a great digital experience we created a demo to illustrate best practice. Any airline wishing to maximize the return from a digital investment should view this model of digital transformation best practice.

In the airline sector, tailoring content to diverse audiences across different regions with specific needs is crucial. 76% of consumers become frustrated when companies fail to deliver personalized experiences. Surprisingly, only one airline in our research showed signs of visual personalization, exposing a missed opportunity throughout the industry. Airlines must deepen their understanding of their audience to foster meaningful and profitable relationships.

“80% of the top 5 most digitally mature airlines are also ranked the highest for customer satisfaction.”

Despite the vast potential of Google as a platform to enhance brand awareness, reach new audiences, and generate business opportunities, most airlines are not fully capitalizing on organic search. Nearly half of all travelers initiate trip planning on Google, so neglecting this channel could prove costly for airlines who are striving to be top of mind for potential customers.

“69% of customers begin their journey with online search”

Nearly a third of the airlines we tested received lackluster ratings in their utilization of SEO, a concerning number considering 53.3% of website traffic comes through organic search.

In addition to SEO, social media is key for airlines to engage with customers, with 75% of customers turning to social platforms for travel inspiration. From promotions to flight disruptions, this channel serves as a cost-effective marketing and customer experience tool.

Despite these potential benefits, our findings revealed that 60% of airlines underperform on social media channels. On top of this, 92% of airlines are not effectively leveraging YouTube as a platform for communication and engagement.

“We show how any airline, with a limited budget and a small in-house team, can be more effective than the top 50 within 6 months”

This report looks into the digital performance of the leading 50 airlines globally. We share industry best practices and trends, providing insights into the strengths and weaknesses of the airlines involved in the report. Our analysis covers 11 core aspects of digital marketing, enabling a side-by-side comparison of performances and offering tailored recommendations for improvement.

To complement this report, we have crafted a confidential report for each of the top 50 airlines. These contain actionable direct insights. While we refrain from making this information public, we are more than willing to share it individually with each company here.

In an effort to showcase best practices and exemplify the possibilities, we have developed a demonstration applicable to any forward-thinking airline. This demonstration illustrates how an agile airline, operating with a limited budget and a small in-house digital or marketing team, can outperform even the top airlines within six months. [Contact us](#) to see the future of the aviation sector.

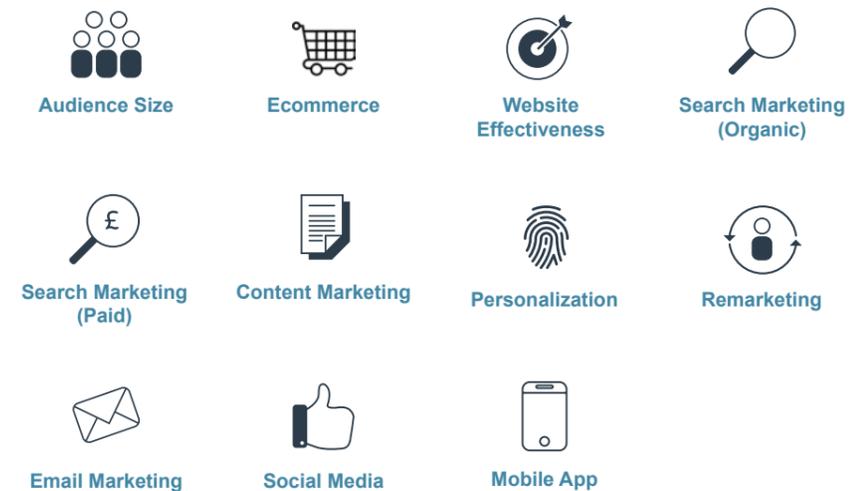
Digital Maturity

Digital maturity measures an airline's effectiveness and innovation by evaluating its adoption and utilization of digital marketing techniques and technology. Airlines that actively pursue digital transformation and aim for a strong digital maturity score can consistently deliver high-quality digital experiences to customers, thereby securing a competitive edge in the industry.

The concept of digital maturity encompasses various areas, including IT, digital technology, customer service, marketing, communications, and thought leadership. Achieving high digital maturity is dependent on a comprehensive approach that influences recruitment practices, working processes, and overall company culture within the airline.

What does this report measure?

For each of the top 50 airlines, we've tested and analyzed their digital performance and presence across:



Bonus Insights

We tested and analyzed 2000 data points. In addition to the 11 core aspects that form the overall digital maturity score, we analyzed:



Pos	Airline	Score (%)	Pos	Airline	Score (%)
1	Qatar Airways	76.92	25	Gulf Air	52.88
2	Singapore Airlines	75	27	Thai Airways	52.4
3	Emirates	73.08	28	Malaysia Airlines	51.92
4	ANA All Nippon Airways	71.63	29	IndiGo	50.96
5	Air Canada	67.31	30	Aegean Airlines	50.48
6	United Airlines	66.35	30	Virgin Australia	50.48
7	Lufthansa	62.98	32	Air Astana	49.52
7	Iberia	62.98	33	EVA Air	48.56
9	Cathay Pacific Airways	62.5	34	Qantas Airways	48.08
10	Turkish Airlines	61.54	35	Kuwait Airways	47.6
10	Etihad Airways	61.54	36	Azul Brazilian	45.67
12	Saudi Arabian Airlines	60.1	37	China Southern Airlines	44.71
13	Vietnam Airlines	59.13	38	Scoot	45.19
14	Swiss International Air Lines	58.65	39	AirAsia	43.75
15	Delta Air Lines	57.69	40	Korean Air	41.83
16	Japan Airlines	57.21	41	Air New Zealand	41.35
17	Fiji Airways	56.73	42	Air France	39.42
17	LATAM	56.73	42	Garuda Indonesia	39.42
19	British Airways	55.77	42	Azerbaijan Airlines	39.42
20	Vistara	55.29	45	China Airlines	38.46
20	KLM Royal Dutch Airlines	55.29	46	STARLUX Airlines	37.02
22	Austrian Airlines	54.81	47	Virgin Atlantic	36.54
23	Oman Air	54.33	48	Asiana Airlines	35.1
24	Ethiopian Airlines	53.37	49	Hainan Airlines	22.12
25	Finnair	52.88	50	Bangkok Airways	7.21

03

A Closer look at the Top 5

Qatar Airways

DIGITAL MATURITY
76.92%
SCORE

Audience Level	75%	Personalization	0%
Website Effectiveness	40%	Remarketing	66.7%
Ecommerce	83.3%	Email Marketing	100%
Search Marketing (Organic)	66.7%	Social Media	86.7%
Search Marketing (Paid)	100%	Mobile Apps	100%
Content Marketing	75%		

Singapore Airlines

DIGITAL MATURITY
75%
SCORE

Audience Level	50%
Website Effectiveness	40%
Ecommerce	66.7%
Search Marketing (Organic)	100%
Search Marketing (Paid)	100%
Content Marketing	50%
Personalization	100%
Remarketing	100%
Email Marketing	60%
Social Media	66.7%
Mobile Apps	100%

Emirates

DIGITAL MATURITY
73.08%
SCORE

Audience Level	50%
Website Effectiveness	40%
Ecommerce	83.3%
Search Marketing (Organic)	66.7%
Search Marketing (Paid)	100%
Content Marketing	100%
Personalization	100%
Remarketing	33.3%
Email Marketing	100%
Social Media	93.3%
Mobile Apps	100%

ANA All Nippon Airways

DIGITAL MATURITY
71.63%
SCORE

Audience Level	50%
Website Effectiveness	40%
Ecommerce	58.3%
Search Marketing (Organic)	66.7%
Search Marketing (Paid)	100%
Content Marketing	75%
Personalization	100%
Remarketing	66.7%
Email Marketing	60%
Social Media	93.3%
Mobile Apps	100%

Air Canada

DIGITAL MATURITY
67.31%
SCORE

Audience Level	50%
Website Effectiveness	50%
Ecommerce	66.7%
Search Marketing (Organic)	83.3%
Search Marketing (Paid)	100%
Content Marketing	50%
Personalization	100%
Remarketing	66.7%
Email Marketing	20%
Social Media	86.7%
Mobile Apps	100%

Access Airline Specific Results & Insights

To get specific scoring data for each airline and actionable insights, please get in touch.

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04 Audience Levels

The travel sector boasts one of the highest Google Ads CTRs (Click Through Rates) at 10.03%. There is an immense demand for airline information, including prices, flight paths, and in-flight offerings. By integrating audiences across various channels such as organic search, paid search, and social media, airlines have the opportunity to capitalize on the substantial existing traffic.

We were keen to evaluate how this demand translates into website visits for the top 50 airlines. We obtained audience figures for each website, including paid and organic traffic, from industry sources.

Only 8% of the top 50 global airlines managed to secure a good score, with LATAM standing out by achieving perfect scores across all evaluated criteria. For some airlines their audience level was highly weighted on solely organic traffic and are missing out on the significant untapped potential for paid traffic, which is reflected in their scoring.

Reaching audiences continues to pose a challenge for the world's leading airlines. In fact, only 13 out of the 50 companies tested are currently capitalizing on both organic and paid tactics. In our testing, a staggering 92% of airlines scored below par, and 28% scored 0.



Good (75 - 100%)

LATAM
British Airways
Qatar Airways
Azul Brazilian

Average (50%)

United Airlines
Delta Air Lines
Emirates
IndiGo
Turkish Airlines
Air Canada
Iberia
Singapore Airlines
ANA All Nippon Airways
Saudi Arabian Airlines

Poor (0 - 25%)

AirAsia	China Airlines	STARLUX Airlines
Qantas Airways	Vistara	Asiana Airlines
Japan Airlines	Malaysia Airlines	Austrian Airlines
Lufthansa	Virgin Atlantic	Air Astana
Cathay Pacific Airways	Thai Airways	Fiji Airways
Virgin Australia	Finnair	Air France
Swiss International Air Lines	Korean Air	Air New Zealand
Ethihad Airways	Oman Air	China Southern Airlines
Scoot	Ethiopian Airlines	Bangkok Airways
EVA Air	KLM Royal Dutch Airlines	Azerbaijan Airlines
Vietnam Airlines	Kuwait Airways	Hainan Airlines
Aegean Airlines	Gulf Air	
	Garuda Indonesia	

04 Audience Levels

(Continued)

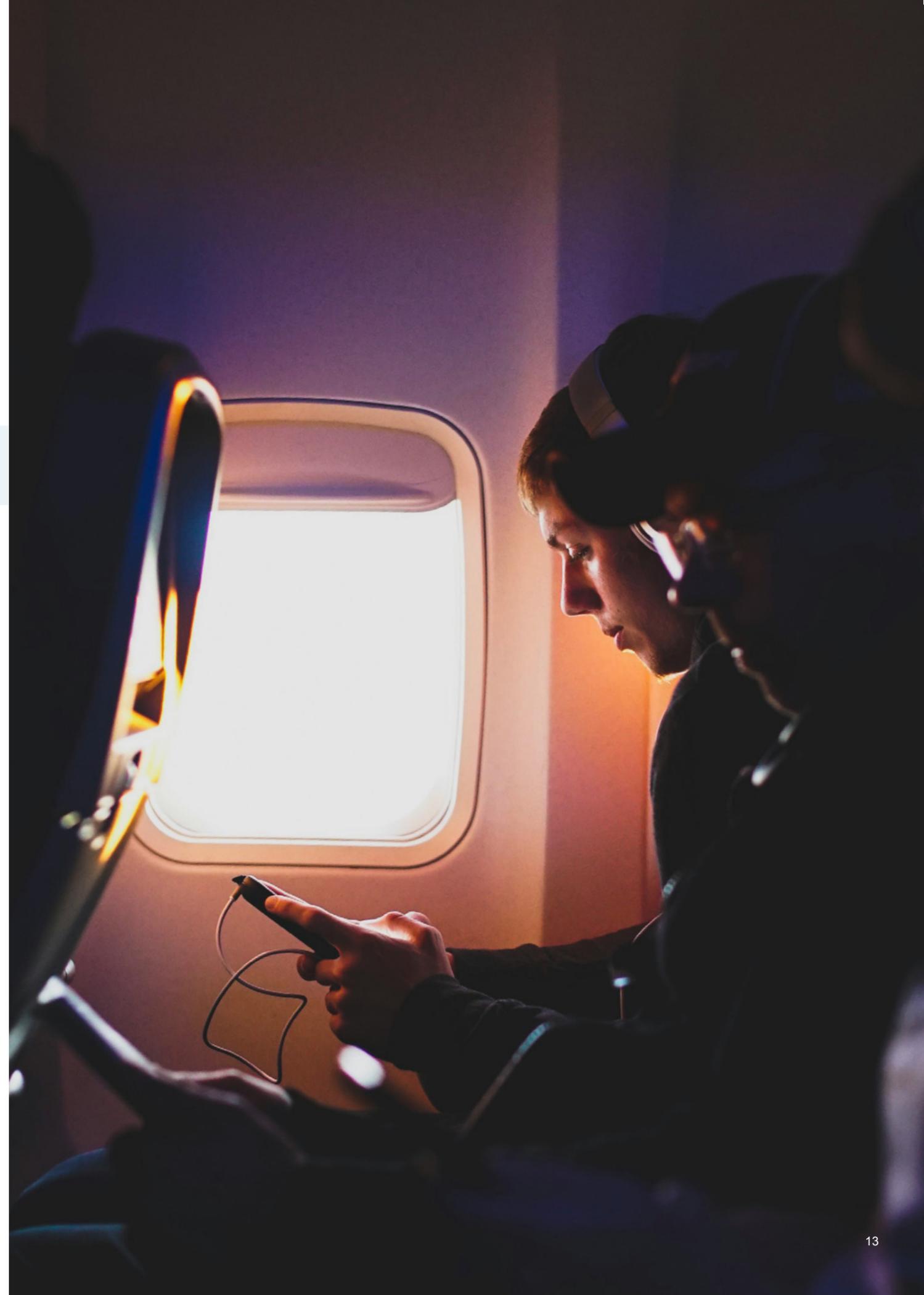
Brand and Audience

Our research shows airlines rely heavily on 'brand' searches, limiting their reach to existing customers. Expanding digital marketing efforts to target specific search terms can attract new audiences, boosting revenue and brand recognition.

That being said, active audience searches on airlines' names can gauge brand awareness. High search volumes suggest potential gains through SEO and PPC. United Airlines and Air France, for instance, are missing out on over 5 million global monthly brand searches because they're not focussed on organic search tactics. Despite Air France having one of the highest monthly search volumes for brand-related terms, their website scored 0 in audience level, highlighting a significant gap in their strategic approach.



Our research shows that 25% of airlines scoring 0 in this category use Adobe Experience Manager or Sitecore. Despite adopting these leading software platforms, many airlines fail to fully leverage their investment, possibly due to poor implementation or underutilization.



05 Website Effectiveness

Airlines with ineffective websites run the risk of losing out to competitors. Airline customers demand high digital accessibility, 24/7 and across all devices. Overlooking website performance is risky for airlines; a website is reflective of the brand reputation and can be crucial to revenue. 92.3% of internet users access the web through mobile phones, a great opportunity for ambitious airline marketers to capitalize on.

We looked at how the top 50 airlines performed across four areas that underpin website effectiveness:

- Website page speed
- Mobile friendliness
- Accessibility
- Multilingual options

“98% of the world’s airlines have underperforming websites”

Before making a booking, the average traveler makes 38 website visits across different devices. A beautifully designed, well-built and fully optimized website is essential to win conversions.

Our research uncovered a striking reality—98% of the world’s top airlines have underperforming websites, with no airline managing to attain a perfect score including huge names like Singapore Airlines and Qatar Airways who are rated leaders by customers. Notably, IndiGo did not secure any points in our evaluation.

“90% of the top 50 airlines failed Google’s Core Web Vitals”

Loading Speed

Website speed is key in digital. Quick-loading websites ensure user satisfaction and leave a favorable impression, whilst positively impacting SEO performance.

Mobile devices now contribute to 59.01% of all website traffic, and audiences are impatient. 47% of people refuse to wait longer than two seconds for an airline’s website to load. 70% of people report that website speed can affect their willingness to make a purchase online.

According to Google’s guidelines, the ideal web page load speed should be under three seconds, as website visitors form opinions within 0.05 seconds. Mobile sites loading in two seconds or less have a 15% higher conversion rate.



One second delay can triple abandonment rates to 90%

“98% of airlines failed Google’s basic website speed test”

In our testing, only Azerbaijan Airlines met this benchmark. A staggering 92% of websites tested took at least 5 seconds to load. Kuwait Airways’ website took nearly 48 seconds, which is over 7 times slower than deploying an emergency slide or going through an airport scanner. Well-known names like Singapore Airlines, Qatar Airways, and ANA All Nippon Airways failed to achieve load times under 10 seconds.

The sluggish website speeds across the board highlight a weakness among leading airlines. Our investigation identified bloated websites with unnecessary imagery and videos, along with evidence of deficient design and development practices. In response, we’ve compiled actionable insights for immediate improvements that can be shared with a development partner.

	AZERBAIJAN AIRLINES	2.0s
	FINNAIR	4.9s
	THAI AIRWAYS	5.6s

Mobile Friendly

In 2024, mobile commerce sales are set to dominate the ecommerce landscape, representing a significant 70%. Airlines that neglect to prioritize this shift run the risk of falling behind competitors and disappointing potential customers. A staggering 74% of website visitors are unlikely to return to a platform that lacks mobile optimization. Furthermore, it’s estimated that by 2025, approximately 72.6% of internet users will exclusively access the web through their smartphones. For airlines, designing and building websites that align with Google’s mobile-friendly criteria will directly prevent them from losing audiences and market share to competitors.

While the majority of organizations in our research have mobile-accessible websites, five outliers failed to meet the necessary standards. These airlines also performed poorly on other Google tests, with page speeds exceeding 10 seconds or failing altogether. Airlines that do not provide a positive user experience via mobile risk losing valuable website traffic to competitors, be it from potential customers or prospective employees. Embracing mobile optimization means staying competitive and maintaining a positive brand image.

Multilingual

Unsurprisingly, around 73% of consumers prefer buying from websites in their native language. With over 75% of internet users using languages other than English, airlines in particular must prioritize multilingual options. By incorporating content in various languages, airlines can not only enhance user experience but also broaden their organic reach, gaining visibility through non-English keywords.



“6% of the top airline websites do not offer a translation facility”

Whilst most of the airlines tested are providing users with the option to alter the website language, 6% are still at risk of alienating an international audience. Interestingly these websites were some of the lowest for customer satisfaction. Considering airline operations are inherently international, we’d expect this to be 100%. Organizations with translated landing pages can anticipate up to a 20% surge in conversions. For airlines, a multilingual website is essential.

“98% of the top airlines’ websites had accessibility issues”

Accessibility

Customers have immense buying power, with access to more options and information than ever before. The World Health Organization reports that 1.3 billion people have disabilities. Additionally, 61% of mobile users won’t return to a site if they face accessibility issues. This demographic also contributes around half a trillion dollars annually. Prioritizing website inclusivity opens airlines to a larger target market and boosts the airline’s customer satisfaction reputation.

Out of the world’s 50 leading airlines, only Korean Air has a fully inclusive website, leaving 98% of airline websites with accessibility issues. This disappointing oversight creates obstacles for users. Airline websites are key touchpoints for recruitment and image-building. Neglecting accessibility risks damaging brand perception and recruitment efforts. Addressing these issues promptly is crucial for the industry’s progress.

Website Effectiveness

(Continued)

Pos	Airline	Score %	Pos	Airline	Score %
1	Azerbaijan Airlines	80	8	EVA Air	40
2	Finnair	70	8	Virgin Atlantic	40
3	Korean Air	60	8	Oman Air	40
4	Air Canada	50	8	KLM Royal Dutch Airlines	40
4	Hainan Airlines	50	8	Austrian Airlines	40
4	Air New Zealand	50	8	Aegean Airlines	40
4	Asiana Airlines	50	8	Iberia	40
8	Kuwait Airways	40	8	Vietnam Airlines	40
8	Cathay Pacific Airways	40	8	Garuda Indonesia	40
8	Air Astana	40	8	Ethiopian Airlines	40
8	Saudi Arabian Airlines	40	8	Qantas Airways	40
8	Azul Brazilian	40	8	Singapore Airlines	40
8	Gulf Air	40	8	Lufthansa	40
8	United Airlines	40	8	Turkish Airlines	40
8	Scoot	40	8	Air France	40
8	ANA All Nippon Airways	40	8	Swiss International Air Lines	40
8	Qatar Airways	40	8	Emirates	40
8	British Airways	40	8	Thai Airways	40
8	China Southern Airlines	40	44	Fiji Airways	30
8	AirAsia	40	45	Malaysia Airlines	20
8	Etihad Airways	40	45	Virgin Australia	20
8	Delta Air Lines	40	45	STARLUX Airlines	20
8	Japan Airlines	40	45	Bangkok Airways	20
8	LATAM	40	45	Vistara	20
8	China Airlines	40	50	IndiGo	0



Good 60 - 100% Average 40 - 59% Poor 0 - 39%



06 Ecommerce

In 2023, the global ecommerce market reached a valuation of \$6.3 trillion, with projections indicating continued growth. By 2026, online sales are expected to constitute 73% of total revenue in the travel and tourism industry. Optimizing the ecommerce function of an airline website is critical for success. Seamless planning processes, efficient payment gateways, and intuitive interfaces lead to more paying customers.

Selling tickets is the primary objective, making it imperative for airlines to excel in this aspect. Disappointingly, only 14% of the tested airlines scored well for their overall ecommerce performance.

We examined the performance of the top 50 airlines across four key areas of a travel ecommerce website:

Planning

On average, it takes 71 days for a customer to commit to a travel plan, divided into a 33-day inspiration phase and a subsequent 38-day research and planning phase. Trip planning also typically involves coordinating with family, friends, colleagues, or business contacts, and sharing flight details, dates, logistics and prices.

Despite this lengthy consideration period, we were surprised to find a lack of adequate tools among airlines to assist customers in sharing trip details effectively. Scoot stands out as the only airline that provides helpful tools to share via WhatsApp and PDFs.

Only 6 airlines captured details and emailed flights of interest to customers. This represents missed opportunities to proactively engage and influence travelers to shorten their purchase journey.

Booking

To build strong customer connections, selling tickets is just the start. Upselling and cross-selling are vital to boost revenue and enhance the airline-customer relationship. Sales leaders report that upselling contributes an average of 21% to company revenue. 10-30% of total ecommerce revenue comes from smart product recommendations, including cross-sells and upsells.

Despite the potential for growth and engagement, 60% of airlines, including big names like Air Canada, ANA, and Lufthansa, have overlooked cross-selling.

In 2023, the abandonment rate for online shopping carts was 69.57%, with 7 out of 10 customers leaving transactions incomplete. Surprisingly only 12% of airlines use abandoned basket emails to reconnect with customers, including digital maturity leaders Emirates and Singapore Airlines. This overlooks a powerful opportunity, as personalized reminder emails can bring back 60% of shoppers to complete their purchases. Without this tool, airlines are missing out on revenue and customer retention efforts.



Paying

The airline industry and international customer bases go hand in hand, however 64% of the websites tested did not facilitate multi-currency purchases. Typically, airlines display fares in the currency of the departure country, which might not be convenient for all passengers. For instance, a Chinese tourist booking a flight from Paris to Barcelona would have to pay in Euros, despite being more familiar with transactions in Chinese Yuan. Offering multiple currency options can significantly improve the buy-to-browse ratio as customers feel more at ease when they see prices quoted in their local currency.

Managing

All 50 airlines offer a login and check-in option, with only AirAsia lacking a 'manage booking' feature. Additionally, only 8% of airlines were missing a 'flight status' option. This indicates that nearly all airlines offer a comprehensive set of tools for customers to manage and check their bookings.

Three out of the seven airlines that scored well for their ecommerce features, also ranked in the top 10 for Digital Maturity (DM), including leaders Qatar Airways and Emirates. Robust ecommerce activities positively impacts an airline's overall digital maturity.

“88% of airlines are missing out on abandoned basket remarketing opportunities”

“Only 14% of airlines achieved a good ecommerce score.”

7

43

Good 75 - 100% Average 26 - 74% Poor 0 - 25%

Pos	Airline	Score %	Pos	Airline	Score %
1	Qatar Airways	83.3	25	Cathay Pacific Airways	58.3
1	Emirates	83.3	25	Etihad Airways	58.3
1	KLM Royal Dutch Airlines	83.3	25	Virgin Atlantic	58.3
4	Vistara	75	25	China Southern Airlines	58.3
4	Turkish Airlines	75	25	Asiana Airlines	58.3
4	Bangkok Airways	75	25	Garuda Indonesia	58.3
4	Aegean Airlines	75	25	Air Astana	58.3
8	Ethiopian Airlines	66.7	25	STARLUX Airlines	58.3
8	Japan Airlines	66.7	25	Thai Airways	58.3
8	Iberia	66.7	25	Kuwait Airways	58.3
8	Air France	66.7	25	Azul Brazilian	58.3
8	British Airways	66.7	25	United Airlines	58.3
8	Saudi Arabian Airlines	66.7	25	EVA Air	58.3
8	Virgin Australia	66.7	25	Delta Air Lines	58.3
8	Fiji Airways	66.7	25	Korean Air	58.3
8	Qantas Airways	66.7	25	IndiGo	58.3
8	Air Canada	66.7	25	Finnair	58.3
8	China Airlines	66.7	43	Hainan Airlines	50
8	Vietnam Airlines	66.7	43	Swiss International Air Lines	50
8	Singapore Airlines	66.7	43	Lufthansa	50
8	Oman Air	66.7	43	Austrian Airlines	50
8	Gulf Air	66.7	43	Azerbaijan Airlines	50
8	Malaysia Airlines	66.7	43	LATAM	50
8	Scoot	66.7	49	Air New Zealand	41.7
25	ANA All Nippon Airways	58.3	50	AirAsia	33.3



07 Search Marketing (Organic)

Search engines have revolutionized travel planning, surpassing traditional methods like visiting travel agents. With around 11 million global monthly searches for ‘flights’, it’s clear that online research is the norm. 90% of people now start planning their vacations online, usually commencing 12 weeks prior to their planned trip. In this time, search is key, and Google alone accounts for over 90% of these searches making it an essential tool for digital marketers for visibility and engagement.

Major airlines must prioritize SEO strategies to secure high-quality traffic and visibility in our digitally-driven world. Ranking in the top three positions in Google search results will secure an impressive 54.4% of total clicks and 60% of marketers affirm that SEO yields the highest-quality leads. It is essential for major airlines to prioritize SEO strategies to secure high-quality traffic and visibility online.

“90% of the world’s leading airlines websites are missing out on the benefits of SEO.”

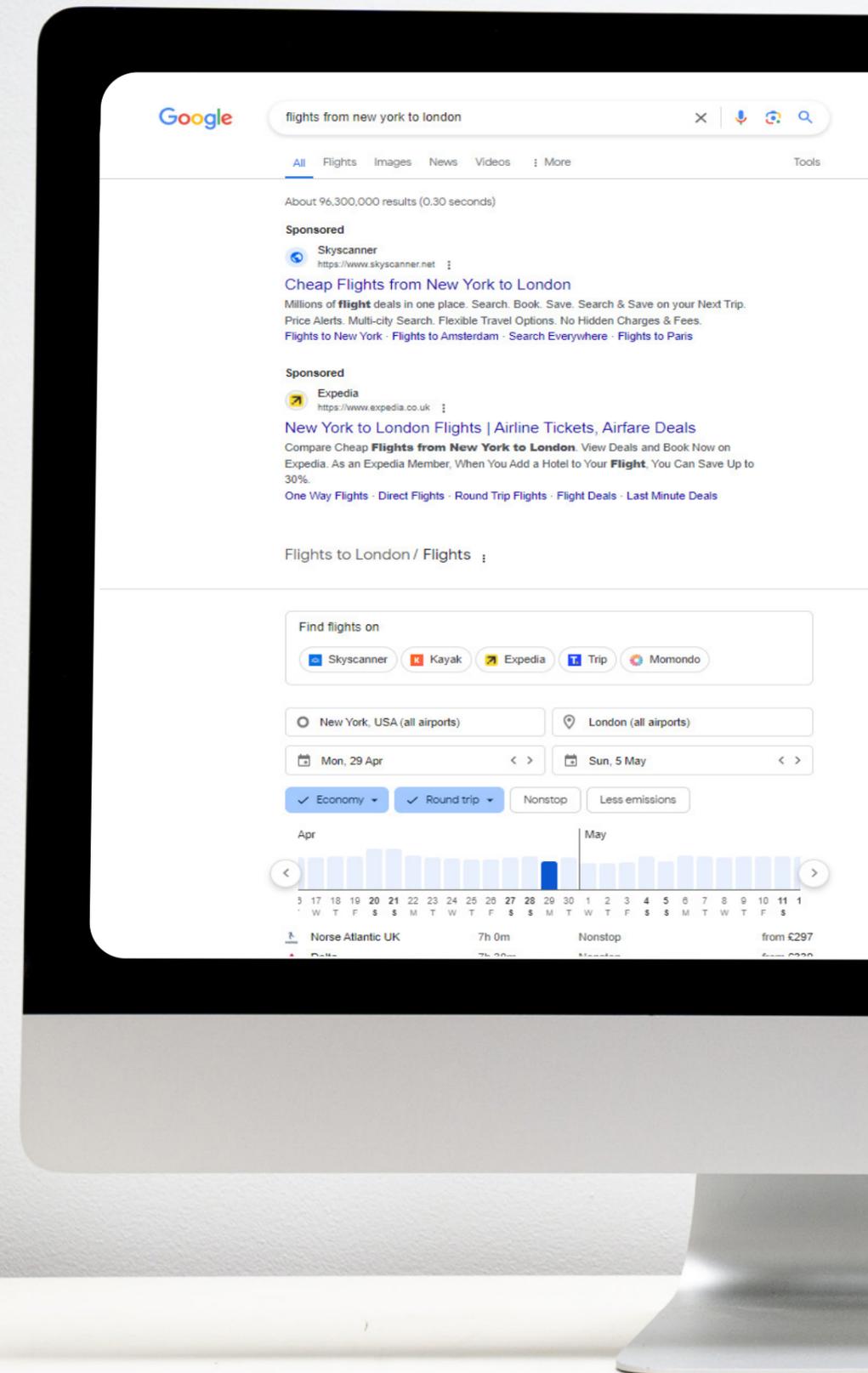
To adapt to evolving market dynamics, The global online travel market is projected to reach \$1.2 trillion by 2027. Savvy airline marketers need to strategically position their brands to capture a share of this expansive market.

Our investigation revealed that only 10% of the airlines in our report demonstrated a commendable score. With the majority of airline conversions occurring online, this is disappointing. Only one airline, Singapore Airlines, a customer favorite, achieved a perfect score.

5 of the tested airlines scored 0 for their organic search utilization, which shows a significant missed opportunity for visibility for these brands. There is a correlation between organic search performance and digital maturity, with 81% of poorly scoring airlines in this category also falling into the bottom third for digital maturity.

Securing a place on Google Flights is equally important for airlines to be visible for travelers engaged in a search for quick and easy flight comparisons. Capitalizing on both SEO and Google Flights is a powerful approach to optimize online presence and attract more bookings. 88% of airlines appeared here during testing and when airlines were not featured in Google Flights they received a poor score in organic search.

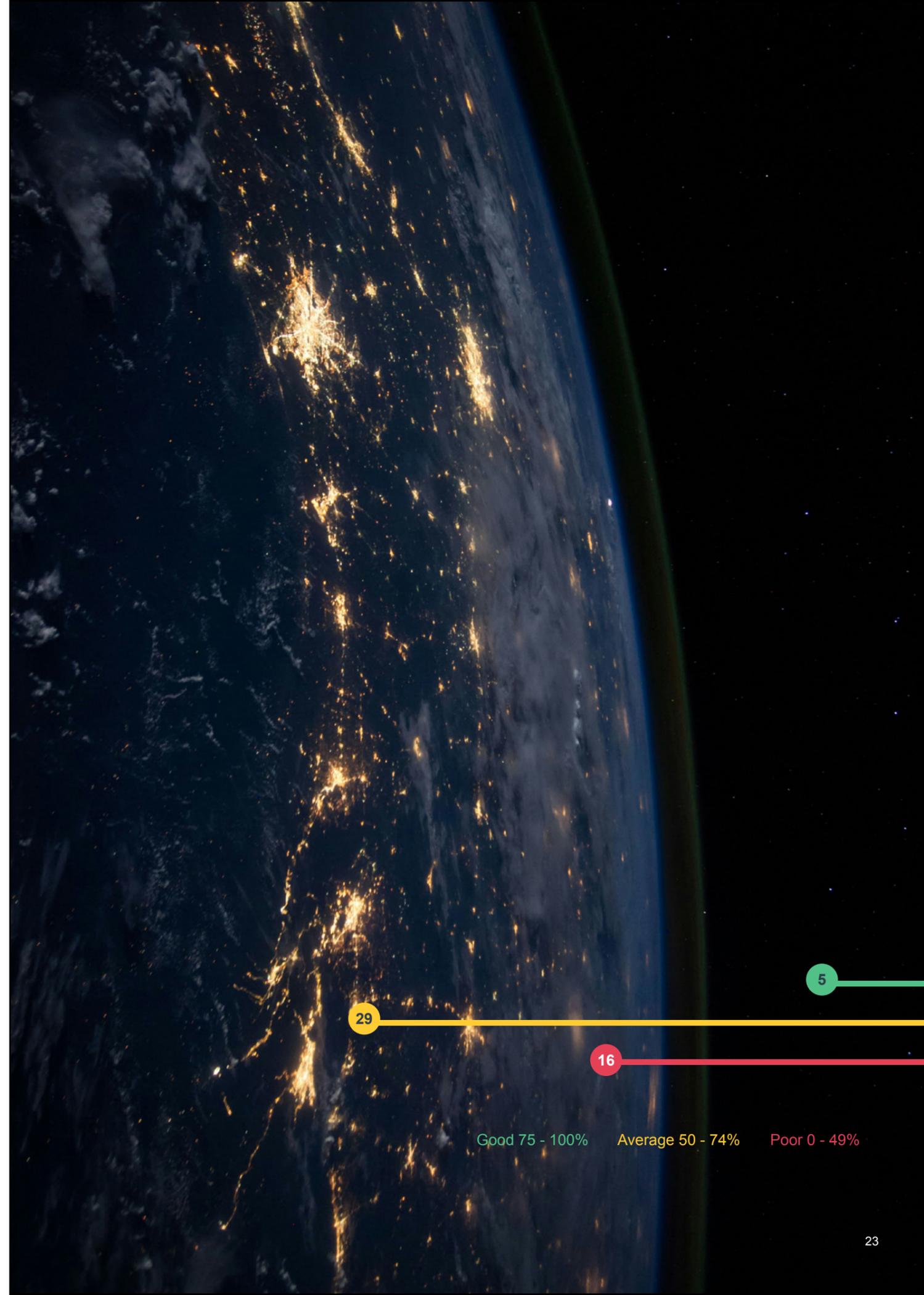
The results underscore a clear need for improvement, with 90% of airlines failing to fully leverage search engines to their maximum potential. There is plenty of opportunity for the industry to enhance its digital presence and capitalize on the growing number of customers who book travel online.



Search Marketing (Organic)

(Continued)

Pos	Airline	Score %	Pos	Airline	Score %
1	Singapore Airlines	100	22	Malaysia Airlines	50
2	Air Canada	83.33	22	Aegean Airlines	50
2	British Airways	83.33	22	Korean Air	50
2	Iberia	83.33	22	KLM Royal Dutch Airlines	50
2	Ethiopian Airlines	83.33	22	EVA Air	50
6	United Airlines	66.67	22	Oman Air	50
6	Qantas Airways	66.67	22	Kuwait Airways	50
6	Emirates	66.67	22	Fiji Airways	50
6	Delta Air Lines	66.67	22	Bangkok Airways	50
6	Turkish Airlines	66.67	35	IndiGo	33.33
6	ANA All Nippon Airways	66.67	35	Vistara	33.33
6	Lufthansa	66.67	35	Scoot	33.33
6	Qatar Airways	66.67	35	Gulf Air	33.33
6	Japan Airlines	66.67	35	China Southern Airlines	33.33
6	Swiss International Air Lines	66.67	35	Asiana Airlines	33.33
6	Etihad Airways	66.67	35	Air New Zealand	33.33
6	Cathay Pacific Airways	66.67	35	Virgin Atlantic	33.33
6	Thai Airways	66.67	35	STARLUX Airlines	33.33
6	Finnair	66.67	35	Air France	33.33
6	Vietnam Airlines	66.67	35	Azerbaijan Airlines	33.33
6	Air Astana	66.67	46	China Airlines	16.67
22	LATAM	50	46	AirAsia	16.67
22	Virgin Australia	50	46	Azul Brazilian	16.67
22	Austrian Airlines	50	49	Garuda Indonesia	0
22	Saudi Arabian Airlines	50	49	Hainan Airlines	0



Good 75 - 100% Average 50 - 74% Poor 0 - 49%

08 Search Marketing (Paid)

46% of clicks are directed towards the top three paid ads and often users don't recognise any difference between paid or organic listings. In the travel industry investing in search ads is key, with Google Ads seeing a conversion rate of 7.04%.

Airline customers often regard brands at the top of search as credible leaders in their field. Utilizing paid ads provides marketers with the ability to create highly targeted ads tailored to specific audience demographics. 75% of users express that paid ads facilitate an easier way to find the information they need. These ads can be finely tuned using filters based on factors like location, industry, job title, and more. Importantly, paid search operates as a dynamic strategy, capable of delivering results swiftly.

In contrast to other industries, the cost of travel keywords remains quite affordable. The average Cost Per Click (CPC) stands at approximately \$1.63, which is significantly lower than the 2023 Google Ads CPC benchmark of \$4.22. With an estimated 8:1 return on investment, leveraging Google Ads presents a big opportunity for global airlines. The combination of low cost and high return makes it a favorable avenue for marketers in this industry.

After seeing the paid search performance data in the travel industry, it comes as no surprise that our research found a significant portion of airlines (64%) performed well in this category, with 34% achieving a perfect score. However, 66% of airlines are still not fully leveraging this advantageous channel to its maximum potential.



Among the standout performers were Singapore Airlines, Air Canada, British Airways, and Iberia, all of which not only received perfect scores but also demonstrated commendable performance in organic search.

Furthermore, the top 5 most digitally mature airlines all attained a flawless 100% rating in paid search. A similar trend was observed at the other end of the scale, where all airlines with poor scores found themselves in the bottom 30% of digital maturity rankings. Underleveraged PPC strategies can leave your brand keywords open to competitors, who often bid on names of other airlines or related terms to redirect traffic to their own sites.



Good (75 - 100%)

- Qatar Airways
- Singapore Airlines
- Emirates
- ANA All Nippon Airways
- Air Canada
- Lufthansa
- Iberia
- Turkish Airlines
- Etihad Airways
- Saudi Arabian Airlines
- Delta Air Lines
- Japan Airlines
- LATAM
- British Airways
- Qantas Airways
- Azul Brazilian
- Virgin Atlantic

Average (50%)

- United Airlines
- Cathay Pacific Airways
- Swiss International Air Lines
- Fiji Airways
- KLM Royal Dutch Airlines
- Austrian Airlines
- Oman Air
- Ethiopian Airlines
- Finnair
- Malaysia Airlines
- IndiGo
- Aegean Airlines
- Air Astana
- Scoot
- Korean Air
- Air New Zealand

Poor (0 - 25%)

- Vietnam Airlines
- Vistara
- Gulf Air
- Thai Airways
- Virgin Australia
- EVA Air
- Kuwait Airways
- AirAsia
- Air France
- Azerbaijan Airlines
- China Airlines
- STARLUX Airlines
- Asiana Airlines
- Bangkok Airways
- Garuda Indonesia
- China Southern Airlines
- Hainan Airlines

Content Marketing

Content marketing can bring a 97% increase in click-through rates and a 13-times rise in ROI compared to traditional methods. With 68% of consumers feeling more positively about a brand post-content engagement, a well considered content strategy can enhance visibility and build customer relationships.

In this report, we looked at the utilization of content to generate inbound traffic. Our evaluation centered on the core objectives of content and how global airlines used this to allure, captivate, and convert website visitors. Marketing professionals have identified the four most crucial content formats as:

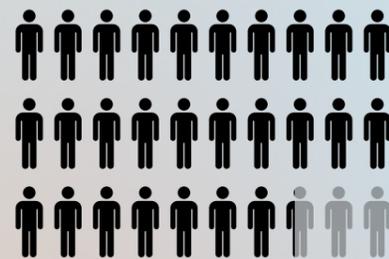
- Video
- FAQ's
- News/Media
- Images

Content marketing is a strong suit for Results in this category were mixed and only 40% managed to attain a favorable score. This indicates content is still not being fully utilized in this industry. An FAQ section, for example, is an intelligent solution for airlines to quickly answer key questions, whilst also boosting SEO rankings. However our testing revealed 26% of the airlines lacked this basic content.

Furthermore, our analysis showed a correlation between paid search performance and content marketing effectiveness. 4 out of the 5 airlines that attained top scores in content marketing also demonstrated strong performance in paid search. Industry giants such as Emirates, Turkish Airlines, Saudi Arabian Airlines, and Air Astana, were among those that excelled in both domains.

Generally, websites featuring dedicated media or news sections tend to enjoy higher visibility in Google search results. However, 42% of airlines including big brands like Lufthansa, Cathay Pacific Airways, and Swiss International Air Lines are currently not capitalizing on the benefits of utilizing this channel, missing out on potential revenue streams.

There is a prime opportunity for airlines to leverage news or media sections on their site, with 70% of individuals favoring an article over an advertisement to learn about a company. By adopting this strategy, airlines can craft tailored messaging and curate content that not only builds customer trust but also establishes their authority within the industry.



91% of customers want to see more online video content from brands

Video content has been steadily gaining popularity for quite some time. With 83% of Americans watching travel content, this medium offers a form of escapism and inspiration.

Incorporating videos on a website can boost the time visitors spend on a page by 88%. However 42% of the airlines tested are currently overlooking this opportunity to drive ROI. Using platforms like YouTube, TikTok and Meta Reels, are a low investment way for airlines to capture audiences with video.



Good (75 - 100%)

- Emirates
- Turkish Airlines
- Saudi Arabian Airlines
- Air Astana
- Kuwait Airways
- Qatar Airways
- ANA All Nippon Airways
- United Airlines
- Oman Air
- Korean Air
- China Airlines
- STARLUX Airlines
- Ethihad Airways
- Vietnam Airlines
- Fiji Airways
- LATAM
- Vistara
- Thai Airways
- China Southern Airlines
- Garuda Indonesia

Average (50%)

- Singapore Airlines
- Air Canada
- Iberia
- Gulf Air
- EVA Air
- Lufthansa
- Cathay Pacific Airways
- Swiss International Air Lines
- Delta Air Lines
- Japan Airlines
- British Airways
- Austrian Airlines
- Finnair
- Air France
- Asiana Airlines
- Malaysia Airlines

Poor (0 - 25%)

- Ethiopian Airlines
- IndiGo
- Aegean Airlines
- Virgin Australia
- Hainan Airlines
- Bangkok Airways
- KLM Royal Dutch Airlines
- Qantas Airways
- Azul Brazilian
- Scoot
- AirAsia
- Air New Zealand
- Azerbaijan Airlines
- Virgin Atlantic

10 Personalization

Customer favorites like Amazon, Netflix, Spotify, and YouTube personalize every interaction. Consumers expect a personalized experience at every touchpoint. According to McKinsey, airlines that adopt personalization strategies can increase revenues and improve the efficiency of marketing expenditures by up to 30%.

Customers are increasingly seeking personalized experiences. 80% of customers express a preference for businesses that deliver tailored interactions, and 90% have a desire for personalization. Despite this, our research revealed that 38% of airlines have yet to implement any form of personalization. Additionally, only Singapore Airlines demonstrated a form of visual personalisation.

McKinsey reports that businesses embracing personalization witness a notable 40% surge in revenue compared to their competitors. This impressive potential, yielding \$20 for every \$1 invested, makes personalization key.

Customer-centric airlines must prioritize meeting the expectation of advanced personalization. This approach allows digital marketers to create segments and personas, delivering tailored content to diverse visitor groups.

Our research consistently reveals a strong correlation between the degree of personalization and customer satisfaction. The top 5 airlines, as voted by customers, all incorporate personalization, while over a third of airlines lacking personalization find themselves ranked in the bottom 10 by customer vote, underscoring this correlation. The influence of personalization is also key in ecommerce, with nearly 90% of consumers acknowledging that they are influenced by personalized experiences.

The industry's lack of personalization may stem from inexperienced technology implementation partners or reliance on outdated platforms. We were surprised to find 21.1% of airlines who failed the personalization tests were using leading software like Adobe, which offers robust personalization capabilities. There is a clear opportunity for better technology implementation. Airlines should consider consulting accredited platform partners or referring to the Gartner Magic Quadrant Report to optimize their investments.

Even airlines using platforms lacking personalization features, such as WordPress, can swiftly implement AI-driven personalization, and plan to invest in a Digital Experience Platform (DXP) for the future.

BOOK A DEMO



Personalization can return \$20 for every \$1 invested



Only 1 airline demonstrated visual personalization

11 Customer Relationship Management

Customer Relationship Management (CRM) systems play a central role in delivering an authentic personalized customer experience. These systems organize and interpret audience data, making it quick and easy to personalize experiences.

CRM tools empower companies to customize product recommendations and communications based on user behavior. However where 85% of brands claim to offer personalized experiences, only 60% of consumers agree. Bridging this gap, CRM platforms offer a consolidated perspective of customer interactions across various touchpoints.

98% of website visitors return to a site multiple times before converting. Airlines that embed CRM strategy into their digital marketing benefit from delivering seamless personalized experiences across each touchpoint for their customers. By leveraging customer data effectively airlines are able to keep customers engaged based on their browsing activity and generate sophisticated personalized experiences from when they first engage through to nurture campaigns through channels such as email marketing.

Whilst brands understand the value of a CRM, 73% of employees don't believe their CRM offers a comprehensive, unified view of customer information and 68% of executives agree.

Leveraging CRM to create unified customer profiles detailing travel preferences and spending habits enable airlines to target marketing effectively, boost sales by up to 29%, and enhance the overall sales performance of their websites.

“64% of companies perceive CRM technology as either impactful or highly impactful”



Book A CRM Trouble Shooter Session

A unique session where one of our CRM experts will identify 3 big problems with your CRM activities and work with you to plan how to fix them

Speak To An Expert

Paul Stephen



paul@remarkable.global



12 Remarketing

With an efficiency rate of 1,046%, remarketing emerges as the supreme ad strategy. On average, it takes eight touchpoints for a new customer to engage with your brand before converting. Remarketing, leveraged to instill brand familiarity, yields a remarkable click-through-rate (CTR) ten times greater than conventional display ads. This emphasizes the power of remarketing as a budget-friendly method for re-engaging users with your website.

The results in the remarketing category were generally positive, with just over half of airlines (58%) achieving commendable scores. However, 14% of airlines, including prominent brands like Air France, Korean Air, and British Airways, scored 0 in this category.

Remarketing as a channel cannot be understated, as 48% of all ecommerce transactions stem from returning visitors. With 97% of first-time visitors exiting without a purchase, remarketing can capture and engage those potential customers, leading to a surge in revenue of up to 33%.

Airlines can strategically utilize remarketing ads across various platforms like Google, LinkedIn, and Facebook to effectively reconnect with past website visitors and increase sales. Additionally, 30% of individuals respond positively to retargeted ads.

This tactic gives airlines the opportunity to:

- **Employ tailored audience lists for precise ad targeting**
- **Enhance brand recall and maintain top-of-mind awareness**
- **Drive conversions and increase revenue**
- **Obtain valuable insights into audience preferences and behavior**

Our research revealed a significant preference for Google tags among top airlines, with 82% utilizing this. Conversely, social remarketing tags, especially on LinkedIn, are largely being neglected, with only 9 airlines capitalizing on this. This deficit is striking given that 75% of customers go to social platforms for travel inspiration.

SINGAPORE AIRLINES
CATHAY PACIFIC
FIJI AIRWAYS
vistara A TRAVEL BY
Fly the new feeling
طيران الخليج GULF AIR
scoot
Vietnam Airlines



Good (66 - 100%)

- Gulf Air
- Vietnam Airlines
- Singapore Airlines
- Scoot
- Fiji Airways
- Cathay Pacific Airways
- Vistara
- Iberia
- Aegean Airlines
- Ethiopian Airlines
- Bangkok Airways
- EVA Air
- China Southern Airlines
- Oman Air
- AirAsia
- LATAM
- Azerbaijan Airlines
- KLM Royal Dutch Airlines
- Thai Airways
- United Airlines
- Qatar Airways
- Virgin Australia
- ANA All Nippon Airways
- Etihad Airways
- Garuda Indonesia
- Air Canada
- IndiGo
- Malaysia Airlines
- Azul Brazilian

Average (31 - 65%)

- Emirates
- Japan Airlines
- Air New Zealand
- Asiana Airlines
- STARLUX Airlines
- China Airlines
- Turkish Airlines
- Finnair
- Kuwait Airways
- Saudi Arabian Airlines
- Swiss International Air Lines
- Lufthansa
- Virgin Atlantic
- Austrian Airlines

Poor (0 - 30%)

- Air France
- Korean Air
- Hainan Airlines
- Air Astana
- British Airways
- Qantas Airways
- Delta Air Lines

*Some websites' tags were not available at the time of testing

13 Email Marketing

Email marketing stands as one of the most effective digital marketing channels, with a projected 4.48 billion email users worldwide by the end of 2024. 58% of users make email their first daily check and the average ROI of email is 3600%. It's the cornerstone strategy for airlines seeking cost-effective and impactful marketing avenues.

Research from January 2024 highlighted the travel industry's impressive average email open rate of 36.2%. Airlines can use personalized emails to deliver targeted promotions, exclusive offers, and relevant travel updates to drive repeat bookings. Personalized emails perform better still, with an 82% higher open rate and a 41% higher click-through rate compared with generic messaging. Airlines can provide flight reminders, upgrade opportunities, and destination recommendations to the right passenger at the right time, enhancing the overall travel experience.

Airlines rely on timely communication and personalized engagement to keep passengers satisfied. Email marketing can engage audiences through:

- Audience segmentation
- Personalization of email content
- Automation of email delivery

81% of marketers favor email newsletters, Almost a third of all marketers (29%) rank email as the most effective marketing channel, and 31% prioritize email newsletters for nurturing customer relationships. Newsletters serve as a crucial tool for giving flight updates, promotions, and travel tips to connect with passengers.

We registered for email alerts from leading airlines to analyze their frequency and assess personalization and audience segmentation.

Unfortunately, only a mere 10% managed to achieve a good score for email marketing with 66% falling short receiving poor results. There were two standout performers, Qatar Airways and Emirates, both achieving a perfect score of 100%. They also secured top positions for DM customer vote rankings. This exceptional performance shows the importance of effective email marketing strategies in distinguishing airlines and fostering customer engagement and loyalty.

While email remains an excellent means to engage with both new and existing customers, it's disappointing that 36% of airlines lacked an offer or newsletter subscription. Among the 23 airlines that did offer this option, only 11 sent newsletters within a week, and just 5 of these were personalized.

Most of the top airlines in the industry have yet to tap into the potential of email marketing. For sharp marketers, this presents an opportunity to connect with their customer base, gather additional behavioral data, and establish a competitive edge in the aviation market.

2 airlines Qatar Airways and Emirates achieved 100% and also both ranked in the top 3 for DM and top 5 by customer vote



Good (80 - 100%)

- Emirates
- Qatar Airways
- Lufthansa
- Austrian Airlines
- Delta Air Lines

Average (50 - 70%)

- Singapore Airlines
- Air France
- Air New Zealand
- Finnair
- KLM Royal Dutch Airlines
- United Airlines
- Fiji Airways
- ANA All Nippon Airways
- Vistara
- Swiss International Air Lines
- Virgin Australia
- Qantas Airways

Poor (>50%)

- Aegean Airlines
- Oman Air
- Turkish Airlines
- Thai Airways
- Kuwait Airways
- Vietnam Airlines
- Gulf Air
- Ethiopian Airlines
- Air Astana
- China Southern Airlines
- China Airlines
- Hainan Airlines
- Saudi Arabian Airlines
- Air Canada
- Ethiad Airways
- Iberia
- Bangkok Airways
- Japan Airlines
- LATAM
- EVA Air
- Scot
- AirAsia
- Korean Air
- Azerbaijan Airlines
- STARLUX Airlines
- Asiana Airlines
- British Airways
- Cathay Pacific Airways
- Malaysia Airlines
- IndiGo
- Azul Brazilian
- Garuda Indonesia
- Virgin Atlantic

Social Media

As of January 2024, 62.3% of the world's population uses social media, with over 250 million users coming online within the last year. This makes social media an ideal space for marketers to share content. We examined how top airlines utilize these platforms and identified missed opportunities.

“Only 20% of airlines are using social media to a good standard.”

Neglecting the power of social media could result in reduced customer engagement and retention for airlines. With 77% of internet users heading to social channels to find more about a brand, airlines that underutilize social media are missing out on crucial interactions. With 75% using these platforms for travel inspiration, it's an ideal opportunity for airlines to inspire both new and existing customers with engaging content that encourages action.

Social media is increasingly being used as a search engine. With 74% of Gen Z using TikTok search as their preferred search channel, airlines need to seriously invest in social media to ensure they're reaching all target travelers.

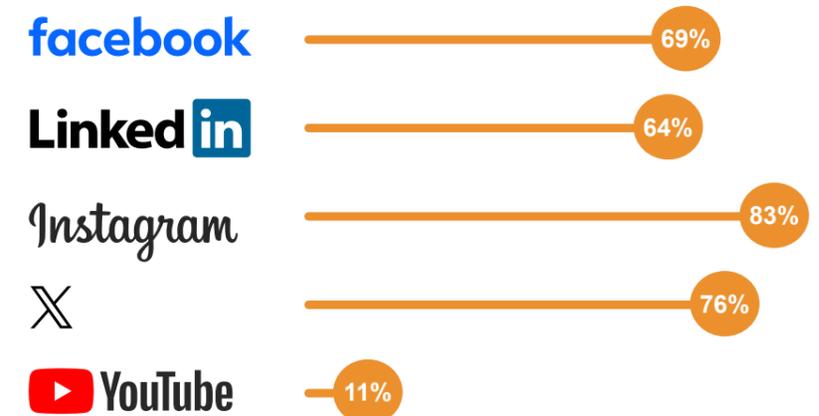
The dynamics of social media, mobile usage, and visual content are tightly interconnected. 78% of users exclusively access social media via their phones, with a strong preference towards video or image-based posts. Bite Sized content videos are 2.5 times more engaging than longer videos.

“92% of airlines are not using YouTube Effectively”

YouTube is the second most visited search engine, with 2 billion unique users every month. Airlines that neglect to uphold an active social media presence risk being disregarded and forfeit the SEO benefits of video content. Despite the widespread demand for video content, 46 of the top global airlines are currently not leveraging YouTube to its full potential.

Social media is not only for inbound marketing. 17% of brands use this channel to provide customer support, and top performing airlines use it for travel inspiration. As its user base continues to grow, social media is an integral part of every airline marketing strategy.

Airline Social Media Usage Per Channel



Pos	Airline	Score %
1	Etihad Airways	100.00
1	Vietnam Airlines	100.00
1	Japan Airlines	100.00
4	Emirates	93.33
4	ANA All Nippon Airways	93.33
4	Ethiopian Airlines	93.33
7	Qatar Airways	86.67
7	Air Canada	86.67
7	Lufthansa	86.67
7	Cathay Pacific Airways	86.67
7	Turkish Airlines	86.67
7	Swiss International Air Lines	86.67
7	Vistara	86.67

Pos	Airline	Score %
7	Finnair	86.67
7	Malaysia Airlines	86.67
7	IndiGo	86.67
7	Korean Air	86.67
18	KLM Royal Dutch Airlines	80.00
18	Austrian Airlines	80.00
18	Azerbaijan Airlines	80.00
21	United Airlines	73.33
21	Iberia	73.33
21	Saudi Arabian Airlines	73.33
21	British Airways	73.33
21	Gulf Air	73.33
21	Thai Airways	73.33

Pos	Airline	Score %
21	EVA Air	73.33
21	Kuwait Airways	73.33
21	AirAsia	73.33
21	China Airlines	73.33
21	Virgin Atlantic	73.33
21	Hainan Airlines	73.33
21	Bangkok Airways	73.33
34	Singapore Airlines	66.67
34	Delta Air Lines	66.67
34	Air Astana	66.67
34	China Southern Airlines	66.67
34	STARLUX Airlines	66.67
39	Fiji Airways	60.00

Pos	Airline	Score %
39	Aegean Airlines	60.00
39	Garuda Indonesia	60.00
39	Asiana Airlines	60.00
43	Oman Air	53.33
43	Virgin Australia	53.33
43	Azul Brazilian	53.33
43	Air France	53.33
47	LATAM	46.67
47	Qantas Airways	46.67
47	Air New Zealand	46.67
50	Scot	26.67

15 Mobile Apps

Mobile apps help airlines engage with their audience wherever they are. Travel app usage is evolving rapidly with an 87% surge in usage compared to pre-pandemic levels recorded in 2023. In the travel sector, app conversion rates are five times higher than mobile website bookings, making it a priority for airlines.

In the fourth quarter of 2023, airline app downloads totaled 59 million, with daily usage surpassing five hours, a 6% increase from the previous year. Notably, 33% of travelers consult airline apps on the day of their travel, highlighting the importance of ongoing updates and investments to foster a strong rapport with customers.

66% of individuals choose to use superapps to make their lives more convenient. In our testing, it was good to see that all global airlines had mobile apps available on both Google Play and the Apple Store.

However, merely having an app is not enough. Continuous updates and investments are necessary to ensure a seamless user experience and competitive advantage. Airlines must work harder to provide comprehensive services through their apps. Millennials, for example, remain one of the largest consumer groups, yet are increasingly disloyal to airlines.

Apps should provide booking services, airline information, FAQs, rewards programs, and exclusive offers to win back loyalty.

“In the travel industry app conversion rates are five times higher than mobile website bookings.”

50 App Store + Google Play

0 No App

Pos	Airline	Score %
1	Singapore Airlines	100
1	Qatar Airways	100
1	ANA All Nippon Airways	100
1	Emirates	100
1	Japan Airlines	100
1	Turkish Airlines	100
1	Air France	100
1	Cathay Pacific Airways	100
1	EVA Air	100
1	Korean Air	100
1	Hainan Airlines	100
1	Swiss International Air Lines	100
1	Etihad Airways	100
1	Iberia	100
1	Fiji Airways	100
1	Vistara	100
1	Qantas Airways	100
1	British Airways	100
1	Air New Zealand	100

Pos	Airline	Score %
1	Delta Air Lines	100
1	Lufthansa	100
1	Virgin Atlantic	100
1	Saudi Arabian Airlines	100
1	Finnair	100
1	KLM Royal Dutch Airlines	100
1	China Southern Airlines	100
1	Oman Air	100
1	Asiana Airlines	100
1	Bangkok Airways	100
1	Garuda Indonesia	100
1	AirAsia	100
1	Gulf Air	100
1	Scot	100
1	Austrian Airlines	100
1	Ethiopian Airlines	100
1	Aegean Airlines	100
1	Air Astana	100
1	Air Canada	100

Pos	Airline	Score %
1	STARLUX Airlines	100
1	Thai Airways	100
1	China Airlines	100
1	Kuwait Airways	100
1	IndiGo	100
1	Vietnam Airlines	100
1	LATAM	100
1	Virgin Australia	100
1	Malaysia Airlines	100
1	Azul Brazilian	100
1	United Airlines	100
1	Azerbaijan Airlines	100



Website Platform Insights

Delivering exceptional online experiences to website visitors and customers is vital for airlines. In the fiercely competitive travel sector this is key since online transactions continue to rise annually. Selecting the appropriate website platform is merely the first step; maximizing its potential is another challenge altogether. Our analysis of the website platform investments across the world's leading airlines provides valuable insights into this dynamic landscape.

Our testing found that many prominent airlines have underestimated the significance of website performance and platform selection. Despite significant investments in cutting-edge technology like Adobe Experience Manager and Sitecore, common issues persist across the board. These include subpar user experiences, sluggish loading speeds, and inadequate visibility on search engines.

Among the various platforms available, Adobe emerged as the clear favorite by a significant margin. This is understandable given its status as one of the market's leading platforms. The aviation industry is dynamic, and external factors frequently drive change. Airlines require a platform capable of delivering seamless experiences and accommodating rapid adjustments. Despite 60% of the most digitally mature airlines investing in Adobe, 94.1% of Adobe users failed Google's core web vitals test. All airlines using Sitecore also failed. Despite substantial investments in software solutions, there is a considerable gap between the technology and business goals. We found substantial room for improvement to maximize ROI from digital investments in the airline sector.

Our study further revealed that the sector faces challenges with load speeds, irrespective of platform investment. Half of the slowest websites were affiliated with either Adobe or Sitecore, all of which exhibited load times exceeding 20 seconds—a disappointing performance for these premium platforms.

Every year, the trusted industry research and consultancy, Gartner releases a report on the leading technologies in various industries, showcasing the dominance of industry giants like Adobe, Sitecore, Optimizely, and Salesforce in the market. For any airline aiming to achieve digital maturity, having a robust platform is crucial. According to a survey, 95% of travel executives consider digital transformation to be either "very important" or "somewhat important" to their business's overall strategy and success. Considering that 48% of consumers abandon a company's website due to a poorly curated experience, optimizing digital investments should be a top priority for airlines.



Source: Gartner Magic Quadrant 2024

The performance across airlines was average, with 90% of them scoring below 70%. While there are clear benefits for airlines investing in website platforms that align with their needs and ambitions, failure to implement them correctly or maximize their potential can diminish digital effectiveness.

To showcase how swiftly and effectively airlines can enhance their digital presence, we combined the top-performing features identified in our study and seamlessly integrated them to create a digitally effective website. Leveraging recognized leading technology, we exemplify the 'best practice' for airline websites, incorporating features such as:

- Exceptional mobile features
- AI driven personalization
- Exceptionally for content marketing across all digital channels
- In built testing for campaign assets
- Bulletproof security

This proof of concept is a 'must see' for any aviation organization. If you'd like a demo, [contact us today](#).

Speak To An Expert

Paul Stephen



paul@remarkable.global

Adobe Experience Manager (17)

Genesys Cloud CX Platform (1)

Microsoft Sharepoint (1)

My Salesforce (7)

Plesk (1)

Progress Sitefinity (1)

SDL Tridion (1)

Sitecore (3)

Webflow (1)

Other (17)

The Next Steps in Digital Maturity

Our research confirmed that although airlines are advancing technologically they are still significantly behind other sectors in parts of their digital maturity, including other areas with the travel sector. Whilst some airlines have taken steps towards digital transformation, there are further improvements that need to be made for them to keep up with their digitally savvy customers.

Delaying digital innovation poses significant risks. Companies that persist in disregarding the pivotal role of digital technologies for their customers and internal operations are essentially handing their competitors a substantial edge. With many brands already taking advantage of AI improvements, airlines find themselves at the beginnings of another exciting digital revolution and have great opportunities to be smart about how they use customer data for enhanced experiences that drive revenue.

Digital transformation revolves around providing enhanced experiences for customers. The elements discussed in this report foster customer confidence and loyalty. They serve as the backbone for generating revenue and seizing recruitment opportunities within organizations.

These strategies enable marketers to swiftly adapt their approaches, effectively communicate with their audience, and deliver exceptional experiences on a large scale. Crafting intricate, personalized, end-to-end customer journeys can quickly become overwhelming without the necessary expertise, support, or tools to achieve your objectives.

The digital revolution shows no signs of slowing down. Airlines must urgently accelerate their efforts to evolve in sync with the broader industry and the wider business landscape.

About the author

Remarkable is a global digital leader with over 25 years of experience unlocking digital potential for ambitious global organizations such as airlines.



Our team specializes in guiding organizations worldwide towards achieving their digital goals, leveraging our expertise in strategy, website development, user experience, and digital marketing. Backed by our accreditations, we offer comprehensive premium services and knowledge to empower our clients in propelling their organizations forward with confidence.



Chief Growth Officer, Paul Stephen

Paul is one of the UK's leading digital experts, with over a quarter of a century of experience helping enhance the digital performance of major global brands. With a wealth of experience in the travel sector, Paul has produced numerous reports on best practices to support digitally ambitious brands.

To discuss the research in this report, learn more about the performance of a particular supplier or unlock more insights from the research, please contact Paul:

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