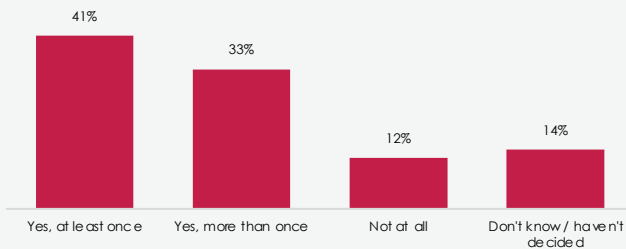


# Air travel

With travel and holidays firmly back on the agenda after the pandemic, there's been a surge in demand for air travel. Many of us had travel plans cancelled in recent years, or were unable to travel due to Covid-19 restrictions. With things moving once again we dedicated our May 2022 survey to all things related to flying! Here's a snapshot of what our Northern Ireland Urbanites told us...

## Air travel intentions (next 12 months)



## Air travel trips and purpose

**66%**

said they will be travelling by air more this year than last year with short haul (1-3 hours) the most popular trip type

**35%**

Said the purpose of their air travel was to reconnect with loved ones and meet up with friends and family

**37%**

of those not intending to travel in the next 12 months say their main reason is concerns over COVID-19

## Airline influencing factors

**Non-stop**  
55% say direct (non-stop) flights are important in their airline choice

**Timing**  
56% say convenient flight times are important in their airline choice

**Flexibility**  
35% say flexible booking options (e.g. date changes) are important in their airline choice

**Cancellation**  
34% say the ability to cancel without penalty is important in their airline choice

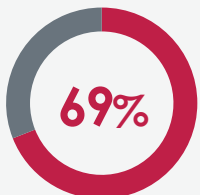
## Business air travel

**11%**

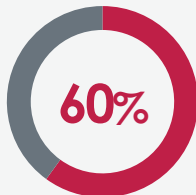
of 'would-be' business air travellers said video calls embraced during the pandemic have accelerated how they do business, saving time & money and are better for the environment



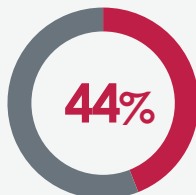
## Airline sustainability measures welcomed



Would like to see airlines reduce single-use plastics on board

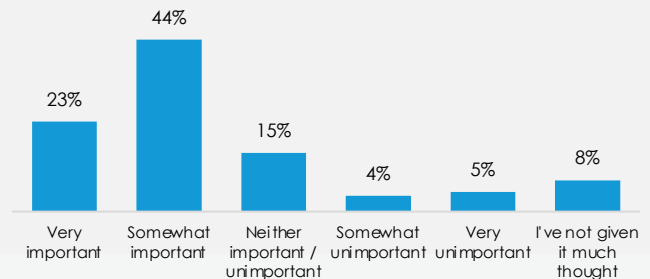


Would like to see airlines use more biofuel to reduce emissions



Would like to see airlines commit to net zero emissions

## Importance of sustainability in air travel



## INTERNATIONAL APPREHENSION

**45%** are apprehensive about travelling internationally due to ongoing travel restrictions

## COST OF LIVING CONSEQUENCES

**23%** said they are less likely to forward plan their travel due to the rising cost of living

## SUPPORT FOR SUSTAINABLE TRAVEL

**43%** Say sustainable air travel is vital if we're to keep travelling & visiting the world

For more insights and opinions visit:

[workshopplay.ie/opinions](https://workshopplay.ie/opinions)