

エィビ-ロード
AB-ROAD

2019

**Airline Satisfaction
Survey**



Part 1: Outline of This Report	3
1. Outline of the Survey	4
2. Profile of the Respondents	5
• Gender / Age / Area of Residence / Occupation / Annual Household Income	5
• Purpose for Overseas Travel and Persons Accompanying / Overseas Travel Type / Time Spent on Flight (per one-way)	6
• Means of Arranging Air Tickets Used	7
• Whether Airline Website/app Was Used for Overseas Travel	8
• Purpose for Use of Airline Website/app	9
• Items of Importance When Choosing Airline	10
• Optional Services Not Free That Were Used	12
Part 2: Airline Evaluations	13
1. Overall Satisfaction	14
2. Satisfaction by Attribute	15
1) Aircraft Equipment and Amenities	15
2) Service by Cabin Crew	16
3) Service by Ground Crew	17
4) In-flight Food and Drink Service	18
5) In-flight Entertainment	19
3. Satisfaction with Cost Performance	20
4. Intention to Use Again	21
5. Airlines Desired for Future Use	22

Part 1: Outline of This Report



1. Outline of the Survey

○Objective

Get airline evaluations from those who traveled overseas in 2018.

○Respondents

The survey was done on 8,797 respondents selected from the Mighty Monitors of INTAGE Inc. These were Japanese citizens aged 18 years and over who traveled overseas in the year 2018 (the month of departure being in 2018).

* Respondents included also those who traveled for work purposes and those on long-term stays.

○Timing

Thu. 11 April through Mon. 15 April, 2019

○Research Method

Internet survey

○Tabulation Numbers

4,000 respondents (respondents contacted: 8,797, samples collected: 4,612s (successful collection rate of 52.4%))

* Respondents were randomly selected so that each of 40 airlines was represented by 100 respondents in the numbers tabulated.

■Airlines included in the survey

ANA, JAL, Vanilla Air, Peach Aviation, American Airlines, Air Canada, Delta Air Lines, United Airlines, Qantas, Jetstar, Air New Zealand, Hawaiian Airlines, Asiana Airlines, AirAsia X, Eva Air, Garuda Indonesia, Cathay Pacific Airways, Singapore Airlines, Scoot, Korean Air, Tigerair Taiwan, Thai Airways, Jeju Air, China Airlines, Air China, China Eastern Airlines, T'Way Airlines, Philippines Airlines, Vietnam Airlines, Hong Kong Airlines, Malaysia Airlines, Alitalia, Air France, KLM Royal Dutch Airlines, Finnair, British Airways, Lufthansa, Emirates, Qatar Airways, Turkish Airlines

* **The airlines included in this survey are the top 40 airlines used in the last trip taken in the year 2018, according to the results of the "2019 AB-ROAD Overseas Travel Survey" (see below).**

Addenda:

- (1) In the case of a single answers, totals for the options do not necessarily come out to 100% due to the percentage each option was given being rounded to the second decimal point.
- (2) Figures from a past survey are quoted in order to provide longitudinal data.
"2018 Airline Satisfaction Survey" - Timing: 12 April through 16 April 2018; Sample size tabulated: 4,000s (100 samples for each airline)
- (3) In this survey, respondents who in 2018 took multiple trips on the airlines covered were asked to answer about their last airline used in order to have them specify the details of the trip taken.
- (4) Omitted from the tabulations of this survey were airlines for which users of "in-flight food and drink service" and "in-flight entertainment" numbered less than 80.

"2019 AB-ROAD Overseas Travel Survey" Outline

○Objective

To provide related parties with reference data by ascertaining the facts regarding overseas travelers' booking practices, consumer behavior, popular destinations, and destinations desired for visit.

○Respondents

Selected from the Mighty Monitors of INTAGE Inc., these were Japanese citizens aged 18 years and over who traveled overseas in the year 2018 (the month of departure being in 2018).

○Timing

Tue. 19 Mar through Mon. 25 Mar, 2019

○Research Method

Internet survey

○Numbers Tabulated

5,398 respondents (respondents contacted: 6,609; samples collected:5,574 (successful collection rate of :84.3%))

○Method of Tabulation

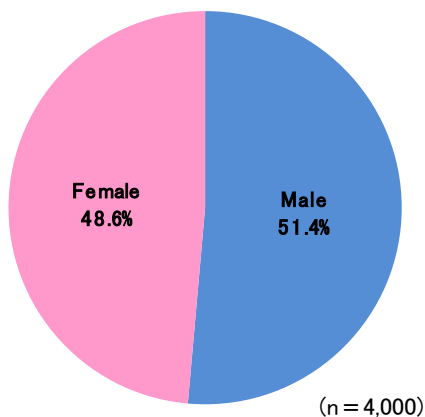
The survey results were weighted to correspond with the breakdown of leisure travelers (by gender and age).

The weightings used are as follows.

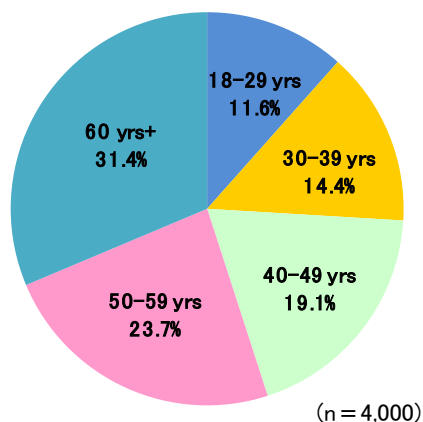
	18-29 yrs	30-39 yrs	40-49 yrs	50-59 yrs	60 yrs+
Male	1.1909503	0.9306421	0.7390101	0.7511008	0.9977771
Female	1.2256043	1.0749071	1.1026477	1.1854399	1.1373989

2. Profile of the Respondents

■ Gender (Total / Single Answer)



■ Age (Total / Single Answer)



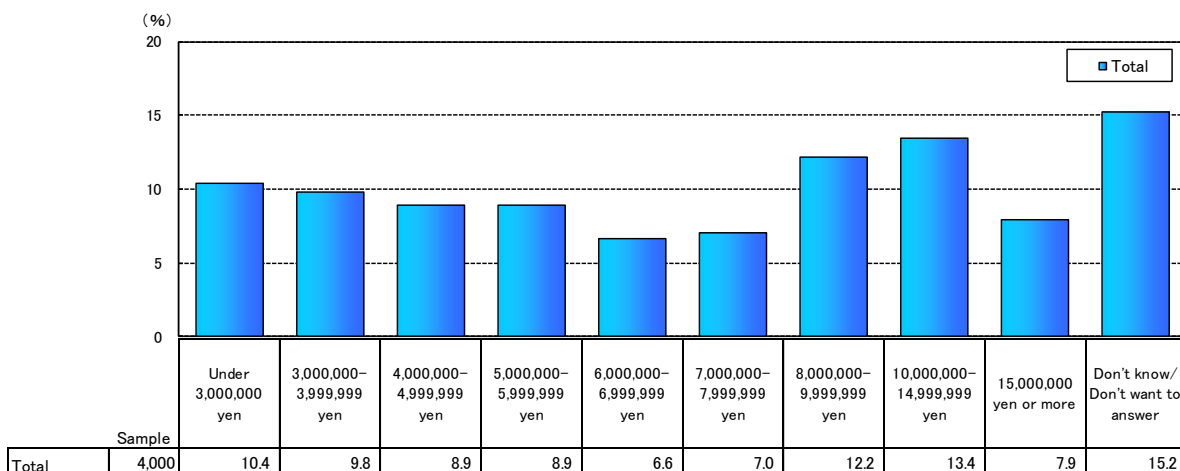
■ Area of Residence (Total / Single Answer)

	Sample	Hokkaido	Tohoku	Kanto Total	Kita Kanto	4 prefectures	Hokuriku/ Koshinetsu	Chubu/ Tokai	Kansai Total	Keihanshin	Other Kinki	Chugoku	Shikoku	Kyushu/ Okinawa	(%)
Total	4,000	3.0	2.9	46.8	3.0	43.8	3.0	11.2	22.1	18.7	3.3	3.5	1.5	6.2	

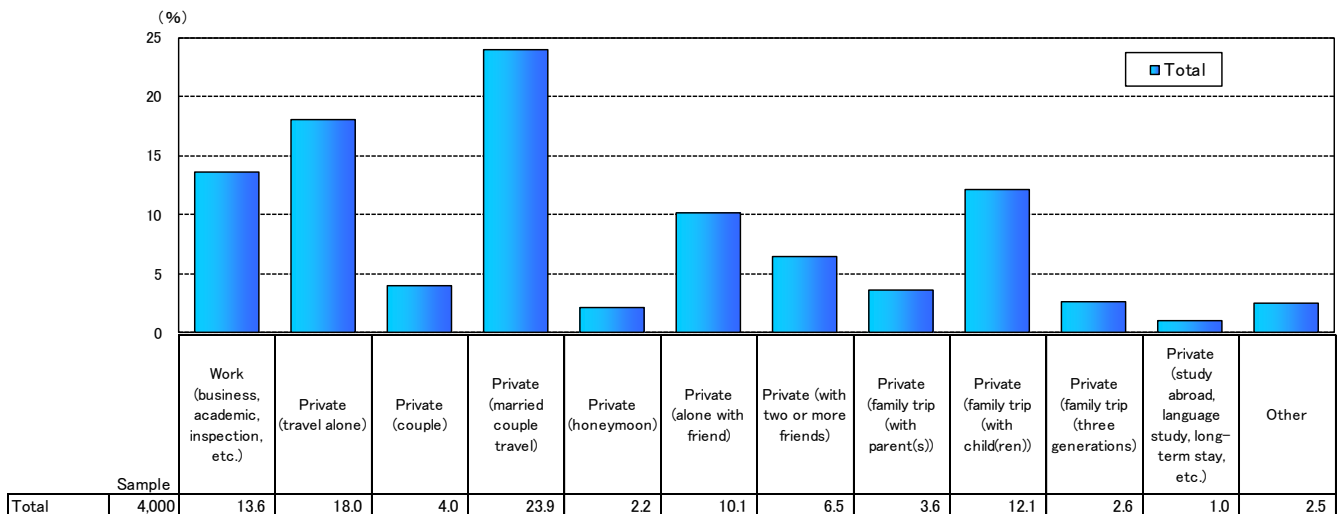
■ Occupation (Total / Single Answer)

	Sample	Office workers					Civil servants/ Educators	Self-employed	Freelance	Temporary worker/ Contracted employee	Part-timers	Students	Full-time housewives	Unemployed	Other	(%)
		Office workers/ General (clerical)	Office workers/ General (research or technical)	Office workers/ General (sales)	Office workers/ General (others)	Office workers/ Manager class, company directors										
Total	4,000	14.8	6.5	4.7	4.5	11.8	4.1	6.1	3.3	3.2	9.6	3.0	14.6	12.4	1.5	

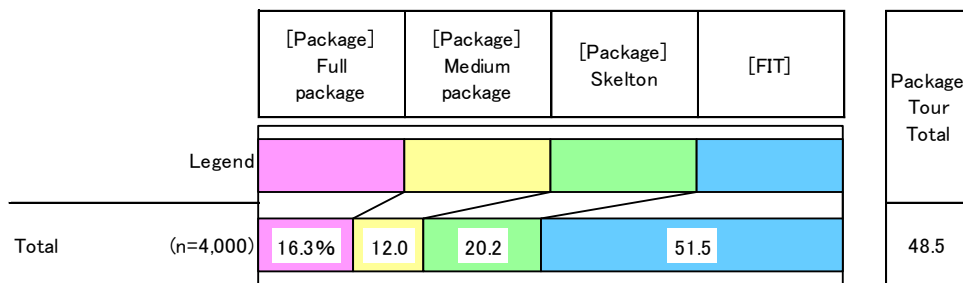
■ Annual Household Income (Total / Single Answer)



■ Purpose for Overseas Travel and Persons Accompanying (Total / Single Answer)

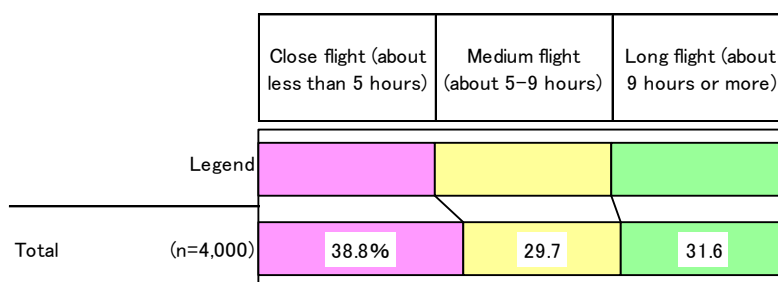


■ Overseas Travel Type (Total / Single Answer)

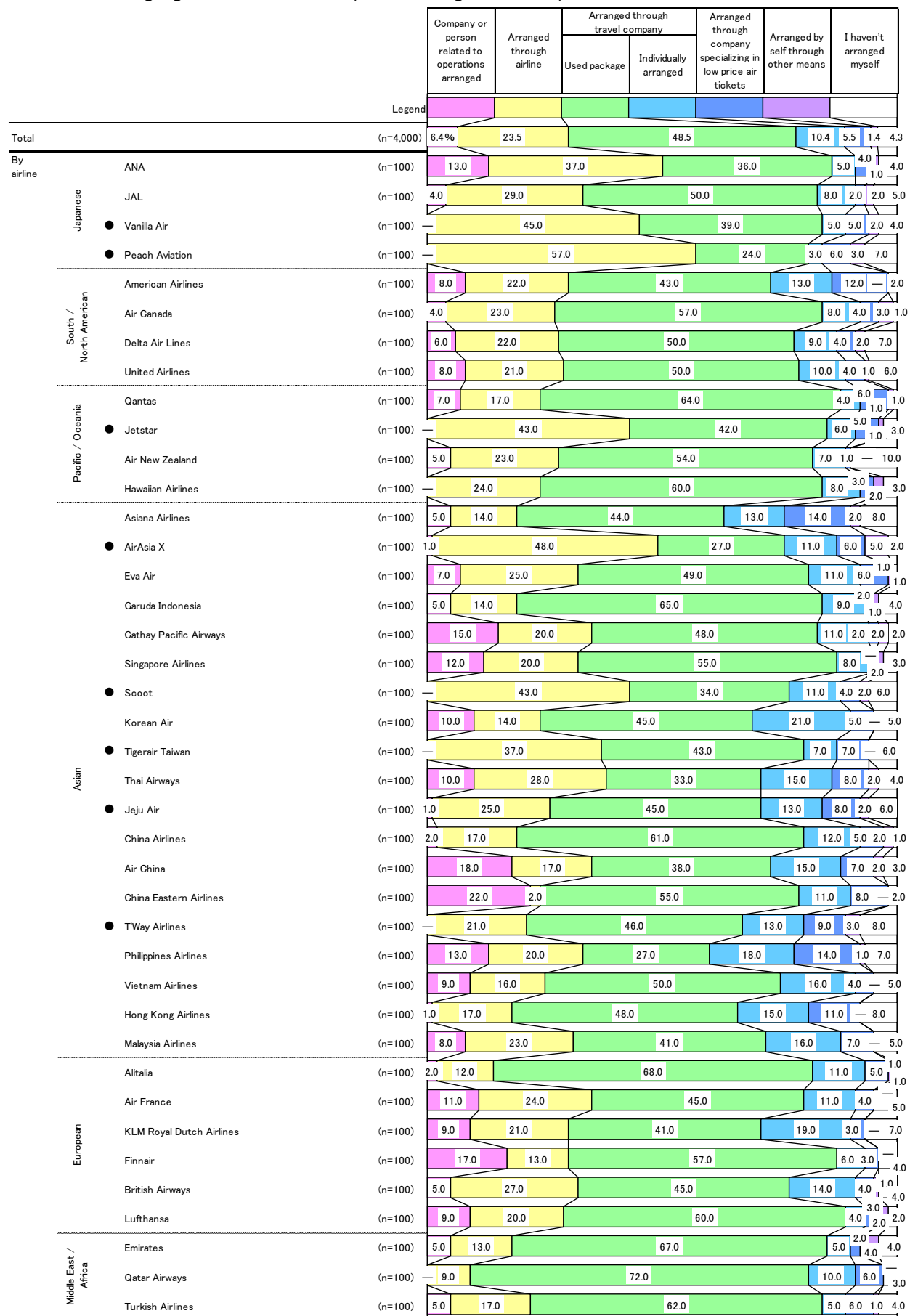


- † [Package] Full package : Tour that is scheduled with sightseeing, activities, and most meals
- [Package] Medium package : Tour that is scheduled with some sightseeing, activities, and meals, as well as tours with some free time
- [Package] Skelton : Tour that basically has free time at destinations, and only includes roundtrip air tickets, hotels, and local transportation
- [FIT] : Air tickets, hotels, etc. are arranged individually

■ Time Spent on Flight (per one-way) (Total / Single Answer)



Means of Arranging Air Tickets Used (Total / Single Answer)



† "●" indicates a low-cost carrier (LCC)

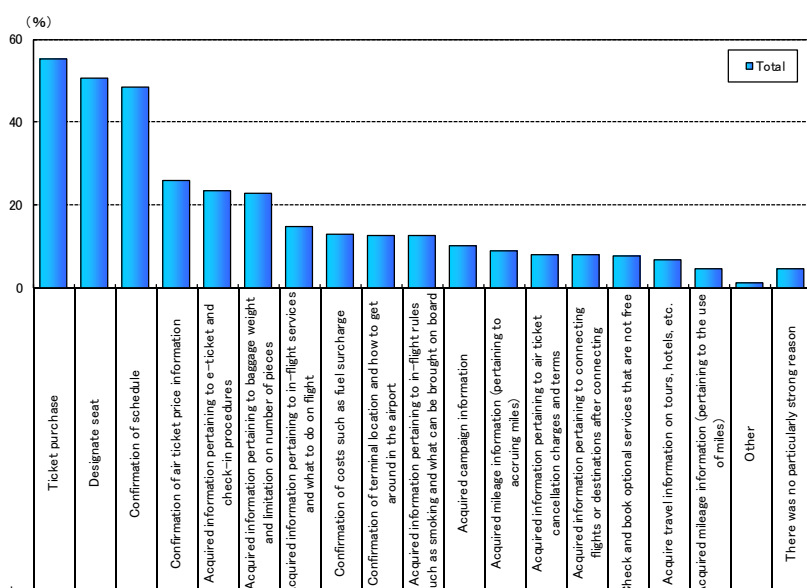
■ Whether Airline Website/app Was Used for Overseas Travel (Total / Single Answer)

		Used		Didn't use		Period used		
Legend						Prior to booking	At time of booking	After booking
Total	(n=4,000)	62.4%		37.6		57.6	52.2	55.1
By airline								
● Peach Aviation [Japanese]	(n=100)	93.0		7.0		92.0	91.0	83.0
● AirAsia X [Asian]	(n=100)	89.0		11.0		86.0	85.0	85.0
● Vanilla Air [Japanese]	(n=100)	82.0		18.0		82.0	78.0	69.0
● Jetstar [Pacific / Oceania]	(n=100)	81.0		19.0		77.0	76.0	71.0
● Scoot [Asian]	(n=100)	79.0		21.0		75.0	72.0	68.0
ANA [Japanese]	(n=100)	77.0		23.0		73.0	68.0	72.0
● Tigerair Taiwan [Asian]	(n=100)	76.0		24.0		71.0	69.0	69.0
JAL [Japanese]	(n=100)	71.0		29.0		64.0	62.0	68.0
Thai Airways [Asian]	(n=100)	69.0		31.0		67.0	58.0	57.0
Air France [European]	(n=100)	69.0		31.0		62.0	56.0	65.0
Singapore Airlines [Asian]	(n=100)	68.0		32.0		57.0	54.0	61.0
● Jeju Air [Asian]	(n=100)	68.0		32.0		62.0	58.0	59.0
Asiana Airlines [Asian]	(n=100)	67.0		33.0		65.0	58.0	59.0
American Airlines [South / North American]	(n=100)	67.0		33.0		64.0	59.0	63.0
British Airways [European]	(n=100)	66.0		34.0		60.0	45.0	59.0
United Airlines [South / North American]	(n=100)	65.0		35.0		60.0	57.0	59.0
Eva Air [Asian]	(n=100)	61.0		39.0		56.0	48.0	53.0
Korean Air [Asian]	(n=100)	61.0		39.0		60.0	52.0	48.0
● TWay Airlines [Asian]	(n=100)	61.0		39.0		58.0	55.0	52.0
Philippines Airlines [Asian]	(n=100)	61.0		39.0		54.0	50.0	54.0
Hong Kong Airlines [Asian]	(n=100)	61.0		39.0		57.0	53.0	50.0
Qantas [Pacific / Oceania]	(n=100)	61.0		39.0		56.0	52.0	49.0
Delta Air Lines [South / North American]	(n=100)	61.0		39.0		54.0	48.0	59.0
Air New Zealand [Pacific / Oceania]	(n=100)	60.0		40.0		55.0	48.0	55.0
Turkish Airlines [Middle East / Africa]	(n=100)	58.0		42.0		52.0	46.0	54.0
Air Canada [South / North American]	(n=100)	58.0		42.0		52.0	48.0	49.0
KLM Royal Dutch Airlines [European]	(n=100)	57.0		43.0		51.0	43.0	52.0
Malaysia Airlines [Asian]	(n=100)	56.0		44.0		49.0	43.0	48.0
Hawaiian Airlines [Pacific / Oceania]	(n=100)	56.0		44.0		51.0	44.0	51.0
Garuda Indonesia [Asian]	(n=100)	55.0		45.0		49.0	43.0	47.0
Finnair [European]	(n=100)	55.0		45.0		44.0	34.0	45.0
Lufthansa [European]	(n=100)	54.0		46.0		52.0	41.0	44.0
Cathay Pacific Airways [Asian]	(n=100)	53.0		47.0		46.0	41.0	48.0
Emirates [Middle East / Africa]	(n=100)	51.0		49.0		44.0	36.0	42.0
Air China [Asian]	(n=100)	47.0		53.0		44.0	39.0	42.0
China Airlines [Asian]	(n=100)	46.0		54.0		45.0	40.0	41.0
Alitalia [European]	(n=100)	46.0		54.0		40.0	32.0	41.0
Qatar Airways [Middle East / Africa]	(n=100)	46.0		54.0		44.0	36.0	41.0
Vietnam Airlines [Asian]	(n=100)	43.0		57.0		39.0	34.0	37.0
China Eastern Airlines [Asian]	(n=100)	41.0		59.0		35.0	30.0	32.0

† If the website/app was used for the air tickets "Prior to booking," "At time of booking" or "After booking," that will be regarded as "Used."

† "●" indicates a low-cost carrier (LCC)

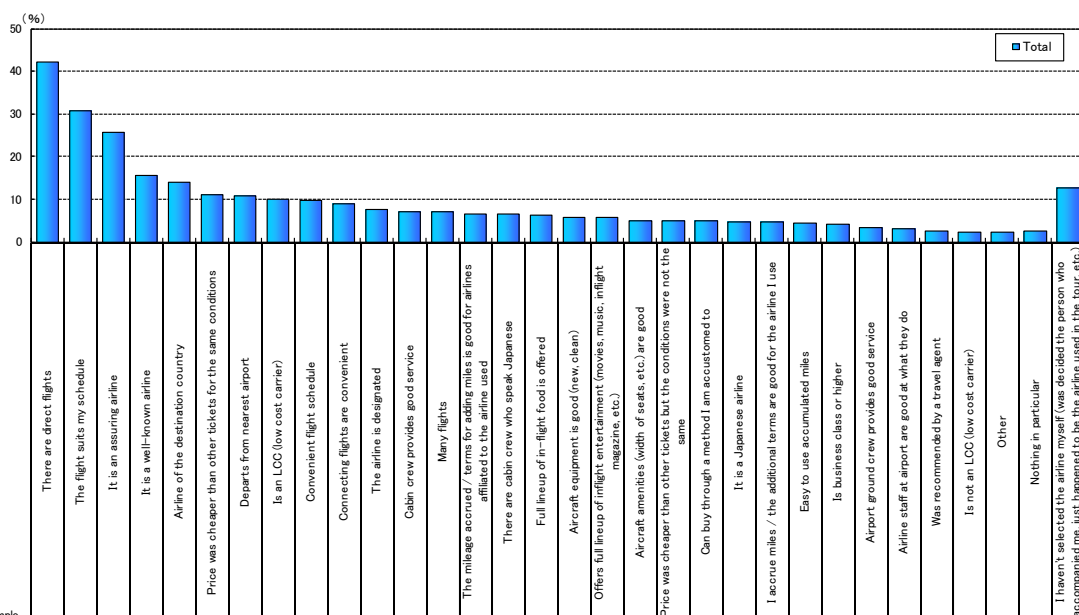
■ Purpose for Use of Airline Website/app (Airline website/app user / Multiple Answer)



		Sample (n=2,496)	55.2	50.5	48.5	25.9	23.6	22.8	14.9	13.0	12.8	12.5	10.3	8.9	8.1	8.1	7.7	6.8	4.6	1.3	4.6	
Total		(n=2,496)	55.2	50.5	48.5	25.9	23.6	22.8	14.9	13.0	12.8	12.5	10.3	8.9	8.1	8.1	7.7	6.8	4.6	1.3	4.6	
By airline	ANA [Japanese]	(n=77)	71.4	71.4	53.2	24.7	22.1	14.3	10.4	11.7	6.5	5.2	14.3	15.6	7.8	5.2	6.5	7.8	7.8	—	1.3	
	JAL [Japanese]	(n=71)	56.3	60.6	57.7	35.2	23.9	7.0	19.7	21.1	11.3	12.7	21.1	9.9	15.5	8.5	2.8	9.9	9.9	1.4	5.6	
	● Vanilla Air [Japanese]	(n=82)	75.6	52.4	51.2	31.7	22.0	35.4	4.9	13.4	14.6	20.7	9.8	2.4	7.3	1.2	18.3	6.1	4.9	—	3.7	
	● Peach Aviation [Japanese]	(n=93)	79.6	45.2	51.6	41.9	20.4	26.9	5.4	9.7	12.9	10.8	17.2	—	10.8	1.1	14.0	2.2	2.2	—	2.2	
	American Airlines [South / North American]	(n=67)	59.7	70.1	53.7	26.9	20.9	16.4	11.9	19.4	14.9	11.9	11.9	11.9	11.9	13.4	14.9	6.0	7.5	4.5	1.5	3.0
	Air Canada [South / North American]	(n=58)	48.3	56.9	56.9	22.4	29.3	25.9	24.1	10.3	15.5	13.8	6.9	17.2	8.6	17.2	1.7	5.2	6.9	1.7	1.7	
	Delta Air Lines [South / North American]	(n=61)	54.1	62.3	54.1	18.0	29.5	21.3	14.8	11.5	16.4	13.1	4.9	23.0	6.6	14.8	6.6	6.6	11.5	1.6	3.3	
	United Airlines [South / North American]	(n=65)	36.9	55.4	41.5	10.8	23.1	16.9	15.4	3.1	7.7	9.2	3.1	7.7	3.1	7.7	7.7	1.5	6.2	—	6.2	
	Qantas [Pacific / Oceania]	(n=61)	52.5	49.2	49.2	19.7	26.2	24.6	26.2	13.1	8.2	13.1	8.2	11.5	8.2	14.8	4.9	13.1	3.3	3.3	3.3	
	● Jetstar [Pacific / Oceania]	(n=81)	70.4	48.1	55.6	37.0	21.0	28.4	8.6	14.8	7.4	11.1	9.9	3.7	11.1	—	19.8	7.4	1.2	—	4.9	
	Air New Zealand [Pacific / Oceania]	(n=60)	60.0	46.7	60.0	41.7	30.0	35.0	30.0	26.7	25.0	31.7	31.7	28.3	25.0	23.3	20.0	23.3	16.7	—	1.7	
	Hawaiian Airlines [Pacific / Oceania]	(n=56)	62.5	55.4	44.6	32.1	32.1	30.4	14.3	17.9	14.3	19.6	3.6	19.6	8.9	7.1	7.1	12.5	3.6	1.8	7.1	
	Asiana Airlines [Asian]	(n=67)	43.3	41.8	43.3	20.9	17.9	14.9	9.0	10.4	4.5	3.0	10.4	6.0	1.5	—	3.0	9.0	6.0	1.5	6.0	
	● AirAsia X [Asian]	(n=89)	75.3	53.9	58.4	34.8	25.8	25.8	10.1	16.9	7.9	7.9	10.1	6.1	6.7	6.7	15.7	1.1	1.1	—	2.2	
	Eva Air [Asian]	(n=61)	50.8	62.3	50.8	23.0	27.9	16.4	6.6	4.9	11.5	8.2	6.6	8.2	—	—	1.6	4.9	—	—	1.6	3.3
	Garuda Indonesia [Asian]	(n=55)	45.5	43.6	40.0	12.7	25.5	18.2	14.5	9.1	12.7	18.2	10.9	5.5	3.6	7.3	5.5	12.7	3.6	—	7.3	
	Cathay Pacific Airways [Asian]	(n=53)	45.3	50.9	43.4	28.3	20.8	15.1	18.9	9.4	5.7	9.4	7.5	3.8	—	7.5	—	5.7	—	—	3.8	5.7
	Singapore Airlines [Asian]	(n=68)	39.7	54.4	32.4	17.6	11.8	16.2	8.8	7.4	10.3	10.3	11.8	11.8	4.4	4.4	4.4	11.8	5.9	—	2.9	
	● Scoot [Asian]	(n=79)	72.2	31.6	44.3	21.5	26.6	26.6	13.9	16.5	10.1	12.7	15.2	—	11.4	2.5	13.9	8.9	—	—	1.3	—
	Korean Air [Asian]	(n=61)	57.4	42.6	41.0	27.9	13.1	14.8	9.8	9.8	11.5	8.2	1.6	6.6	6.6	8.2	4.9	8.2	4.9	1.6	8.2	
	● Tigerair Taiwan [Asian]	(n=76)	63.2	30.3	39.5	22.4	19.7	38.2	11.8	13.2	19.7	11.8	10.5	—	11.8	2.6	13.2	5.3	—	—	1.3	5.3
	Thai Airways [Asian]	(n=69)	56.5	50.7	42.0	27.5	18.8	11.6	8.7	11.6	7.2	7.2	10.1	2.9	4.3	4.3	—	1.4	2.9	1.4	5.8	
	● Jeju Air [Asian]	(n=68)	60.3	26.5	42.6	25.0	23.5	32.4	2.9	14.7	13.2	8.8	10.3	1.5	7.4	5.9	7.4	8.8	1.5	—	8.8	
	China Airlines [Asian]	(n=46)	45.7	63.0	54.3	26.1	32.6	28.3	17.4	13.0	13.0	13.0	6.5	13.0	13.0	8.7	2.2	4.3	—	—	2.2	4.3
	Air China [Asian]	(n=47)	53.2	40.4	55.3	31.9	23.4	14.9	12.8	10.6	19.1	6.4	12.8	—	8.5	2.1	2.1	8.5	—	—	2.1	6.4
	China Eastern Airlines [Asian]	(n=41)	43.9	36.6	39.0	24.4	14.6	9.8	2.4	19.5	9.8	9.8	—	2.4	4.9	2.4	4.9	7.3	2.4	4.9	12.2	
	● TWay Airlines [Asian]	(n=61)	60.7	34.4	47.5	27.9	21.3	31.1	11.5	8.2	9.8	9.8	9.8	—	9.8	3.3	11.5	6.6	—	—	4.9	
	Philippines Airlines [Asian]	(n=61)	62.3	45.9	37.7	19.7	18.0	8.2	6.6	9.8	8.2	1.6	8.2	4.9	1.6	4.9	—	3.3	4.9	3.3	4.9	
	Vietnam Airlines [Asian]	(n=43)	53.5	46.5	46.5	27.9	30.2	11.6	16.3	11.6	7.0	9.3	4.7	7.0	7.0	4.7	2.3	—	—	—	7.0	
	Hong Kong Airlines [Asian]	(n=61)	55.7	41.0	36.1	27.9	23.0	19.7	13.1	13.1	18.0	21.3	6.6	8.2	9.8	6.6	13.1	9.8	3.3	1.6	9.8	
	Malaysia Airlines [Asian]	(n=56)	41.1	53.6	55.4	23.2	25.0	12.5	10.7	10.7	10.7	5.4	12.5	10.7	1.8	16.1	3.6	—	1.8	5.4	3.6	
	Alitalia [European]	(n=46)	45.7	43.5	50.0	15.2	21.7	28.3	17.4	13.0	8.7	10.9	13.0	19.6	8.7	2.2	—	17.4	4.3	2.2	4.3	
Air France [European]	(n=69)	60.9	68.1	56.5	24.6	30.4	33.3	24.6	15.9	20.3	18.8	13.0	13.0	11.6	15.9	10.1	7.2	7.2	2.9	—		
KLM Royal Dutch Airlines [European]	(n=57)	47.4	49.1	57.9	22.8	22.8	17.5	12.3	15.8	14.0	17.5	8.8	5.3	12.3	7.0	5.3	5.3	—	—	3.5		
Finnair [European]	(n=55)	32.7	41.8	41.8	18.2	23.6	20.0	34.5	9.1	23.6	9.1	5.5	14.5	5.5	21.8	5.5	1.8	5.5	1.8	5.5		
British Airways [European]	(n=66)	47.0	57.6	54.5	42.4	31.8	40.9	28.8	21.2	25.8	24.2	9.1	16.7	16.7	18.2	10.6	4.5	13.6	—	6.1		
Lufthansa [European]	(n=54)	40.7	55.6	51.9	18.5	22.2	20.4	29.6	11.1	11.1	16.7	3.7	9.3	5.6	13.0	1.9	3.7	13.0	1.9	5.6		
Emirates [Middle East / Africa]	(n=51)	33.3	45.1	39.2	19.6	19.6	29.4	37.3	5.9	21.6	19.6	5.9	17.6	5.9	15.7	13.7	7.8	9.8	2.0	9.8		
Qatar Airways [Middle East / Africa]	(n=46)	39.1	71.7	43.5	13.0	21.7	30.4	19.6	10.9	10.9	15.2	15.2	21.7	2.2	13.0	—	2.2	2.2	2.2	—		
Turkish Airlines [Middle East / Africa]	(n=58)	39.7	60.3	56.9	25.9	36.2	29.3	24.1	20.7	15.5	13.8	15.5	15.5	13.8	12.1	6.9	5.2	5.2	1.7	6.9		

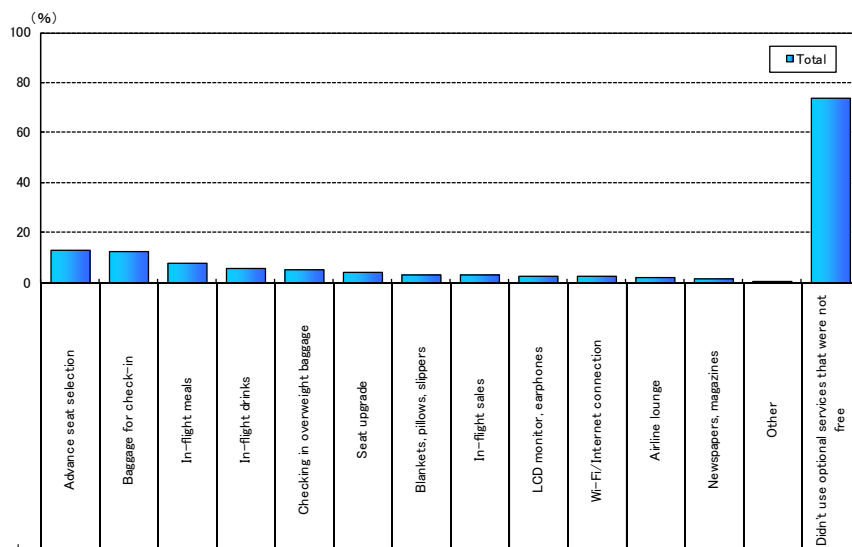
† "●" indicates a low-cost carrier (LCC)

■ Items of Importance When Choosing Airline (Total / Multiple Answer)



Sample		Items of Importance When Choosing Airline (%)																															
Total (n=4,000)		42.1	30.8	25.6	15.6	14.0	11.1	10.9	10.1	9.7	9.0	7.6	7.0	7.0	6.5	6.5	6.3	5.8	5.7	5.0	4.9	4.8	4.7	4.6	4.4	4.0	3.4	3.0	2.5	2.2	2.2	2.5	12.6
Gender	Male (n=2,055)	43.5	29.5	28.2	17.0	15.5	10.7	11.8	10.1	10.9	10.3	6.8	8.4	7.9	7.9	8.2	6.7	7.5	6.0	5.5	4.5	4.8	5.5	5.6	5.4	5.4	3.8	3.6	2.4	2.7	2.1	2.4	11.6
	Female (n=1,945)	40.6	31.8	22.9	14.1	12.3	11.4	10.0	10.1	8.5	7.6	8.4	5.6	6.1	4.9	4.6	5.8	3.9	5.3	4.4	5.3	4.7	3.9	3.4	3.3	2.6	2.9	2.3	2.7	1.7	2.2	2.6	13.7
Age	18-29 yrs (n=462)	40.3	32.5	24.0	16.9	11.5	12.8	11.0	14.1	10.2	6.1	6.5	5.2	7.1	5.6	7.4	4.3	3.7	4.1	3.9	6.5	5.6	5.8	3.7	3.2	2.6	1.9	1.5	4.3	1.9	0.6	3.0	11.7
	30-39 yrs (n=574)	43.6	33.8	28.4	16.6	10.8	12.2	9.6	10.6	9.1	8.2	4.9	5.7	10.6	4.4	6.3	6.6	4.5	5.4	5.2	7.1	3.7	6.1	4.0	3.8	1.9	5.2	4.0	2.4	2.1	1.4	2.8	10.3
	40-49 yrs (n=763)	44.3	37.0	23.6	15.3	11.3	13.9	11.1	12.2	11.1	8.5	3.5	5.8	7.6	5.9	4.2	5.9	5.8	5.2	5.1	5.1	5.6	4.5	4.2	4.8	2.8	2.9	2.1	2.0	3.5	3.1	2.1	9.2
	50-59 yrs (n=946)	42.8	30.1	24.5	13.2	14.6	12.1	12.2	8.6	11.8	9.6	6.7	7.0	6.7	8.9	4.9	7.4	5.6	5.8	4.0	5.2	3.8	5.3	5.6	5.7	3.6	2.6	0.7	1.8	2.3	3.2	10.8	
	60 yrs or older (n=1,255)	40.2	25.0	27.0	16.6	17.5	7.4	10.4	8.2	7.4	10.3	12.4	9.0	5.2	6.3	8.8	6.1	7.3	6.6	5.0	3.8	4.1	4.5	4.8	3.9	5.0	3.2	3.8	3.6	1.9	2.4	1.8	17.5
Area of residence	Kanto (n=1,873)	42.7	31.1	26.5	15.2	14.7	11.6	8.5	8.8	9.6	8.8	7.2	8.2	7.5	7.4	6.5	6.6	6.3	6.1	5.3	4.6	4.0	5.4	5.7	5.1	5.0	3.3	2.9	2.1	2.4	2.3	2.2	12.5
	Kansai (n=882)	42.6	32.2	28.0	19.0	13.7	10.5	14.5	12.5	11.1	7.8	8.4	6.9	8.2	6.1	6.3	6.1	6.0	5.9	6.0	5.9	5.0	4.1	4.8	3.2	4.0	3.1	2.2	2.6	2.3	2.7	13.0	
	Tokai (n=449)	36.1	31.0	20.9	10.5	12.5	9.8	13.1	10.0	8.5	11.6	6.0	4.5	5.3	3.8	3.8	4.5	3.8	4.5	3.3	5.3	4.9	2.2	3.6	2.9	2.9	2.2	2.4	2.4	1.3	1.3	2.7	15.8
Travel type	Package (n=1,940)	37.9	22.9	25.7	16.9	12.8	5.9	9.3	6.5	6.9	6.6	14.1	7.5	6.5	4.8	7.5	7.1	5.7	6.1	5.1	2.9	2.5	4.9	3.2	3.1	3.9	3.4	3.0	4.1	2.2	1.7	2.1	20.1
	Full package (n=651)	26.0	9.5	23.3	13.1	9.4	2.2	5.7	2.5	2.8	6.3	17.8	5.2	2.9	4.0	6.6	5.4	4.1	4.6	3.7	1.2	1.4	4.3	2.3	2.0	3.5	2.5	1.7	3.5	1.5	1.2	2.5	33.8
	Medium package (n=481)	33.7	22.7	27.9	20.4	15.8	4.4	11.0	6.9	7.3	9.4	16.2	10.0	9.4	5.8	8.1	8.3	7.1	8.1	6.2	2.7	2.5	6.0	4.4	4.6	4.6	4.6	5.0	5.8	2.3	1.0	1.9	19.8
	Skelton (n=808)	50.0	33.9	26.2	17.8	13.7	9.9	11.1	9.5	9.9	5.3	9.9	7.9	7.7	4.8	7.8	7.7	6.1	6.1	5.4	4.3	3.5	4.8	3.3	3.1	3.7	3.5	3.0	3.5	2.7	2.5	2.0	9.3
	FIT (n=2,060)	46.0	37.9	25.6	14.4	15.1	15.9	12.5	13.4	12.4	11.2	1.4	6.5	7.5	8.1	5.5	5.5	5.9	5.3	5.0	6.8	6.8	4.5	5.8	5.6	4.2	3.3	2.9	1.1	2.2	2.6	2.8	5.6
Accompanying traveler	Travel alone (n=719)	41.9	34.9	22.9	14.2	15.4	16.6	10.7	14.7	12.5	13.4	4.2	4.6	6.1	9.0	6.4	6.7	6.7	5.6	4.2	7.8	8.2	4.2	6.3	6.1	3.9	2.6	2.4	0.7	2.1	2.6	3.1	7.9
	With spouse/partner/on honeymoon (n=1,202)	37.5	27.2	26.4	17.1	13.4	8.0	9.2	7.8	8.9	9.2	11.1	8.0	6.6	5.9	6.8	6.4	5.4	5.8	5.3	4.1	4.0	5.2	4.4	3.7	5.3	3.5	3.2	2.7	2.9	1.9	2.2	15.5
	With friend (n=666)	43.5	28.4	21.8	12.5	11.0	11.0	10.8	15.2	6.6	4.7	8.9	4.7	4.5	3.6	5.9	5.1	3.9	4.1	3.6	4.5	3.2	3.6	3.0	2.3	2.1	1.4	1.2	3.0	1.5	1.7	3.0	13.4
	Family travel (n=729)	48.6	33.6	28.9	18.2	16.0	11.8	12.2	11.4	9.2	6.4	7.7	9.3	9.1	5.1	6.9	6.6	7.4	7.1	6.9	4.7	4.9	5.9	4.0	5.6	2.5	5.2	4.4	3.2	2.3	2.6	1.8	11.2
Travel class	Is business class or higher (n=513)	39.6	29.6	41.9	26.1	20.7	8.6	10.1	3.5	13.8	13.5	8.0	17.0	11.5	13.6	8.4	17.3	13.8	11.9	16.2	3.3	7.4	8.0	9.2	12.5	29.8	9.4	8.0	2.3	4.3	2.5	1.2	7.0
	Economy class (n=3,487)	42.4	30.8	23.2	14.0	13.0	11.4	11.0	11.0	9.1	8.3	7.5	5.5	6.3	5.4	6.2	4.6	4.6	4.8	3.4	5.1	4.4	4.2	3.9	3.2	0.2	2.5	2.2	2.6	1.9	2.1	2.7	13.4

Optional Services Not Free That Were Used (Total / Multiple Answer)



Sample		(%)														
Total (n=4,000)		12.9	12.5	7.5	5.5	4.9	3.9	3.2	2.8	2.6	2.6	2.0	1.6	0.1	73.8	
By airline	ANA [Japanese]	(n=100)	11.0	14.0	8.0	5.0	3.0	4.0	2.0	4.0	2.0	5.0	3.0	2.0	—	73.0
	JAL [Japanese]	(n=100)	12.0	9.0	7.0	5.0	4.0	6.0	4.0	8.0	2.0	4.0	2.0	2.0	—	72.0
● Vanilla Air [Japanese]	(n=100)	37.0	35.0	7.0	7.0	14.0	6.0	3.0	2.0	2.0	2.0	2.0	—	—	37.0	
● Peach Aviation [Japanese]	(n=100)	30.0	21.0	7.0	6.0	14.0	3.0	—	—	1.0	1.0	1.0	—	—	46.0	
American Airlines [South / North American]		(n=100)	16.0	16.0	15.0	13.0	5.0	9.0	6.0	3.0	4.0	11.0	3.0	2.0	—	62.0
Air Canada [South / North American]		(n=100)	6.0	7.0	6.0	3.0	4.0	6.0	2.0	2.0	2.0	2.0	1.0	2.0	—	82.0
Delta Air Lines [South / North American]		(n=100)	13.0	10.0	5.0	3.0	6.0	9.0	4.0	1.0	3.0	2.0	3.0	1.0	—	71.0
United Airlines [South / North American]		(n=100)	8.0	7.0	6.0	7.0	3.0	5.0	3.0	5.0	3.0	3.0	3.0	2.0	—	82.0
Qantas [Pacific / Oceania]		(n=100)	12.0	13.0	8.0	6.0	4.0	7.0	5.0	4.0	7.0	2.0	4.0	2.0	1.0	72.0
● Jetstar [Pacific / Oceania]		(n=100)	31.0	29.0	16.0	9.0	16.0	3.0	9.0	2.0	3.0	2.0	3.0	1.0	—	45.0
Air New Zealand [Pacific / Oceania]		(n=100)	17.0	20.0	17.0	14.0	14.0	13.0	13.0	9.0	10.0	11.0	6.0	9.0	—	68.0
Hawaiian Airlines [Pacific / Oceania]		(n=100)	10.0	13.0	7.0	8.0	—	12.0	6.0	4.0	2.0	3.0	2.0	1.0	—	71.0
Asiana Airlines [Asian]		(n=100)	14.0	16.0	8.0	6.0	7.0	—	3.0	3.0	1.0	2.0	4.0	1.0	—	73.0
● AirAsia X [Asian]		(n=100)	44.0	44.0	42.0	13.0	16.0	7.0	1.0	4.0	—	—	—	—	—	25.0
Eva Air [Asian]		(n=100)	8.0	12.0	5.0	5.0	2.0	—	2.0	—	3.0	—	—	—	—	83.0
Garuda Indonesia [Asian]		(n=100)	7.0	9.0	5.0	3.0	6.0	2.0	2.0	1.0	2.0	2.0	—	—	—	81.0
Cathay Pacific Airways [Asian]		(n=100)	8.0	7.0	2.0	2.0	2.0	—	—	3.0	—	—	1.0	—	—	84.0
Singapore Airlines [Asian]		(n=100)	9.0	6.0	9.0	8.0	4.0	6.0	5.0	4.0	3.0	4.0	5.0	2.0	—	77.0
● Scoot [Asian]		(n=100)	26.0	25.0	20.0	7.0	9.0	6.0	4.0	2.0	2.0	2.0	1.0	1.0	—	49.0
Korean Air [Asian]		(n=100)	6.0	6.0	5.0	7.0	5.0	3.0	1.0	2.0	3.0	1.0	3.0	—	—	82.0
● Tigerair Taiwan [Asian]		(n=100)	26.0	18.0	7.0	3.0	11.0	3.0	—	3.0	—	—	—	—	—	56.0
Thai Airways [Asian]		(n=100)	7.0	9.0	6.0	5.0	—	1.0	3.0	1.0	3.0	1.0	3.0	2.0	—	86.0
● Jeju Air [Asian]		(n=100)	8.0	10.0	4.0	3.0	4.0	1.0	1.0	2.0	1.0	2.0	—	1.0	—	79.0
China Airlines [Asian]		(n=100)	6.0	7.0	4.0	2.0	—	—	1.0	—	2.0	2.0	—	2.0	—	91.0
Air China [Asian]		(n=100)	5.0	10.0	4.0	4.0	1.0	2.0	3.0	2.0	2.0	1.0	—	3.0	—	85.0
China Eastern Airlines [Asian]		(n=100)	6.0	7.0	3.0	4.0	1.0	3.0	2.0	—	1.0	—	—	1.0	—	89.0
● TWay Airlines [Asian]		(n=100)	12.0	17.0	5.0	4.0	5.0	3.0	1.0	1.0	—	—	1.0	—	—	67.0
Philippines Airlines [Asian]		(n=100)	13.0	13.0	5.0	5.0	1.0	3.0	2.0	1.0	1.0	2.0	1.0	2.0	—	76.0
Vietnam Airlines [Asian]		(n=100)	5.0	5.0	4.0	3.0	1.0	—	3.0	1.0	4.0	—	2.0	—	—	90.0
Hong Kong Airlines [Asian]		(n=100)	11.0	20.0	5.0	5.0	5.0	6.0	5.0	4.0	5.0	4.0	3.0	3.0	—	70.0
● Malaysia Airlines [Asian]		(n=100)	4.0	2.0	3.0	3.0	2.0	3.0	1.0	2.0	1.0	—	2.0	1.0	—	88.0
Alitalia [European]		(n=100)	7.0	8.0	6.0	5.0	1.0	3.0	3.0	3.0	3.0	2.0	1.0	2.0	—	85.0
Air France [European]		(n=100)	20.0	13.0	8.0	8.0	5.0	4.0	6.0	4.0	4.0	7.0	1.0	3.0	—	73.0
KLM Royal Dutch Airlines [European]		(n=100)	14.0	12.0	7.0	6.0	3.0	4.0	4.0	6.0	5.0	3.0	2.0	2.0	—	71.0
Finnair [European]		(n=100)	8.0	5.0	3.0	2.0	3.0	2.0	3.0	6.0	2.0	3.0	3.0	3.0	—	86.0
British Airways [European]		(n=100)	9.0	5.0	4.0	5.0	2.0	1.0	1.0	4.0	2.0	2.0	2.0	2.0	—	85.0
Lufthansa [European]		(n=100)	9.0	6.0	4.0	5.0	1.0	4.0	3.0	3.0	3.0	4.0	3.0	1.0	—	81.0
Emirates [Middle East / Africa]		(n=100)	10.0	4.0	5.0	3.0	6.0	1.0	2.0	1.0	2.0	1.0	2.0	1.0	1.0	79.0
Qatar Airways [Middle East / Africa]		(n=100)	3.0	4.0	5.0	4.0	1.0	2.0	4.0	2.0	3.0	3.0	1.0	2.0	—	94.0
Turkish Airlines [Middle East / Africa]		(n=100)	6.0	6.0	4.0	5.0	4.0	4.0	5.0	3.0	5.0	6.0	4.0	3.0	—	87.0

† "●" indicates a low-cost carrier (LCC)

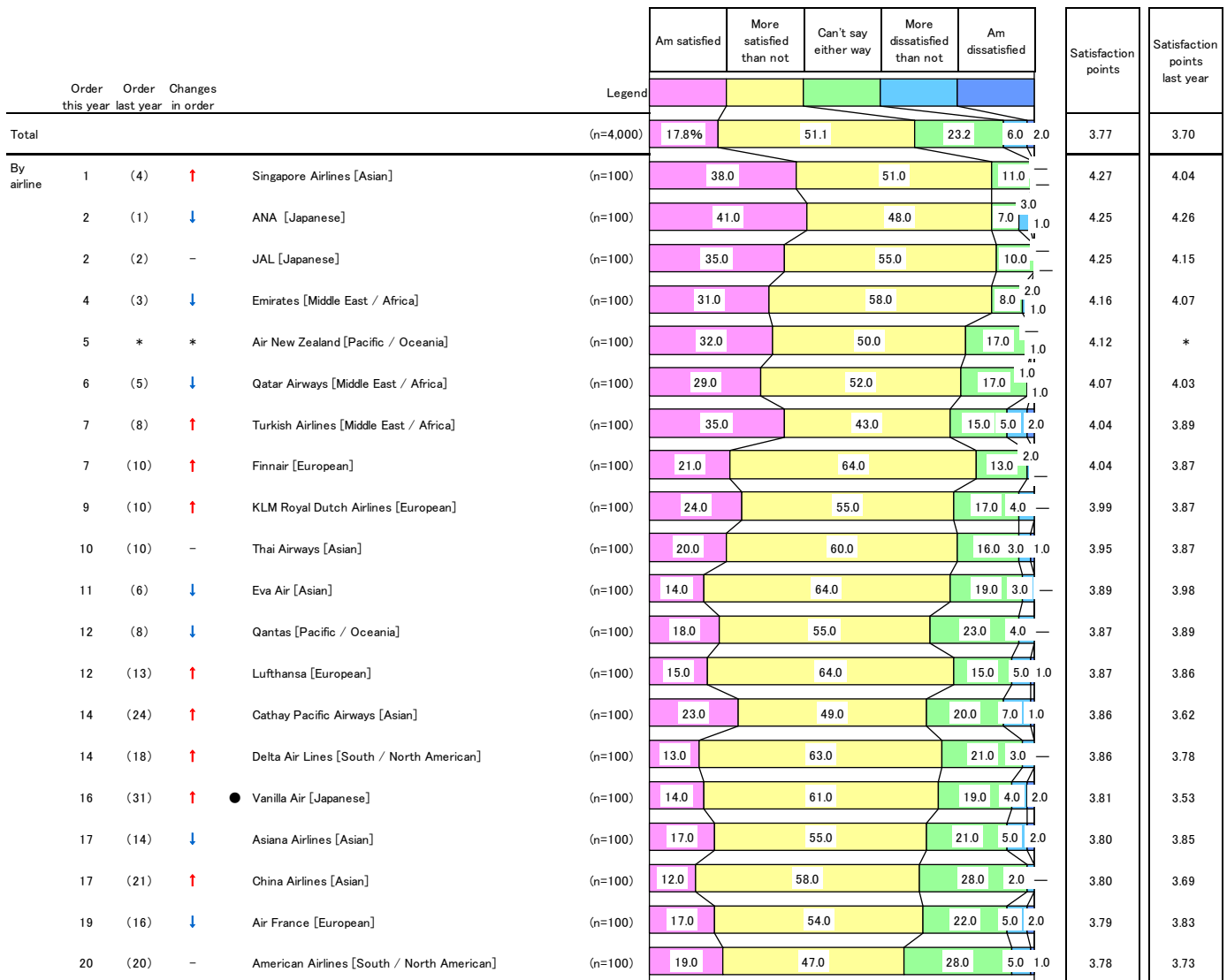
Part 2: Airline Evaluations



1. Overall Satisfaction: Top 20

- The overall satisfaction score total average was 3.77 points.
- Singapore Airlines went from 4th place last year to the top spot this time, with 4.27 points. The two Japanese carriers ANA and Japan Airlines followed with a tie for 2nd place (4.25 points).
- Cathay Pacific (3.86 points) went up in the ranking from 24th last year to 14th this time. Vanilla Air (3.81 points) saw its rank increase dramatically from 31st last year to 16th this time.

■ Airline Overall Satisfaction (Total / Single Answer)



† Satisfaction points are the weighted average based on calculations of "Am satisfied" as +5, "More satisfied than not" as +4, "Can't say either way" as +3, "More dissatisfied than not" as +2, and "Am dissatisfied" as +1.

† "Overall Satisfaction Points" is not the total of satisfaction points by category but rather the figure calculated from individual questions in this survey.

† Airlines noted with an asterisk are those for which comparisons are not available because they were not included in the prior survey.

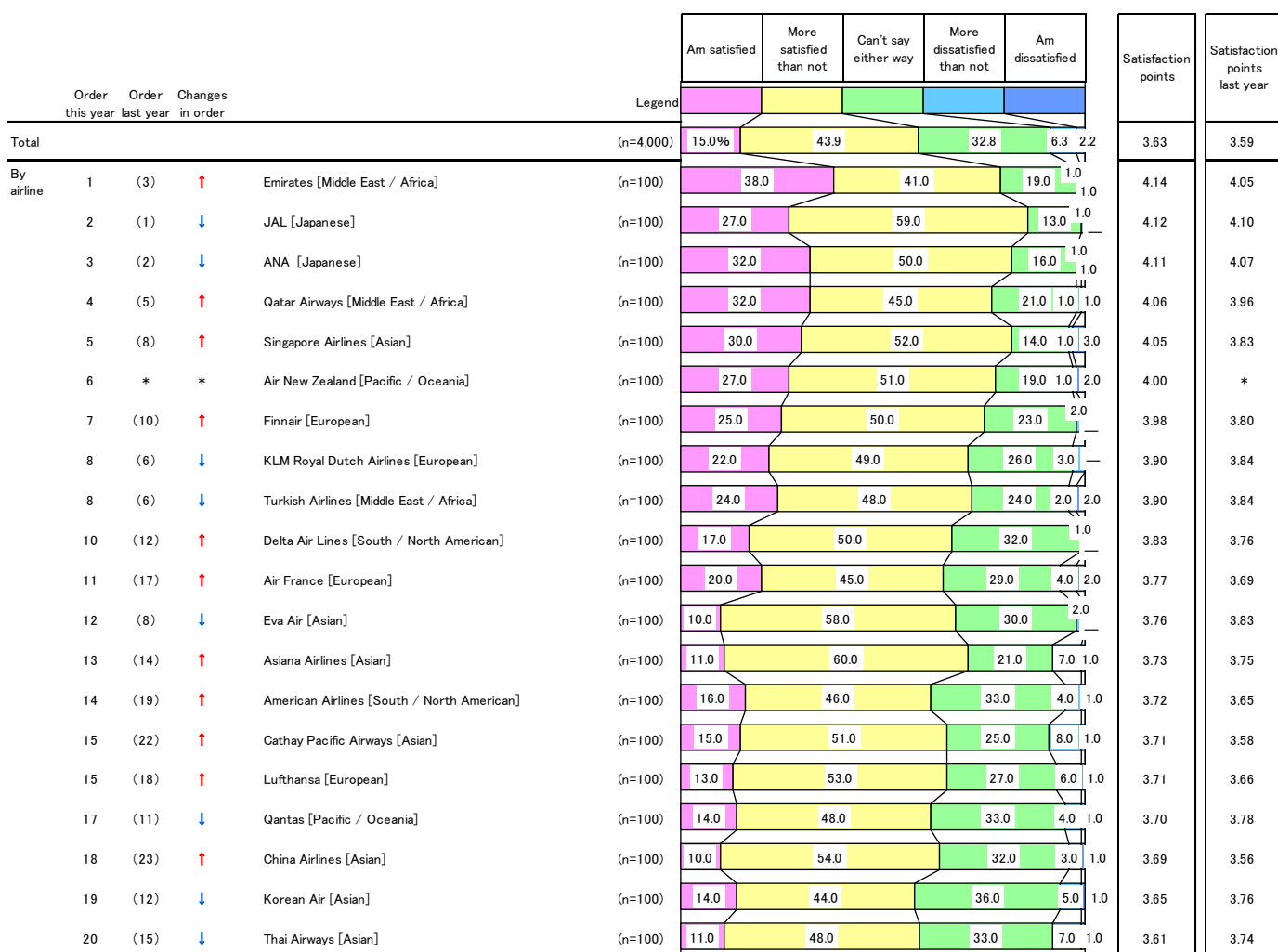
† "●" indicates a low-cost carrier (LCC)

2. Satisfaction by Attribute

1) Aircraft Equipment and Amenities: Top 20

- The total average satisfaction score for "Airline equipment, facilities" was 3.63 points.
- Emirates Airline went from 3rd place last year to the top spot, with 4.14 points. Second place was Japan Airlines (4.12 points). ANA (4.11 points) followed.
- Air France Airlines (3.77 points) rose in the ranking from 17th last year to 11th this time. Cathay Pacific (3.71 points) saw its ranking increase from 22nd last year to 15th this time.
- Among the reasons for satisfaction and reasons for dissatisfaction, "The aircraft and new/nice" and "Seat width/comfort" were ranked at the top.

■ Satisfaction with Aircraft Equipment and Amenities (Total / Single Answer)



† Satisfaction points are the weighted average based on calculations of "Am satisfied" as +5, "More satisfied than not" as +4, "Can't say either way" as +3, "More dissatisfied than not" as +2, and "Am dissatisfied" as +1.

† Airlines noted with an asterisk are those for which comparisons are not available because they were not included in the prior survey.

■ Reasons for Satisfaction / Reasons for Dissatisfaction with Aircraft Equipment and Amenities (Total / Multiple Answer) (%)

Sample		Newness/cleanness of plane	Width/comfort of seats	Comfort of temperature/climate control/light control	Wi-Fi/Internet connection	Extent of in-flight amenities available	Comfort of toilets	Other	Nothing in particular
Reasons for satisfaction	2,354	39.5	36.9	28.6	10.5	19.9	13.0	1.0	20.2
Reasons for dissatisfaction	1,646	16.2	31.3	8.7	8.3	11.5	9.7	2.4	41.3

† "Reasons for satisfaction" were asked to those who gave "Am satisfied" or "More satisfied than not."

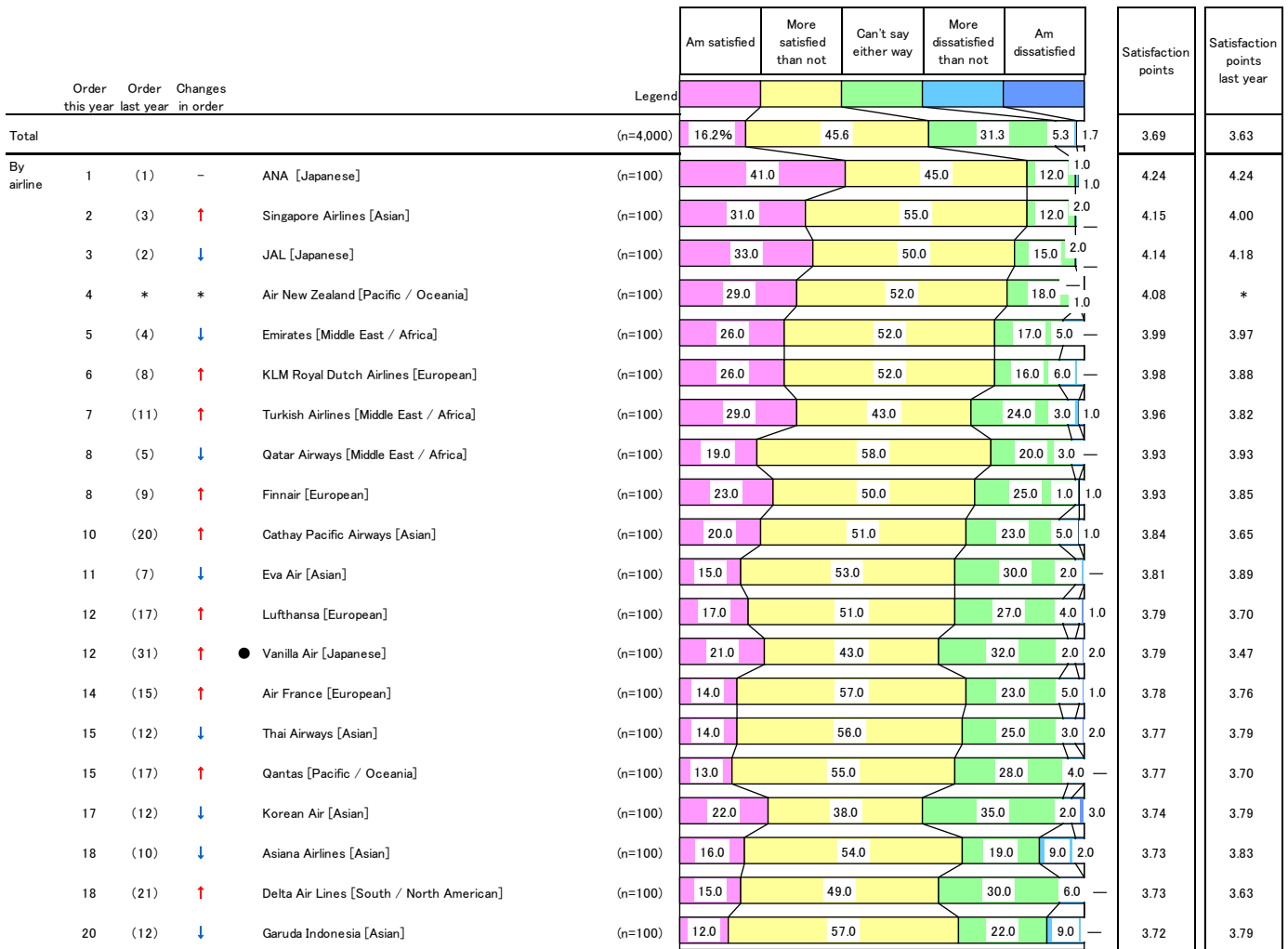
† "Reasons for dissatisfaction" were asked to those who gave "Can't say either way", "More dissatisfied than not" or "Am dissatisfied."

2. Satisfaction by Attribute

2) Service by Cabin Crew: Top 20

- For "Customer service by cabin crew," the satisfaction total average was 3.69 points.
- The top spot was held by ANA for the second consecutive year, with 4.24 points. This was followed by Singapore Airlines (4.15 points) and Japan Airlines (4.14 points).
- Cathay Pacific (3.84 points) saw its place in the ranking shoot up to 10th from 20th, while Vanilla Air (3.79 points) similarly increased sharply from 31st to 12th.
- Among both the reasons for satisfaction and reasons for dissatisfaction, "Courteousness of service" was given most.

■ Satisfaction with Service by Cabin Crew (Total / Single Answer)



† Satisfaction points are the weighted average based on calculations of "Am satisfied" as +5, "More satisfied than not" as +4, "Can't say either way" as +3, "More dissatisfied than not" as +2, and "Am dissatisfied" as +1.

† Airlines noted with an asterisk are those for which comparisons are not available because they were not included in the prior survey.

† "●" indicates a low-cost carrier (LCC)

■ Reasons for Satisfaction / Reasons for Dissatisfaction with Service by Cabin Crew (Total / Multiple Answer)

	Sample	Speed of response	Courtesy of response	Accuracy of response	Attentiveness	Nice ambiance	Japanese language capable	Announcements at time of takeoff, landing, etc.	Other	Nothing in particular
Reasons for satisfaction	2,470	22.1	47.0	22.8	14.2	45.1	25.0	9.7	0.4	11.0
Reasons for dissatisfaction	1,530	9.4	20.5	7.5	14.6	13.2	18.0	2.9	2.0	42.7

† "Reasons for satisfaction" were asked to those who gave "Am satisfied" or "More satisfied than not."

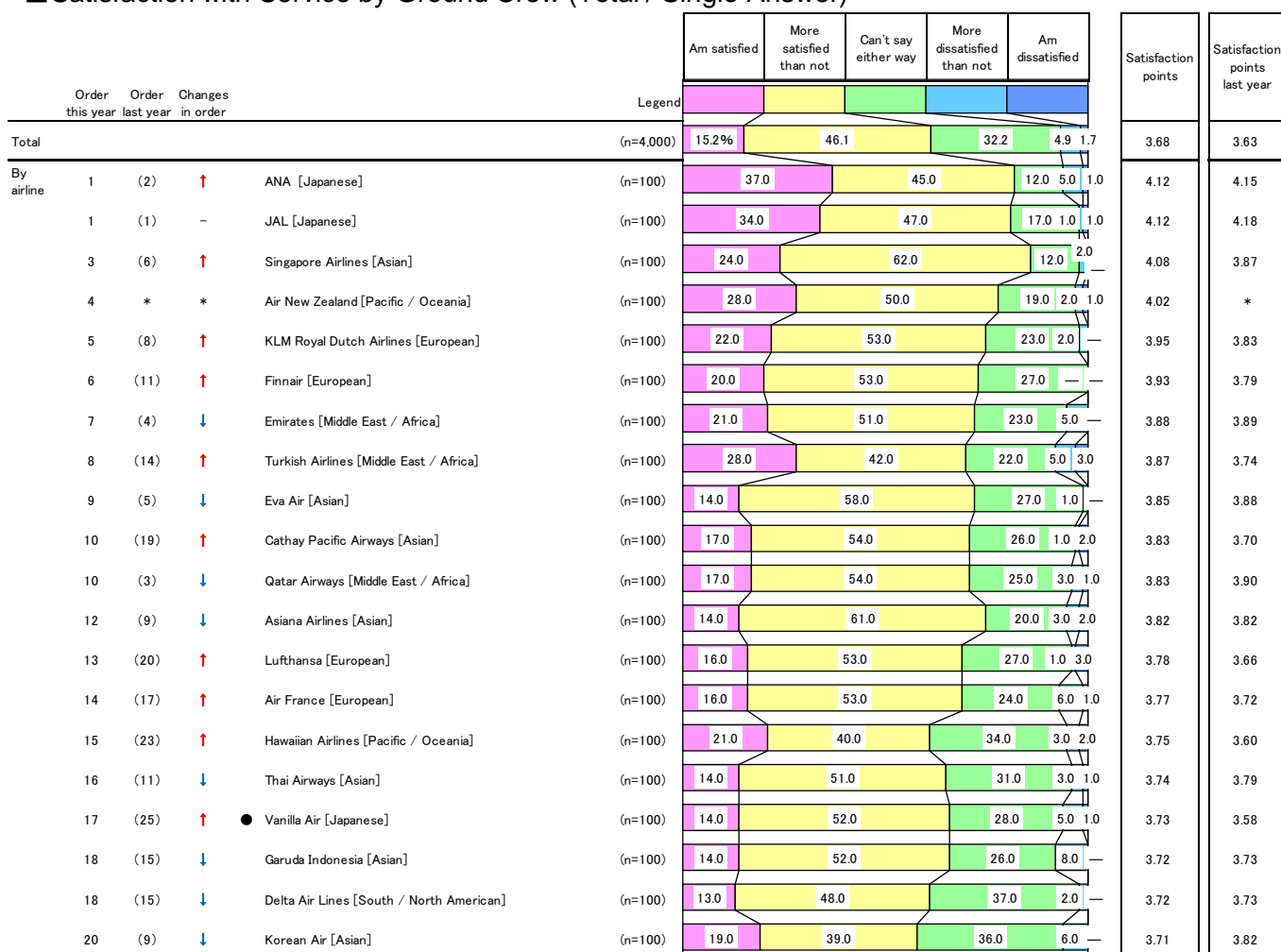
† "Reasons for dissatisfaction" were asked to those who gave "Can't say either way", "More dissatisfied than not" or "Am dissatisfied."

2. Satisfaction by Attribute

3) Service by Ground Crew: Top 20

- For "Customer service by the airline ground crew at the airport," the satisfaction total average was 3.68 points.
- The two Japanese companies ANA and Japan Airlines (4.12 points) shared the top spot, with the same score. Singapore Airlines (4.08 points) ranked third.
- Cathay Pacific (3.83 points) jumped from 19th place last year to 10th this time, while Hawaiian Airlines (3.75 points) shot up from 23rd to 15th, and Vanilla Air (3.73 points) climbed from 25th to 17th.
- Among both the reasons for satisfaction and reasons for dissatisfaction, "Smoothness of check-in/checking bags" was given most.

■ Satisfaction with Service by Ground Crew (Total / Single Answer)



† Satisfaction points are the weighted average based on calculations of "Am satisfied" as +5, "More satisfied than not" as +4, "Can't say either way" as +3, "More dissatisfied than not" as +2, and "Am dissatisfied" as +1.

† Airlines noted with an asterisk are those for which comparisons are not available because they were not included in the prior survey.

† "●" indicates a low-cost carrier (LCC)

■ Reasons for Satisfaction / Reasons for Dissatisfaction with Service by Ground Crew (Total / Multiple Answer)

Sample	Smoothness of check-in, baggage check	Announcements about boarding gate and connecting	Announcements about baggage inspections and limitations on carry-on bags	Information about/response to excess baggage charge	Other	Nothing in particular
Reasons for satisfaction	2,453	67.4	30.2	14.9	5.8	0.9
Reasons for dissatisfaction	1,547	25.3	13.4	7.4	3.3	3.1

† "Reasons for satisfaction" were asked to those who gave "Am satisfied" or "More satisfied than not."

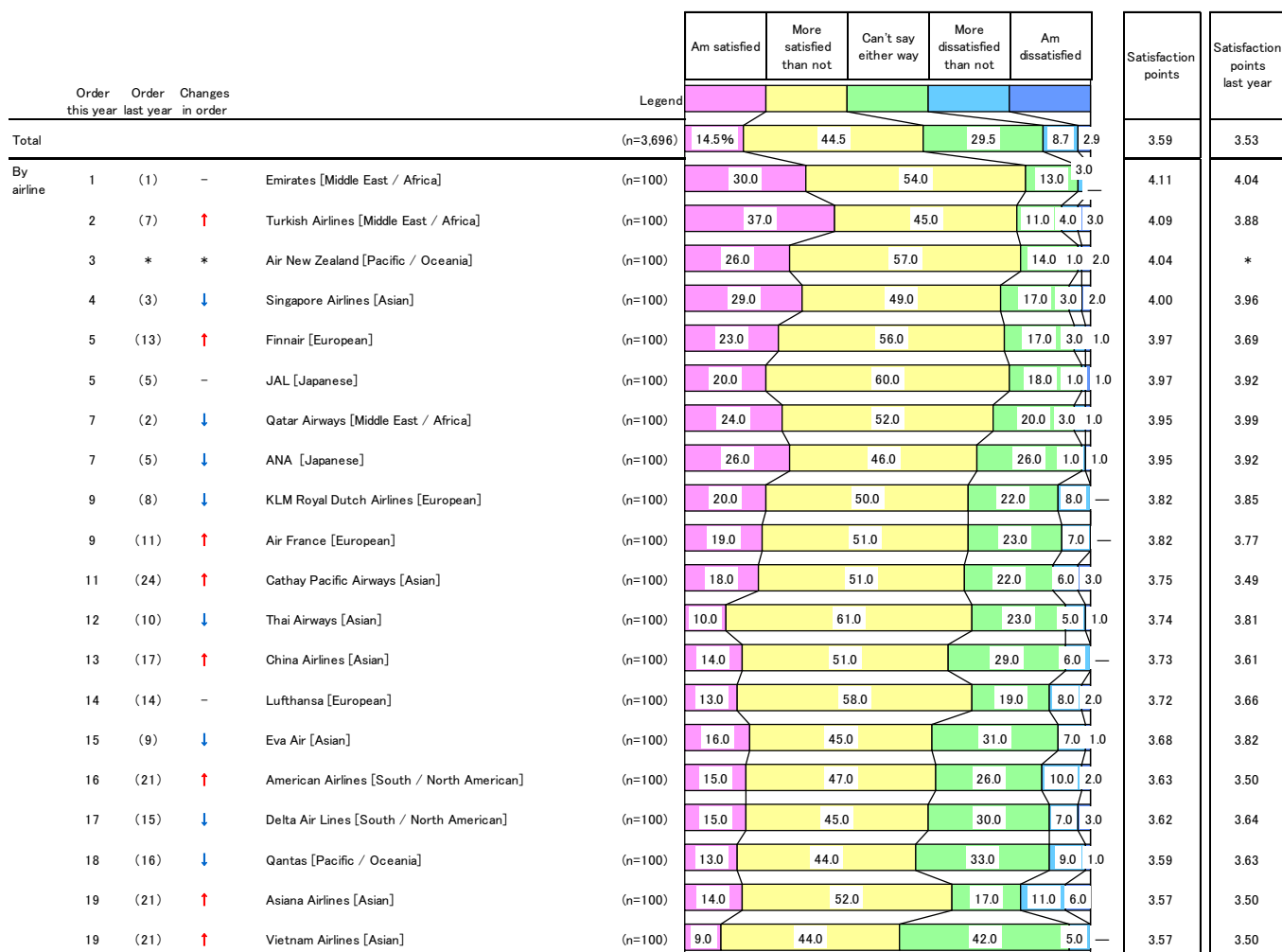
† "Reasons for dissatisfaction" were asked to those who gave "Can't say either way", "More dissatisfied than not" or "Am dissatisfied."

2. Satisfaction by Attribute

4) In-flight Food and Drink Service: Top 20

- The "Inflight food and drink service" satisfaction total average was 3.59 points.
- As was the case last year, Emirates took the top spot, this time with 4.11 points. This was followed by Turkish Airlines (4.09 points) and Air New Zealand (4.04 points).
- Among both the reasons for satisfaction and reasons for dissatisfaction, "The taste of the food" was given most.

■ Satisfaction with in-flight Food and Drink Service (in-flight food and drink service users / Single Answer)



† Satisfaction points are the weighted average based on calculations of "Am satisfied" as +5, "More satisfied than not" as +4, "Can't say either way" as +3, "More dissatisfied than not" as +2, and "Am dissatisfied" as +1.

† Airlines noted with an asterisk are those for which comparisons are not available because they were not included in the prior survey.

† Tabulation excludes airlines with less than 80s: AirAsia X, Scoot, Tigerair Taiwan, Jeju Air, T'Way Airlines, Jetstar, Vanilla Air, Peach Aviation.

■ Reasons for Satisfaction / Reasons for Dissatisfaction with in-flight Food and Drink Service (in-flight food and drink service users / Multiple Answer)

Sample	Taste of meals	Amount of meals	Diversity of the meal menu	Refreshments, snacks, desserts	Soft drinks	Alcoholic beverages	Extent of meals and drinks provided for free	Other	Nothing in particular	
Reasons for satisfaction	2,180	63.3	38.2	20.6	23.4	27.4	29.7	26.4	0.5	6.2
Reasons for dissatisfaction	1,516	45.5	10.9	20.8	6.7	4.0	6.8	12.1	2.4	28.2

† "Reasons for satisfaction" were asked to those who gave "Am satisfied" or "More satisfied than not."

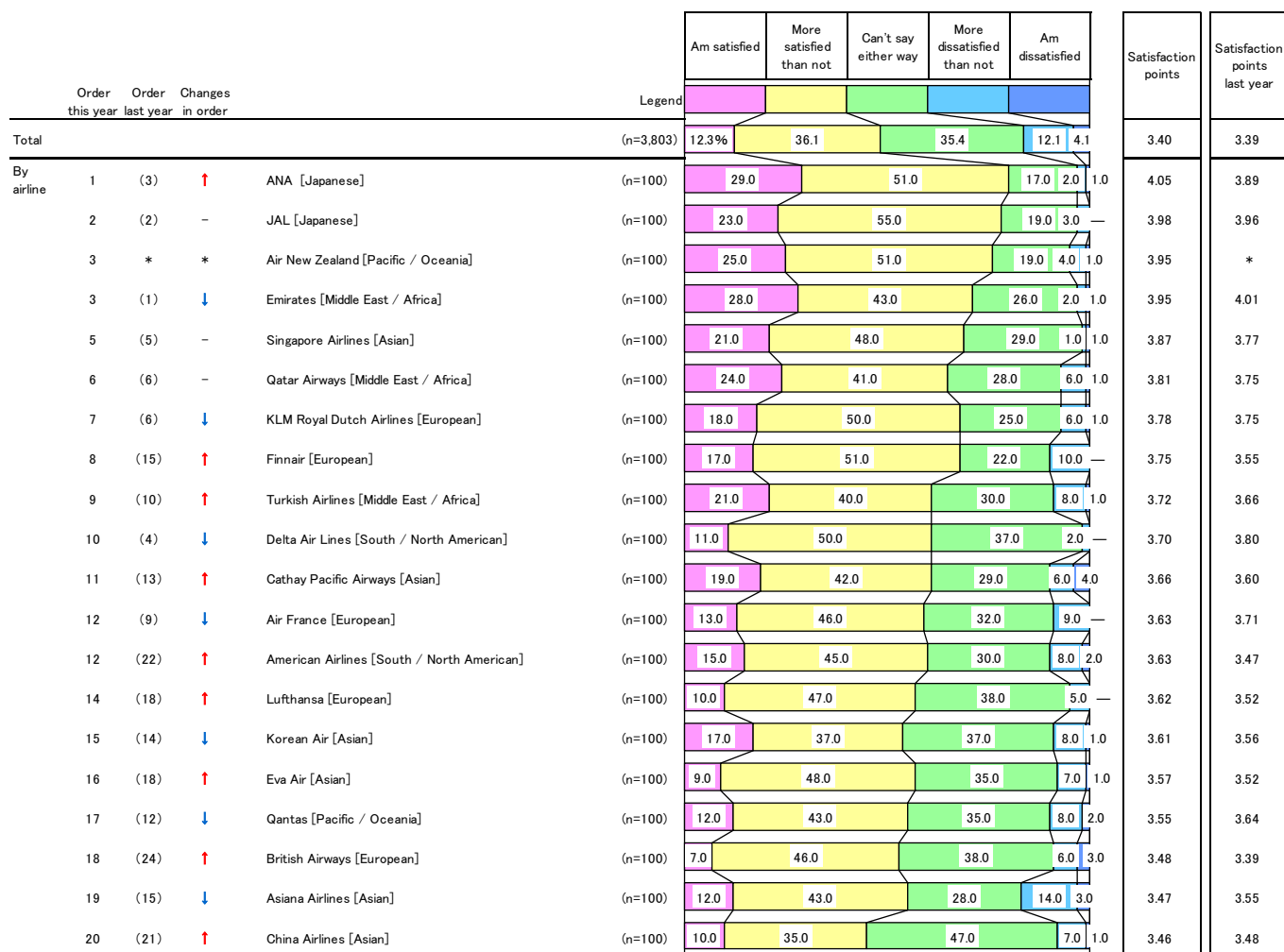
† "Reasons for dissatisfaction" were asked to those who gave "Can't say either way", "More dissatisfied than not" or "Am dissatisfied."

2. Satisfaction by Attribute

5) In-flight Entertainment: Top 20

- The "Inflight entertainment" satisfaction total average was 3.40 points, which was the lowest score among all five categories.
- ANA went from 3rd place last year to the top spot this time, with 4.05 points. This was followed by Japan Airlines (3.98 points) and Air New Zealand (3.95 points).
- As both reasons for satisfaction and reasons for dissatisfaction, "Movie/program content," "Number of movies/TV channels," and "Whether movies/TV available in Japanese language" were given far more than others.

■ Satisfaction with in-flight Entertainment (in-flight entertainment users / Single Answer)



† Satisfaction points are the weighted average based on calculations of "Am satisfied" as +5, "More satisfied than not" as +4, "Can't say either way" as +3, "More dissatisfied than not" as +2, and "Am dissatisfied" as +1.

† Airlines noted with an asterisk are those for which comparisons are not available because they were not included in the prior survey.

† Tabulation excludes airlines with less than 80s: Scoot, Tigerair Taiwan, Jeju Air, T'Way Airlines, Jetstar, Vanilla Air, Peach Aviation.

■ Reasons for Satisfaction / Reasons for Dissatisfaction with in-flight Entertainment (in-flight entertainment users / Multiple Answer)

Sample	Number of TV channels and movies	Movies/TV programs available	Whether movies/TV available in Japanese language	Number of music channels	Music program content	Whether there is Japanese content (Japanese movies, Japanese music, etc.)	Game types/content	In-flight magazine	Magazines, newspapers	On-demand broadcasts	Seatback TV	Content that can connect to dedicated apps on my own smartphone/tablet	Extent of the free entertainment that is available	Prices, selection, etc. of in-flight sales	Other	Nothing in particular	
Reasons for satisfaction	1,839	39.9	40.9	33.1	12.7	10.1	15.2	6.5	9.8	6.5	3.7	3.6	2.5	9.1	3.8	0.3	16.3
Reasons for dissatisfaction	1,964	15.0	20.3	24.6	5.2	5.1	12.7	3.5	4.8	4.4	1.6	2.3	1.9	5.9	2.3	2.4	41.2

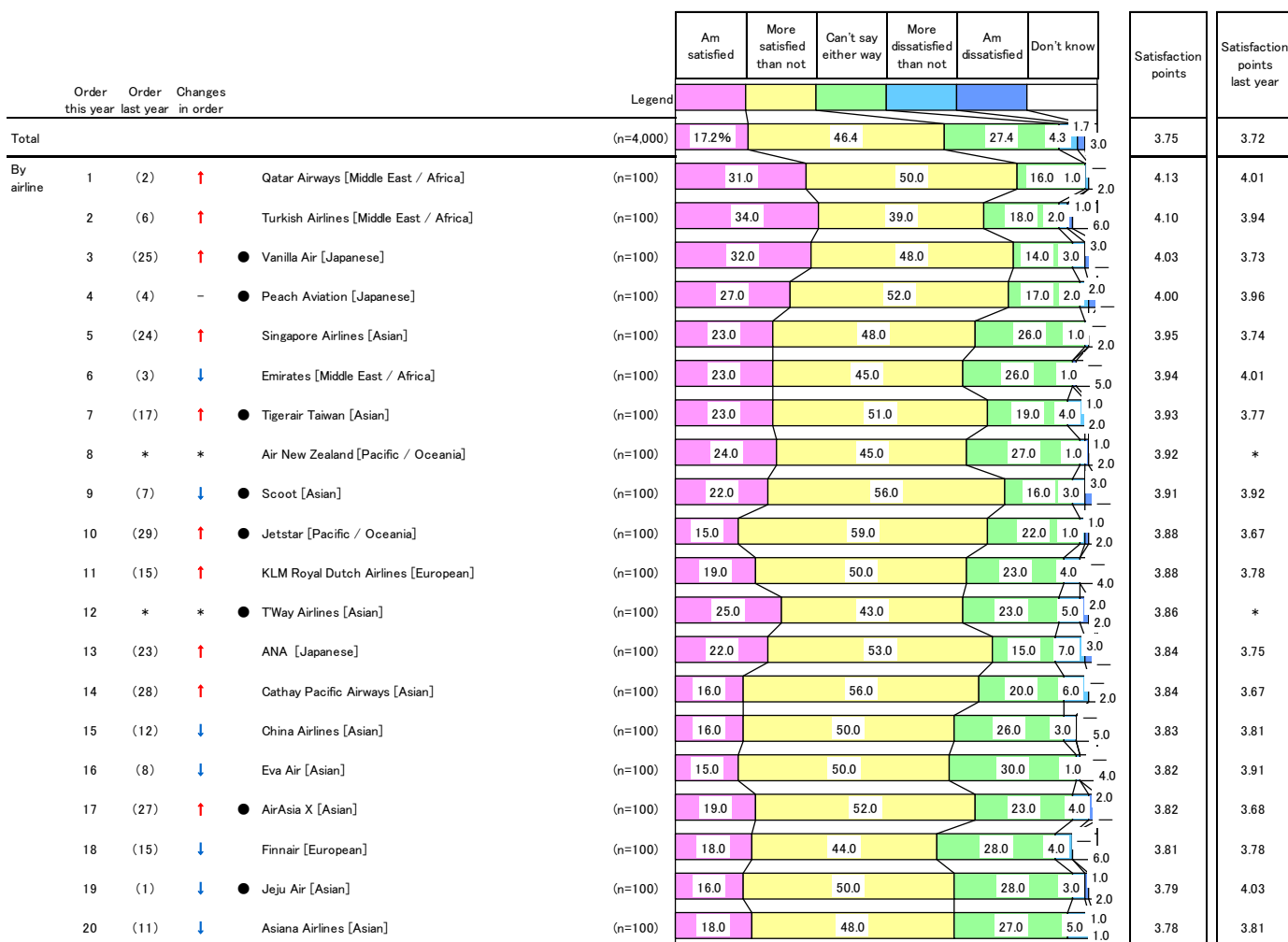
† "Reasons for satisfaction" were asked to those who gave "Am satisfied" or "More satisfied than not."

† "Reasons for dissatisfaction" were asked to those who gave "Can't say either way", "More dissatisfied than not" or "Am dissatisfied."

3. Satisfaction with Cost Performance: TOP20

- The cost performance satisfaction total average was 3.75 points.
- Qatar Airways went from 2nd place last year to the top spot this time, with 4.13 points. Second place was Turkish Airlines (4.10 points), while Vanilla Air (4.03 points) ranked 3rd, a huge increase in its ranking from 25th place last year.
- Among both the reasons for satisfaction and reasons for dissatisfaction, "Air ticket prices" was given most.

■ Satisfaction with cost performance (Total / Single Answer)



- † Satisfaction points are the weighted average based on calculations of "Am satisfied" as +5, "More satisfied than not" as +4, "Can't say either way" as +3, "More dissatisfied than not" as +2, and "Am dissatisfied" as +1.
- † Since ranking is assigned up to third place by the value after the decimal point, ranking may differ despite an identical satisfaction score.
- † Airlines noted with an asterisk are those for which comparisons are not available because they were not included in the prior survey.
- † "●" indicates a low-cost carrier (LCC)

■ Reasons for Satisfaction / Reasons for Dissatisfaction with cost performance (Answers about satisfaction / Multiple Answer)

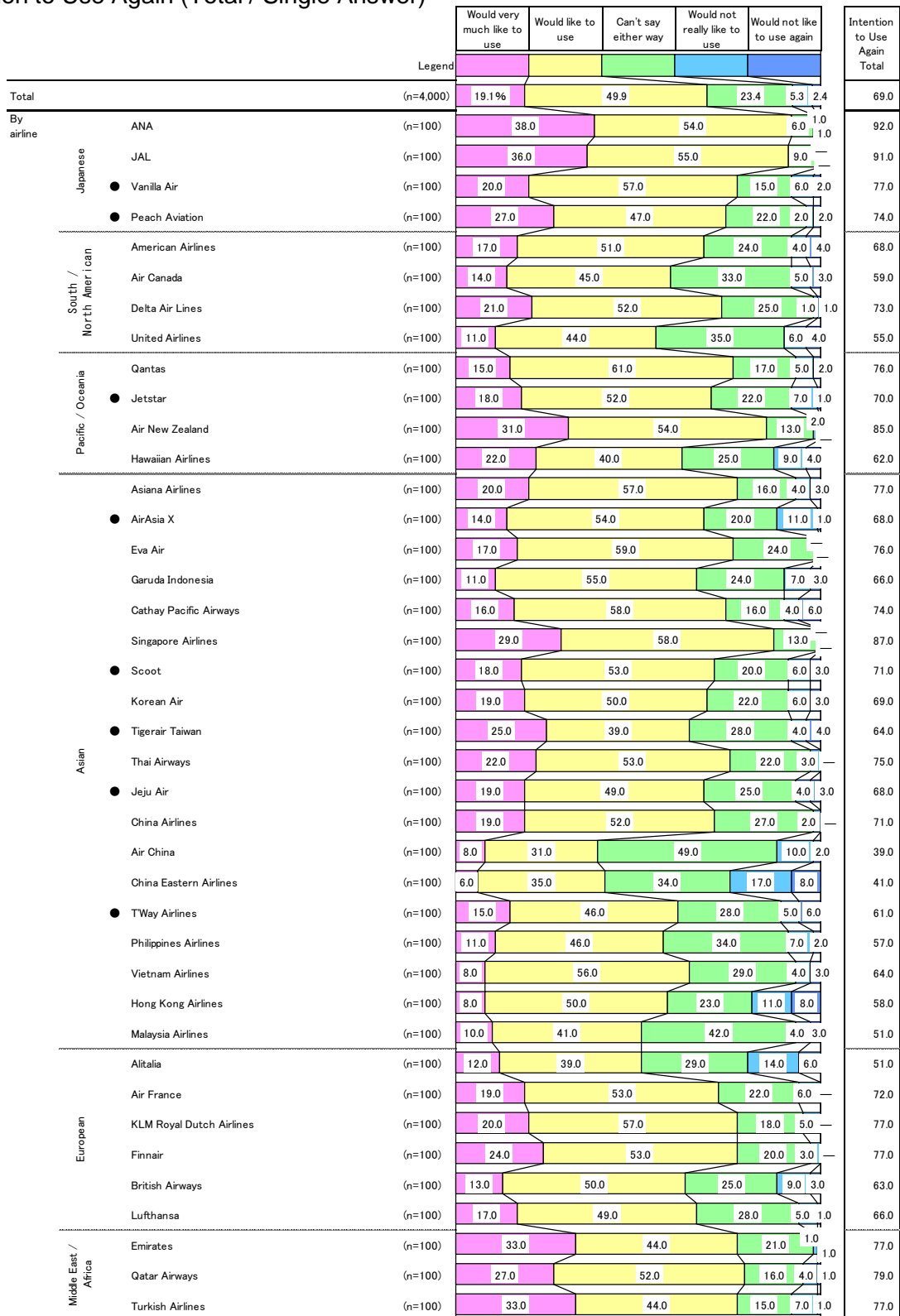
	Sample	Air fare ticket	Inflight food/drink and service	Service by cabin crew	Service by ground crew	Equipment on aircraft	Inflight entertainment	Safety/reliability	Other	None of the above
Reasons for satisfaction	2,544	67.1	40.8	35.3	23.3	24.0	21.3	26.3	1.5	3.0
Reasons for dissatisfaction	1,337	36.5	24.5	15.5	10.8	17.4	19.0	7.5	6.0	23.6

- † "Reasons for satisfaction" were asked to those who gave "Am satisfied" or "More satisfied than not."
- † "Reasons for dissatisfaction" were asked to those who gave "Can't say either way", "More dissatisfied than not" or "Am dissatisfied."

4. Intention to Use Again

- Regarding intention to use again, the "Intention to use again – total" (that is, including "I'd very much like to use" (19%)) was 69%.
- By airline, at the top of the "Intention to use again - total" ranking was ANA (92%). Second place was JAL (91%). This was followed by Singapore Airlines (87%).
- Among LCC, the Vanilla Air "intention to use again – total" was 77%, which made it 6th place among the total.

■ Intention to Use Again (Total / Single Answer)



† ● indicates a low-cost carrier (LCC)

5. Airlines Desired for Future Use

● When respondents were asked about airlines they would like to use again, the highest percentage gave ANA (62%), which was the same result as last year. This was followed by JAL (50%), an indication that the two Japanese carriers have maintained high use intention scores.

● Among the LCCs, Peach Aviation ranked in 5th place with a score of 6%.

■ Airlines Desired for Future Use (Total / Up to 3)

		2019 Survey (n=4,000) (%)	2018 Survey Ranking (n=4,000)	2018 Survey (%)	Rate of increase
1	ANA [Japanese]	62.2	1	64.6	↓
2	JAL [Japanese]	50.1	2	51.5	↓
3	Singapore Airlines [Asian]	18.1	3	18.8	—
4	Emirates [Middle East / Africa]	13.3	4	13.9	—
5	● Peach Aviation [Japanese]	6.2	5	6.2	—
6	Air France [European]	5.8	7	5.9	—
7	Cathay Pacific Airways [Asian]	5.6	8	5.3	—
8	Delta Air Lines [South / North American]	5.1	9	5.1	—
9	Lufthansa [European]	4.9	6	6.1	↓
10	● Vanilla Air [Japanese]	4.1	11	4.1	—
11	United Airlines [South / North American]	4.1	13	3.7	—
12	KLM Royal Dutch Airlines [European]	3.9	12	3.9	—
13	Qatar Airways [Middle East / Africa]	3.8	15	3.3	—
14	Hawaiian Airlines [Pacific / Oceania]	3.8	10	4.2	—
15	Thai Airways [Asian]	3.7	15	3.3	—
16	Finnair [European]	3.7	14	3.5	—
17	Air New Zealand [Pacific / Oceania]	3.4	19	2.3	↑
18	Qantas [Pacific / Oceania]	2.5	18	2.4	—
19	Eva Air [Asian]	2.3	20	2.1	—
20	American Airlines [South / North American]	2.1	21	2.0	—
21	Ethiad Airways	2.0	23	1.9	—
22	● Spring Japan	2.0	28	1.4	—
23	British Airways [European]	1.9	21	2.0	—
24	Air Canada [South / North American]	1.8	17	2.4	—
25	Turkish Airlines [Middle East / Africa]	1.8	26	1.6	—
26	● Jetstar [Pacific / Oceania]	1.7	25	1.6	—
27	Korean Air [Asian]	1.7	26	1.6	—
28	● AirAsia X [Asian]	1.4	30	1.0	—
29	Swiss International Airlines	1.2	29	1.2	—
30	Asiana Airlines [Asian]	1.0	24	1.7	—
31	Garuda Indonesia [Asian]	1.0	33	0.8	—
32	China Airlines [Asian]	0.9	31	0.9	—
33	Alitalia [European]	0.9	32	0.9	—
34	Scandinavian Airlines	0.9	33	0.8	—
35	Vietnam Airlines [Asian]	0.8	33	0.8	—
36	● Tigerair Taiwan [Asian]	0.7	43	0.5	—
37	Malaysia Airlines [Asian]	0.7	37	0.7	—
38	● Scoot [Asian]	0.7	36	0.7	—
39	● Jetstar Asia Airways	0.6	38	0.6	—
40	Air Tahiti Nui	0.6	43	0.5	—
41	● Jeju Air [Asian]	0.6	39	0.6	—
42	● Thai AirAsia X	0.5	46	0.4	—
43	Cathay Dragonair (formerly Hong Kong Dragonair)	0.5	40	0.5	—
44	Aero Mexico	0.4	45	0.5	—
45	Air China [Asian]	0.4	51	0.2	—
46	Philippines Airlines [Asian]	0.4	40	0.5	—
47	● Air Seoul	0.4	*	*	*
48	● Air Busan	0.3	40	0.5	—
49	● Cebu Pacific Air	0.3	48	0.3	—
50	China Eastern Airlines [Asian]	0.3	48	0.3	—
51	Aeroflot	0.3	52	0.2	—
52	● Thai Lion Air	0.3	*	*	*
53	● NokScoot	0.3	*	*	*
54	Hong Kong Airlines [Asian]	0.3	46	0.4	—
55	● Hong Kong Express Airways	0.3	57	0.1	—
56	● Spring Airlines	0.2	52	0.2	—
57	● Jin Air	0.2	52	0.2	—
58	Fiji Airways	0.2	*	*	*
59	● Eastar Jet	0.2	60	0.1	—
60	China Southern Airlines	0.2	60	0.1	—
61	● TWay Airlines [Asian]	0.2	60	0.1	—
62	Air Macau	0.2	66	0.1	—
63	LOT Polish Airlines	0.2	60	0.1	—
64	Uzbekistan Airways	0.1	57	0.1	—
65	Hainan Airlines	0.1	66	0.1	—
66	Air Calédonie International	0.1	50	0.3	—
67	Air Niugini	0.1	60	0.1	—
68	Air Indan	0.1	66	0.1	—
69	SriLankan Airlines	0.1	52	0.2	—
70	Bangkok Airways	0.1	66	0.1	—
71	Aurora Airways (Former Sakhalin Airlines, former Vladivostok Airlines)	0.1	66	0.1	—
72	Asia Atlantic Airlines	0.1	72	—	—
73	Shandong Airlines	0.1	75	—	—
74	Sichuan Air	0.1	75	—	—
75	Shanghai Airlines	0.1	75	—	—
76	Shenzhen Air	0.1	75	—	—
77	South African Airways	0.1	57	0.1	—
78	Jet Airways	—	75	—	—
79	Juneyao Airlines	—	72	—	—
80	Pakistan International Airlines	—	75	—	—
81	● VietJet Air	—	*	*	*
82	Miat Mongolian Airlines	—	72	—	—
83	S7 Aviation (former Siberian Airlines)	—	66	0.1	—
84	EgyptAir	—	60	0.1	—
85	● China United Airlines	—	*	*	*
86	Ethiopian Airlines	—	52	0.2	—
87	Other	0.7	—	0.2	—
88	Don't know	7.0	6.9	—	—

† Respondents were asked about airlines they would like to try using for international flights.

† "●" indicates a low-cost carrier (LCC)

† Rate of increase: The arrow indicates increases/decreases for airlines for which there were changes of plus or minus one point between the 2018 survey and 2019 survey.

Issue :JULY 2019

AB-ROAD Research Center, Travel Information Div. Recruit Lifestyle Co.,Ltd.
GranTokyoSOUTHTOWER,1-9-2 MarunouchiChiyoda-ku Tokyo, Japan
Copyright (C) Recruit Lifestyle Co.,Ltd.



AB-ROAD
エイビーロード・リサーチ・センター