

FROM OUTAGE TO OUTRAGE

travelers will shun an
airline after one
IT failure

34%

OVER ONE
THIRD
OF TRAVELERS

will not travel with an
airline after experiencing
a major issue unrelated
to weather that altered
their travel plans

32%

would still travel
with that airline

30%

only would if it
was the least
expensive option

4%

only would if it was
required by my
employer

65%

MORE THAN
HALF
OF TRAVELERS

will not travel with an
airline after experiencing
a technical problem that led
to widespread delays and
cancellations

11%

would still travel
with that airline

17%

only would if it
was the least
expensive option

7%

only would if it was
required by my
employer