



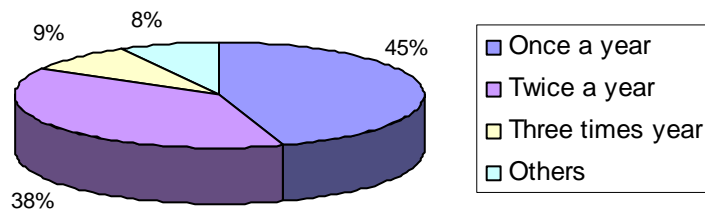
RBA AIRLINE SURVEY ANALYSIS SUMMER 2006

We would like to thank everyone for participating in the national survey carried out through all the Bengali media and online. The RBA marketing team felt it was highly necessary to find out the Bangladeshi communities' air travel needs and experiences and therefore a survey was officially conducted between June and July 2006. The responses came from people of varied professional backgrounds and geographical areas.

This is the first ever survey of its kind amongst the Bangladeshi community and as publicised in the world wide press and online, the response was phenomenal with over **41,000** plus responses. Rest assured, the RBA team will be analysing these results further and will use this information to further enhance the business plan and strategies.

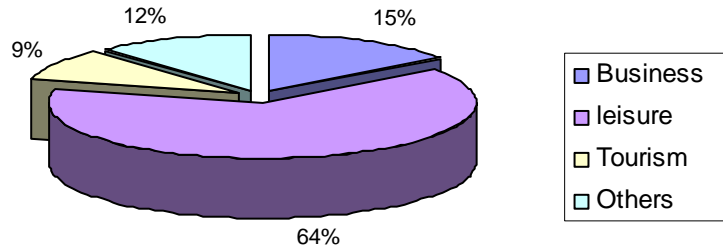
Below are some of the results and analysis from the survey;

How often do you fly on commercial airlines?

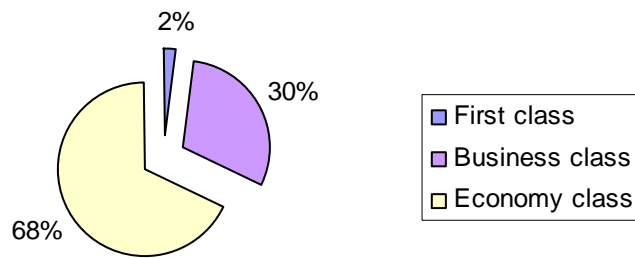




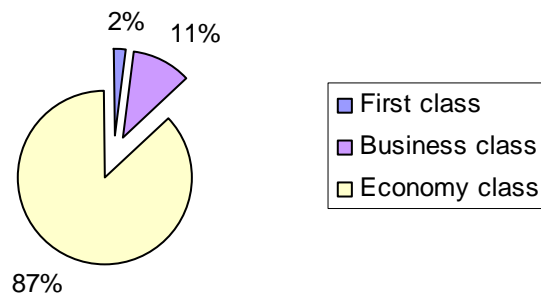
What was the purpose of your most recent trip?



Please indicate the cabin class you usually fly when travelling on business?

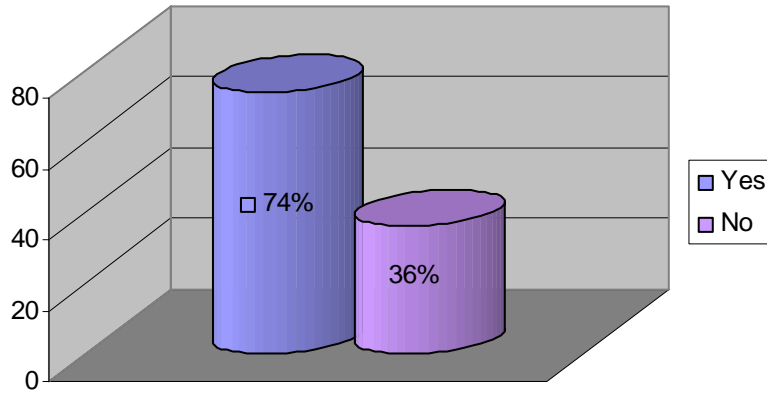


Please indicate the cabin class you usually fly when travelling for leisure?

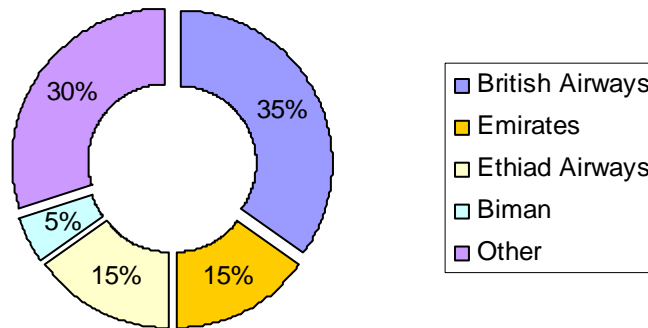




Was your flight operating on time ?

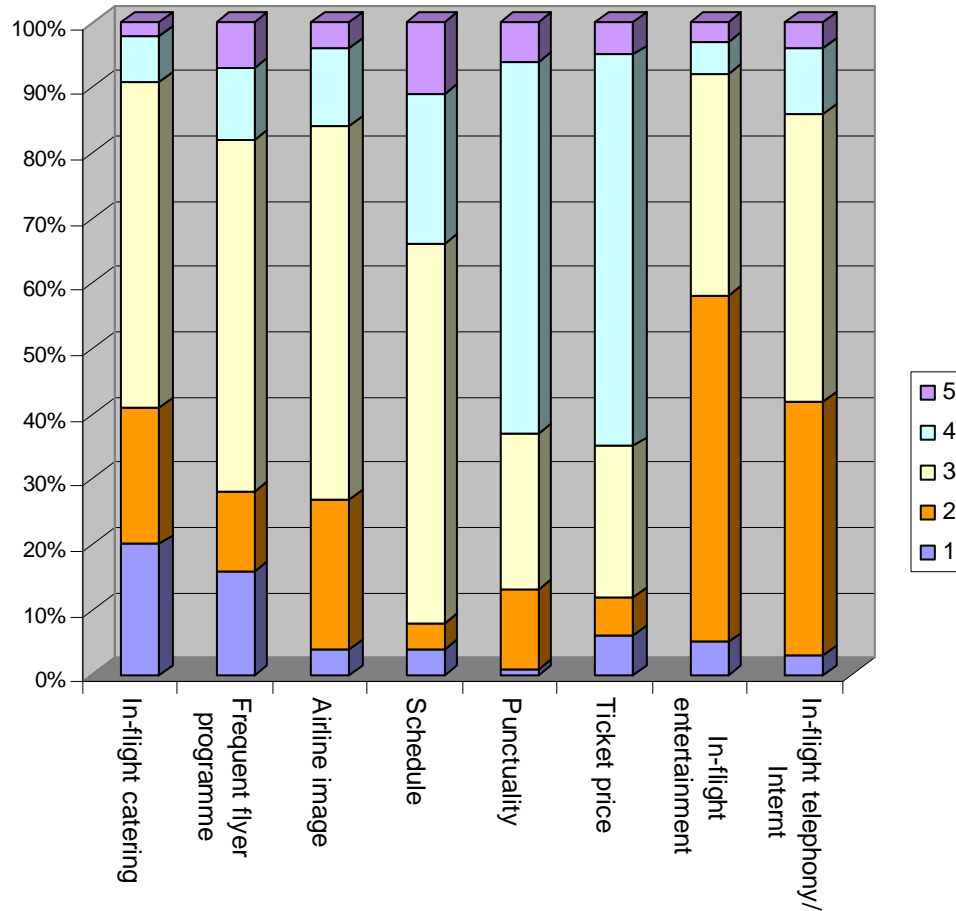


Which are your three most preferred airlines when making long haul flights?





**What are the factors that affect your choice of airlines travel?
Scoring between 1 – 5 (1= Least 5 = Most)**



What is the most important thing you would want Royal Bengal Airline to improve and offer Customers?

Scoring between 1 – 5 (1= Least 5 = Most)

INFLIGHT SERVICE

	1	2	3	4	5
Availability of flight attendants:	3%	5%	34%	54%	4%
Courtesy of flight crews:	1%	10%	23%	61%	5%
Professional appearance:	1%	12%	53%	23%	11%
Quality of food:	2%	57%	33%	3%	5%
Comfort of seating:	1%	3%	44%	34%	18%
Cleanliness of aircraft:	4%	12%	67%	12%	5%
Prompt Flight arrival and departure time:	1%	20%	10%	67%	2%
Ease of booking the flight:	5%	2%	23%	54%	16%
Confirmation of Return flight:	2%	12%	32%	45%	9%
Ability to book your flight online:	6%	20%	45%	23%	6%
Baggage handling:	23%	56%	10%	7%	4%
Safety:	1%	1%	14%	78%	6%
Value for money:	0%	0%	1%	81%	18%

AIRPORT CUSTOMER STAFF

Baggage handling:	10%	67%	12%	5%	6%
Friendliness:	1%	2%	71%	23%	4%
Professional appearance:	3%	3%	54%	24%	16%