



Did anyone cancel their United Airlines travel plans after the “drag-off” incident?

If you’ve known inMarket for years, you might think of us as the retail and grocery beacon platform. But thanks to our huge audience of 50 million verified consumers and an awesome variety of app partners, we’re actually able to measure foot traffic across many different categories. Retail, restaurants, salons, festivals — even airports.

Indeed, with nearly a billion people taking to the skies every year in the U.S., there are tremendous insights to be gleaned from understanding how they go about their travel. Many airport staple businesses leverage foot traffic data to better understand and serve their customers.

The internet turned its attention to United Airlines of late — with the mainstream media and even [competitive airlines](#) getting in on the action. Social media makes it easy to pile on.

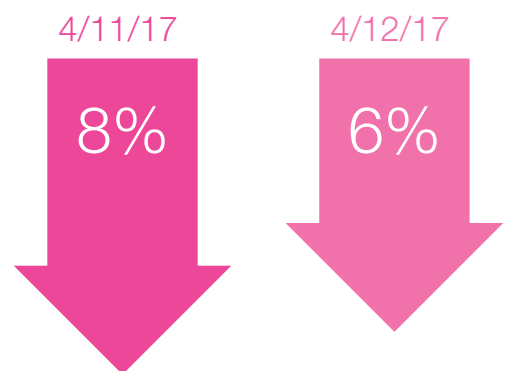
But here at inMarket, we’re interested in the data: Did anyone actually cancel their travel plans with United because of the incident last Sunday?



With 4,496 daily departures, and 143 million passengers per year, United Airlines has a lot at stake when it comes to huge PR disasters like their recent “drag-off” situation. We decided to take a look at foot traffic in the airline’s hubs in Denver, Houston, Los Angeles, San Francisco and Washington, DC — where they don’t share terminals with other airlines.

It appears that **foot traffic in UA terminals was down 8%** on 4/11/17 versus their Monday average; and **down 6%** on 4/12/17 versus their Tuesday average.

It’s difficult to tell if the drop is a direct result of the incident, or if it’s simply the ebb and flow of travel. But it is very interesting that a measurable drop occurred when it did.



Interested in learning more about inMarket’s foot traffic analyses or location-based products? Contact us [here](#).