



The Permanent RFID Bag Tag

One reusable RFID tag · Fewer misrouted bags · Tracked end-to-end

The outcome that matters: fewer bags go missing.

A permanent RFID bag tag (PBT) reads far more reliably than a printed single-use tag (SUT), so bags are scanned correctly at every handoff, cutting the delays, losses and missed connections that drive compensation and erode trust. The tag is reused trip after trip instead of printed and binned, and the demand is already there: this survey of 523 air travellers shows 9 in 10 would pay, pointing the solution squarely at reliability and tracking.

90%

would pay for
a premium
baggage service

#1

waiting is travellers'
top pain point

51%

of connecting
passengers had a bag
miss a connection

52%

want real-time
bag tracking



FOR AIRLINES

New ancillary revenue. 90% would pay (42% "definitely"), anchoring at 20–100 RMB domestic and 51–200 RMB international. Top earners are the keenest (71% "definitely") and the most fee-frustrated.

Fewer mishandled bags = lower cost.

A permanent RFID tag reads far more reliably than a single-use paper tag, cutting the misreads behind delays, losses and missed connections; and with them, no re-delivery and no rebooking costs.

Lower consumable cost. One reusable tag replaces a freshly printed single-use tag on every journey, removing per-bag tag stock, printer and maintenance overhead.

Happier Passengers: Passengers rate the luggage experience 8.0 out of 10, but only 39% would recommend it. Just one baggage mishap drops a rating from 8.5 to 7.4. What matters most is reliability and being able to track bags.

FOR AIRPORTS

Throughput without capex. Self-service bag drop moves more passengers through the same footprint (56% have been caught in a check-in queue) easing hall congestion and deferring costly expansion.

Fewer exceptions to manage. Reliable RFID reads mean fewer bags pulled for manual reconciliation, lightening baggage handling system workload.

Better customer-experience scores. Queues are the classic detractor; smoother processing lifts the customer-experience metrics airports are ranked on.

A visible sustainability win. Reusable RFID tags replace single-use paper tags; a countable waste-reduction story for net-zero commitments.

Permanent tag vs single-use tag: the comparison that matters. A printed single-use tag (SUT) can be torn, smudged or mis-read at busy transfer points, the root cause of most missing baggage reports, while a permanent RFID tag (PBT) is read reliably at every handoff and reused trip after trip. In this survey, 51% of connecting passengers reported a bag that missed its connection, closely in line with the industry's own mishandling statistics; the very events reliable reads are designed to prevent, and the ones that drive compensation and delivery costs

Source: survey of 523 Chinese air travellers across Tier 1 / New Tier 1 / Tier 2 cities, 2026. Real-time tracking was the #2 most-requested fix (52%) and 53% already recognise digital bag tags, so little market education is needed. Read this as demand-side evidence: willingness-to-pay figures are stated intent and should be modelled conservatively; the operational savings — mishandling cost, tag consumables, self-service throughput and capex deferral — sit in partner operations data and industry benchmarks, not in this survey.