

Summary of the information campaign “Travel Informed, Claim Your Rights” launched by the Civil Aviation Authority



The Civil Aviation Authority (CAA) presents the results of the information campaign “Travel Informed, Claim Your Rights,” carried out between June 15 – July 31, 2025. With a budget of approximately 90,000 lei, the campaign managed to reach an estimated audience of about 100,000 people, contributing to raising awareness of passenger rights and strengthening trust in the CAA as an institution whose responsibility also includes consumer protection.

Successfully achieved objectives

The campaign targeted three main objectives, all achieved according to the summary report:

- Informing passengers about their rights as air transport passengers.
- Increasing the visibility of the CAA and its official communication channels.
- Promoting informed and responsible behavior among citizens.

Broad coverage and diverse materials

To reach a wider audience, the CAA implemented a multichannel communication strategy, using:

• Social networks:

– 5 video spots, 14 visuals, 3 infographic carousels, the “Did you know?” section, and an interactive quiz – all generating a reach of over 35,000 people.

• Media appearances:

– Participation in a TV show and a press club on passenger rights.
– Production of 9 thematic video reports and coverage of the campaign in over 40 news items in Romanian and Russian, with an estimated impact of 60,000 unique viewers.

• Direct information at the airport:

– Over 15,000 passengers informed through information stands at Chişinău International Airport.
– Distribution of approximately 10,000 informative leaflets.
– The CAA team was present throughout the 3 weeks of the campaign, providing direct assistance to passengers.

Concrete and measurable results

The effectiveness of the campaign is demonstrated by the following findings:

- A 40% increase in visits to the official CAA website, especially in the section dedicated to passenger rights.
- An increase in the number of information requests and correctly submitted complaints, indicating a better understanding of procedures by the public, in line with the Regulation on compensation and assistance to passengers in the event of denied boarding, flight cancellation, or long delay, approved by Government Decision No. 836/2012.
- An increase in the number of requests from foreign passengers, including those who had flights from other countries, indicating a higher degree of trust in the Civil Aviation Authority of the Republic of Moldova.
- A significant increase in the number of inquiries and calls to the consumer hotline within the CAA (022 823 824), reiterating that passengers have become more informed, and their rights are real and must be claimed.
- The information campaign contributed to strengthening trust in the Civil Aviation Authority, reaffirming its role as a guarantor of passenger rights. At the same time, the CAA will continue to develop public information initiatives to ensure that every passenger knows their rights in air transport and can exercise them effectively.