

Airlines - UK - July 2012

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“Overseas business and VFR travel appear to be recovering at least some of the ground lost in recent years. However, the outbound holiday market is still weak and with the economy in double-dip recession and consumer confidence stuck in very low gear, modest growth appears to be the best short-term prospect for air travel, with short-haul likely to do better than increasingly expensive longer distance trips.”

– John Worthington, Senior Analyst

In this report we answer the key questions:

- To what extent has the low cost model permeated consumer travel attitudes?
- What is the potential impact of fare increases on people’s flying behaviour?
- Will aviation lose market share to other travel modes?
- Are environmental concerns likely to have any effect on consumer flying behaviour?

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