

# Short-haul Airlines - UK - July 2009

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## What is this report about?

The boom in air travel witnessed until the second half of 2008 was fuelled by short-haul airlines. The rise of the low-cost providers opened up the market to consumers who had previously been unable to afford flights, while many with greater means reacted by increasing their overseas travel. European destinations received visitors in ever-greater numbers, and the continuing expansion of the airlines and their routes opened up new areas of the continent to the travel-hungry British.

## Key issues covered in the analysis

- Over half of the UK population has flown short-haul in the last three years.
- Mintel estimates that approximately 132 million short-haul passengers will be uplifted in 2009 – over seven-in-ten of all international passengers.
- This continues the drop off that began in 2008. Mintel forecasts that the total number of passengers uplifted will return to growth in 2011.
- It is ABs and C1s that are the most likely to have flown in the UK and/or Europe – the same socio-economic groups that are long-haul airlines' biggest customers.
- 18.4 million adults prefer low-cost airlines (eg Ryanair, easyJet) for short-haul flights, with 9.7 million preferring full-service (eg British Airways).
- Despite the failure of many airlines in 2008, fewer than one-in-ten are afraid that low-cost airlines could go out of business after they've paid for flights.

## Scope of the report

Short-haul airlines are airlines that fly from the UK to destinations in Europe.



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