

Airlines - UK - September 2011

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“Flight costs look certain to increase in future, however there remain opportunities for airlines to increase revenue per passenger by addressing consumer demand for greater efficiency and segmentation.”

- Tom Rees, Senior Travel and Tourism Analyst

In this report we answer the key questions:

- Will people have to pay more in order to fly in future?
- Can airlines rely on increased business travel to revive their fortunes?
- Where should LCCs look next to increase ancillary revenue?
- Is there a practical way for airlines to address continued demand for seating away from children

A **low-cost/no-frills** airline (or **LCC – Low-cost Carrier**) is one that offers low fares by eliminating many traditional passenger services (eg free food onboard). Examples include easyJet and Ryanair. This type of airline contrasts with **full-service** airlines, which do offer such services, but charge higher fares (for example British Airways).

A **charter** airline is one on which seats are usually sold as part of a package holiday but any left over can be sold off to passengers booking independently. Examples include Thomson Airways and Thomas Cook Airlines. This is as opposed to **scheduled** airlines, where flights run to a set timetable with seats bought individually by passengers. This category encompasses both full-service and low-cost/no-frills airlines (so, for example, both British Airways and easyJet are scheduled airlines).

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