

Airlines - US - August 2014

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“While airlines have regained their financial footing and have returned to profitability, the industry is facing a new set of challenges.”

– Lauren Bonetto, Lifestyles & Leisure Analyst

This report looks at the following areas:

- High-profile transportation mishaps could deter travelers
- Consolidation muddles brand identities
- Competition may be arriving from abroad

Airlines in the US appear to have found the solution to profitability – consolidation, more strategic capacity management, and ancillary fees. However, airlines remain in fierce competition for the lucrative business traveler who has driven changes in airline loyalty programs while also trying to appeal to the more price-conscious leisure travelers. Meanwhile, the merger of two top US carriers (American Airlines and US Airways) has created the newest largest airline in the world, which has airfare watchdogs and travelers alike on alert for potential route monopolies.

This report explores external forces shaping the airline industry and the challenges it faces, opportunities for growth, and innovations, as well as consumers' travel habits, preferences, and attitudes toward airlines.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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