

## Airlines - US - July 2016

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"The US airline industry is enjoying a nearly unprecedented stretch of success, with 2015 profits nearly triple those of 2014."

- Fiona O'Donnell, Director – Multicultural, Lifestyles, Travel and Leisure

### This report looks at the following areas:

- Lowest price wins – Passengers making their selection based on cost
- Where's the loyalty?
- The hassles of flying may outweigh the convenience
- Does customer service even matter?

The US airline industry is enjoying a nearly unprecedented stretch of success, with 2015 profits nearly triple those of 2014. Low fuel prices and relatively strong demand indicate that 2016 will show similar results. The share of Americans taking to the skies has remained unchanged for the past five years, even as passenger counts hit new record highs. This means that a smaller, select group of travelers are flying with greater frequency. Despite industry consolidation, competition for these frequent flyers continues to heat up as major carriers develop new services and restructure loyalty programs to benefit these top-tier flyers.

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### DID YOU KNOW?

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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Most people (especially Ultra flyers) like flying even though it’s a hassle

### Past 12-Month Air Travel

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