

## Airlines - UK - August 2016

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"2015 was a fantastic year for trips abroad, both in the holiday and business markets. Growth continued in the first half of 2016, however, the UK's leave vote in the EU referendum and the resultant drop in value of the pound has cast doubt on performance in the second part of the year."

– Fergal McGivney, Travel and Technology Analyst

### This report looks at the following areas:

- Perceptions of budget airlines has improved over the last two years
- Usage of premium economy on the rise
- Younger consumers and parents most willing to pay for onboard Wi-Fi

This Report analyses market trends, leading airline brands and innovations, as well as featuring detailed consumer analysis, including: types of flight taken, types of airlines flown on, classes flown, booking procedures, flight behaviours, and attitudes towards flights.

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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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 Thomas Cook Airlines launch new routes for 2017  
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