

# Airlines - UK - September 2015

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“Judging by the increase in aircraft orders over the past year, airlines are confident about the future of the market. However, they also realise that there will be some intense competition for customer acquisition in the form of price wars and customisable flight experiences. Consumer data and mobile technology will play a key role in offering a stand-out service”

– Fergal McGivney, Travel and Technology Analyst

## This report looks at the following areas:

- Airlines may need to beat online travel agents at their own game if they want to negate commission costs and drive direct bookings
- Passenger data can be the key to delivering relevant ancillary services

This report analyses market trends, leading airline brands and innovations and features detailed consumer analysis, including: types of flight taken, flight destinations, booking procedures, attitudes towards data sharing and attitudes towards flight services. Please see Appendix – Data Sources, Abbreviations and Supporting Information section for detailed definitions of the different types of airline and holiday.

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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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Airlines may need to beat online travel agents at their own game if they want to negate commission costs and drive direct bookings

The facts

The implications

Passenger data can be the key to delivering relevant ancillary services

The facts

The implications

### The Market – What You Need To Know

Passenger uplift finally exceeds the pre-recession period

Passenger uplift on track for growth in 2015 as Q1 sees growth

easyJet outperforms British Airways and Ryanair

Aircraft orders up

Strong competition from budget airlines affecting full-service offerings

Charter airlines lose out on their share of package bookings

Fuel prices drop but hedging curbs the benefit

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Innovations helping with efficiency

Passenger growth for easyJet and BA outstrips Ryanair's

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Airlines increase aircraft orders  
BA and Virgin stand above other brands  
easyJet and Ryanair are the most used brands  
Flybe and Monarch suffer from weak overall image

## Launch Activity and Innovation

Solar-powered planes  
Boeing says folding wing tip is in development for its upcoming 777X  
easyJet pioneering drones to curb delays  
KLM to provide tailored responses to customers' questions online  
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Most consumers are direct bookers

Passengers open to sharing location data

Hyper-sensitive data in exchange for discounts, loyalty points towards free services and tailored in-flight services

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Europe is a key battleground

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