

Airlines - China - September 2015

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“Chinese consumers place great importance on efficiency when taking flights. They are most likely to pick an airline based on on-time rate, number of connecting flights and the convenience of transportation from the airport/terminal in addition to price and flight time.”

— Linda Li, Senior Research Analyst

This report looks at the following areas:

- How to make the frequent flyer programme more attractive?
- High efficiency becomes a key demand in air travel
- How can international airlines further compete with domestic airlines?

This market covers passenger airlines, including both domestic and international airlines with a flight service in mainland China. Market size is based on numbers of passengers taking off or landing in mainland China, reported as passenger traffic volume. This includes passengers carried by domestic airlines, as well as those carried by airlines in Hong Kong, Macau, Taiwan and international 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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High efficiency becomes a key demand in air travel

How can international airlines further compete with domestic airlines?

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The facts

The implications

High efficiency becomes a key demand in air travel

The facts

The implications

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