

Airlines - UK - August 2019

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“Whilst most travellers choose to fly economy, there are opportunities for airlines to upsell by offering more flexibility when it comes to selecting add-ons and services considered to be more premium.”

– **Marloes de Vries, Travel Analyst**

This report looks at the following areas:

- **Increasing environmental pressures on growing aviation industry**
- **Price vs experience**

The rise of the ‘experience economy’ is having an impact on the aviation industry as well. More airports are aiming to become part of the holiday experience through developing leisure facilities and on-site accommodation. Several airlines are also trialling virtual reality to entertain and communicate with passengers in a new way.

Rising media attention around environmental challenges has also increased the pressure on the aviation industry. Aviation taxes are under discussion in Europe and the majority of consumers expect airlines to take action and reduce CO2 emissions.

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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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Increasing environmental pressures on growing aviation industry

The facts

The implications

Price vs experience

The facts

The implications

The Market – What You Need to Know

Significant slowdown in market growth

Increasing environmental pressures on aviation industry

Several airlines have gone bust amid rising oil prices

Overcapacity in Europe puts downward pressure on airfares

Airlines face rising labour costs

British Airways' data breach could lead to a hefty fine

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Airlines face rising labour costs

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British Airways' data breach could lead to a hefty fine

Companies and Brands – What You Need to Know

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Jet2.com fastest growing major UK airline
 Virgin Atlantic strengthens position as Connect Airways acquires Flybe
 New developments around electric aircrafts that take off vertically
 KLM raises awareness of sustainable aviation being a joint responsibility
 Dubai International plans to become a destination in its own right
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Almost one third of passengers flew domestically

Loyalty can be increased through subscription models

Flexibility in booking process allows travellers to shape their own experience

Alcohol most purchased duty free product with an airline

Long-haul passengers willing to pay for a better flying experience

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