

Airlines: Incl Impact of COVID-19 - US - December 2020

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“Airlines suffered a lot of financial damage due to the COVID-19 pandemic, and recovery will be neither quick nor simple. Canny airlines will be able to recognize the most important flying demographics at each point of the long recovery, and appeal to their sensibilities in order to maximize their spending.”

– **Mike Gallinari, Travel & Leisure Analyst**

This report looks at the following areas:

- **The impact of COVID-19 on consumer behavior and the airline industry.**
- **How economic conditions, particularly unemployment both inside and outside of the airline industry, affect airline recovery.**
- **Airline amenities that travelers are interested in and will pay more for.**
- **The airline policies that impact brand affinity.**

The airline industry has suffered significant losses throughout the COVID-19 pandemic, earning just an estimated \$78.8 billion in 2020, a 60% drop from the previous year. Moreover, full recovery will be years away, even after a vaccine is widely available. While airlines have their work cut out for them in getting back to profitability, they also have to prepare for the next normal in airline travel. This includes an even bigger focus on streamlining the whole flight process from booking to leaving the destination airport, as well as providing the convenience and exclusivity that passengers desire. Fortunately, these new demands also come with areas for carriers to upsell to willing passengers.

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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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