

Airlines - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the domestic air travel market
- The consumer demands that have persisted through the current phase of the pandemic
- When consumers plan on flying worry-free and what their expectations from airlines will be
- How airlines can update and diversify their offerings to meet emerging demands

What may seem nearly unfathomable before the pandemic, just 57% of air passengers today list low fare prices as one of their top three factors in choosing a particular flight. This statistic indicates that the cessation of air travel has given passengers time to reassess their values when it comes to air travel and the features that would be worth paying more for. There are indications that flyers are seeing air travel less as a simple means of transportation and more as a travel experience in and of itself. Improving the flying experience can be difficult for airlines given the numerous constraints on the industry, but by looking at the desires of emerging demographics, airlines can find ways to stand out.



“Commercial air travel’s recovery has begun, boosted by the rollout of COVID-19 vaccines. The rebound phase will carry into next year, after which airlines will need to transition into a ‘post-pandemic’ strategy. This next normal will hinge not only on improving the passenger experience but also how airlines treat their employees and the environment.”

– Mike Gallinari, Travel & Leisure Analyst

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