Airlines - UK - July 2013

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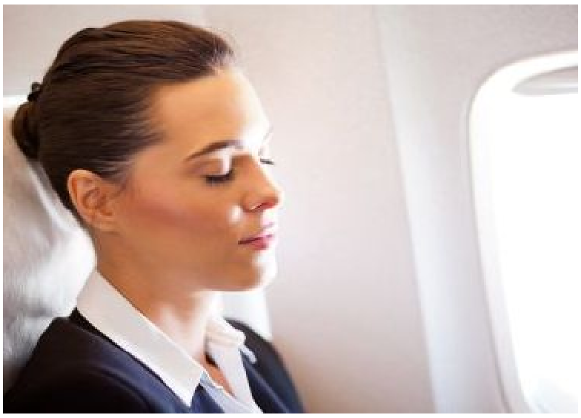

"Significant volume growth is unlikely in the UK outbound leisure travel segment until there is a sustained revival in consumer confidence and growth in household income. Outside the dominant self-drive segment, there is an underlying shift towards domestic rail, which has become more competitive on cost and time."

– John Worthington, Senior Analyst

In this report we answer the key questions:

- How can airlines respond in an era of high costs?
- Is the UK falling out of love with budget airlines?
- How can airlines best target the increasingly important over-55 population?
- What is the best response to green 'flying guilt'?

The volume of passengers uplifted at UK airports increased marginally in 2012, reaching 203.3 million passengers, around 7% below the levels reached five years ago. However, within that overall story are concealed a number of different narratives: the rising volume and market share of budget airlines, the falling share of full-service flights, the sharp falls seen in domestic air travel and overseas charter flights.

Airlines are struggling to adapt to a 'new normal' of volatile fuel prices, uncertainty over airport infrastructure development, subdued demand for leisure and business travel and fickle consumers for whom online price comparison is now second nature.

This report analyses market trends, leading airline brands and innovations, and detailed consumer analysis including who flies, where, why, what type of flight and how often; what influences people to select a particular airline; potential loyalty incentives; how long people are prepared to travel on a budget flight; and attitudes towards flying. Mintel last reported on this market in Airlines – UK, July 2012.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market