airline marketing and management

airline marketing and management is a dynamic field that plays a crucial role in the success and growth of airlines worldwide. With the aviation industry constantly evolving due to technological advancements, customer expectations, and global competition, understanding effective marketing strategies and management practices is essential for stakeholders. This comprehensive article explores the core principles of airline marketing, innovative promotional methods, strategic management approaches, and the impact of digital transformation. Readers will gain insights into market segmentation, branding, revenue management, customer experience, and data-driven decision-making. Whether you are an aviation professional, business owner, or enthusiast, this guide will provide practical knowledge to navigate the complexities of airline marketing and management and stay ahead in the competitive landscape.

Understanding Airline Marketing Fundamentals

Effective airline marketing and management begins with a solid understanding of the industry's fundamentals. Airlines operate in a highly competitive and regulated environment where differentiation and brand positioning are vital. Marketing in this sector encompasses both traditional and digital channels, with a focus on enhancing visibility, promoting unique selling propositions, and building customer loyalty. Airlines must identify their core markets, tailor offerings, and communicate value propositions clearly. The integration of strategic marketing plans with operational goals ensures consistent growth and profitability.

- Product and service differentiation
- Promotional campaigns and advertising
- Channel management (online, offline, travel agencies)
- Customer relationship management (CRM)

By leveraging innovative marketing tactics and aligning them with organizational objectives, airlines can attract new customers, retain existing ones, and establish a strong market presence.

Market Segmentation and Targeting in Aviation

Market segmentation is a cornerstone of airline marketing and management. It involves dividing the broader market into distinct groups based on demographics, travel behavior, preferences, and needs. Airlines use segmentation to create tailored marketing messages, develop specialized products, and optimize resource allocation. Targeting high-value segments such as business travelers, leisure tourists, or frequent flyers allows airlines to maximize revenue and enhance customer satisfaction.

Key Segmentation Criteria

- Geographic segmentation (regions, countries, cities)
- Demographic segmentation (age, gender, income)
- Psychographic segmentation (lifestyle, travel motivations)
- Behavioral segmentation (purchase history, loyalty status)

Successful segmentation and targeting require ongoing market research, data analysis, and adaptability to shifting consumer trends. Airlines often use loyalty programs, personalized offers, and dynamic content to engage targeted customer segments and drive repeat business.

Strategic Management in Airlines

Strategic management in airlines involves formulating, implementing, and evaluating business strategies to achieve long-term objectives. This includes route planning, fleet optimization, alliance formation, and risk management.

Airline executives must balance operational efficiency with customer-centric strategies while navigating regulatory constraints, fluctuating fuel prices, and economic uncertainties.

Core Elements of Airline Strategic Management

1. Vision and mission alignment
2. Competitive analysis and benchmarking
3. Resource allocation and cost control
4. Stakeholder engagement (shareholders, employees, partners)
5. Regulatory compliance and safety management

Robust strategic management enables airlines to adapt to market changes, capitalize on emerging opportunities, and maintain sustainable growth in a challenging industry.

Branding and Customer Experience

Branding is a vital aspect of airline marketing and management, influencing consumer perceptions and loyalty. A strong brand identity differentiates airlines from competitors and fosters emotional connections with passengers. Airlines invest heavily in brand development through visual design, messaging, and service quality. The customer experience, encompassing every touchpoint from booking to post-flight, is closely linked to brand reputation.

Enhancing Customer Experience

- Personalized service and communication
- Comfortable cabins and amenities
- Efficient check-in and boarding processes
- Responsive customer support
- Loyalty programs and rewards

By consistently delivering superior customer experiences and reinforcing brand values, airlines can increase customer retention, positive word-of-mouth, and long-term profitability.

Revenue Management and Pricing Strategies

Revenue management is a sophisticated discipline within airline marketing and management that focuses on optimizing profitability through dynamic pricing, inventory control, and demand forecasting. Airlines utilize advanced algorithms and data-driven models to adjust fares in real time based on booking patterns, seasonality, and market demand. Strategic pricing ensures competitive positioning and maximizes revenue per available seat.

Common Pricing Strategies in Airlines

- Dynamic pricing based on demand fluctuations
- Bundled offers (seats, baggage, meals)
- Ancillary revenue streams (extra legroom, upgrades, partnerships)
- Promotional fares and flash sales

Effective revenue management requires close collaboration between marketing, sales, and operations teams, supported by robust technology platforms and analytics capabilities.

Digital Transformation in Airline Marketing

The rise of digital technologies has revolutionized airline marketing and management. Airlines now leverage digital channels to reach broader audiences, personalize communications, and streamline operations. Social media platforms, mobile apps, and websites serve as key touchpoints for engagement, booking, and customer service. Digital transformation also enables airlines to automate processes, reduce costs, and improve marketing ROI.

Key Digital Marketing Initiatives

- Search engine optimization (SEO) and content marketing
- Social media campaigns and influencer partnerships

- Mobile app development and user experience optimization
- Automated email marketing and chatbots

Embracing digital innovation is essential for airlines to stay competitive, deliver seamless experiences, and capture new market opportunities.

Data Analytics and Decision-Making

Data analytics plays a pivotal role in airline marketing and management by enabling informed decision-making, uncovering market trends, and optimizing performance. Airlines collect vast amounts of data from booking systems, customer feedback, and loyalty programs. Advanced analytics tools help interpret this data to predict demand, segment customers, personalize offers, and enhance operational efficiency.

Applications of Data Analytics in Airlines

- Customer segmentation and profiling
- Demand forecasting and capacity planning
- Pricing optimization and revenue management
- Sentiment analysis and brand reputation monitoring

By making data-driven decisions, airlines can respond swiftly to market changes, improve customer satisfaction, and achieve sustainable growth.

Challenges and Future Trends in Airline Marketing and Management

Airline marketing and management faces ongoing challenges, including volatile demand, regulatory changes, rising operational costs, and shifting consumer expectations. Environmental concerns and the push for sustainability require airlines to adapt marketing messages and business models. Looking ahead, emerging trends such as artificial intelligence, personalized travel, and sustainability initiatives are transforming the industry.

- Adoption of AI and machine learning for predictive analytics

- Expansion of sustainable aviation practices
- Greater emphasis on personalized travel experiences
- Integration of virtual reality and immersive technologies

Airlines that proactively address challenges and embrace innovation will be well-positioned to thrive in the future of airline marketing and management.

Q: What are the main objectives of airline marketing and management?

A: The primary objectives of airline marketing and management are to attract and retain customers, optimize revenue, differentiate the brand, improve operational efficiency, and achieve long-term business sustainability within a competitive industry.

Q: How does market segmentation benefit airlines?

A: Market segmentation allows airlines to identify and target specific customer groups based on their preferences, behaviors, and needs, enabling tailored marketing strategies, personalized offers, and higher customer satisfaction.

Q: What role does digital transformation play in airline marketing?

A: Digital transformation enables airlines to leverage technology for improved customer engagement, streamlined operations, personalized communication, and data-driven decision-making, resulting in enhanced competitiveness and profitability.

Q: Why is revenue management important for airlines?

A: Revenue management is vital for airlines as it helps optimize pricing, maximize seat occupancy, forecast demand, and increase overall profitability by responding to market fluctuations and consumer behavior in real time.

Q: How do airlines improve customer experience?

A: Airlines enhance customer experience through personalized services, efficient processes, comfortable amenities, responsive support, and attractive loyalty programs, all contributing to increased satisfaction and brand loyalty.

Q: What are common challenges in airline marketing and management?

A: Common challenges include volatile demand, regulatory changes, intense competition, rising operational costs, environmental concerns, and rapidly shifting consumer expectations.

Q: How do airlines use data analytics in their operations?

A: Airlines utilize data analytics for customer segmentation, demand forecasting, pricing optimization, operational planning, and monitoring brand reputation, enabling more effective marketing and management decisions.

Q: What trends are shaping the future of airline marketing?

A: Key trends include the adoption of artificial intelligence, expansion of sustainable aviation practices, growth of personalized travel experiences, and integration of immersive technologies such as virtual reality.

Q: What is the significance of branding in airline marketing?

A: Branding differentiates airlines from competitors, builds emotional connections with customers, and influences purchasing decisions, making it a critical element for long-term success and customer loyalty.

Q: How do airlines balance cost control with customer-centric strategies?

A: Airlines balance cost control with customer-centric strategies by optimizing resource allocation, investing in technology, streamlining operations, and continuously enhancing service quality to meet customer needs efficiently.

Airline Marketing And Management

Airline Marketing and Management: Soaring to Success in a Competitive Sky

The aviation industry is a high-stakes game, demanding both strategic marketing prowess and meticulous management. This post delves into the critical intersection of airline marketing and management, exploring the key strategies and challenges that determine success in this fiercely competitive landscape. We'll uncover how airlines build brand loyalty, optimize revenue, and navigate the ever-changing demands of the modern traveler, all while maintaining operational efficiency. Whether you're a seasoned aviation professional or a curious newcomer, this comprehensive guide will provide valuable insights into the complexities and rewards of navigating the skies of airline business.

H2: The Pillars of Effective Airline Marketing

Successful airline marketing isn't just about selling tickets; it's about crafting a compelling brand experience that resonates with target audiences. This requires a multi-faceted approach:

H3: Brand Building and Differentiation

In a saturated market, standing out is paramount. Airlines need strong brand identities that communicate their unique value proposition. This could involve emphasizing luxury (e.g., Emirates), affordability (e.g., Ryanair), or a focus on sustainability (e.g., KLM's commitment to reducing emissions). Consistent branding across all touchpoints – from website design to in-flight experience – is crucial for building trust and recognition.

H3: Targeted Digital Marketing Strategies

The online realm is the primary battleground for airline marketing. Effective strategies include:

Search Engine Optimization (SEO): Optimizing website content to rank highly in search engine results pages (SERPs) for relevant keywords like "cheap flights to London" or "best business class airlines."
Pay-Per-Click (PPC) Advertising: Utilizing targeted advertising campaigns on platforms like Google Ads and social media to reach specific demographics and capture potential customers actively searching for flights.
Social Media Marketing: Engaging with potential customers on platforms like Facebook, Instagram,

and Twitter, showcasing destinations, promotions, and building brand personality.
Email Marketing: Building email lists and nurturing customer relationships through targeted promotions and personalized communications.

H3: Loyalty Programs and Customer Relationship Management (CRM)

Cultivating loyalty is essential for long-term profitability. Robust loyalty programs offer rewards for frequent flyers, encouraging repeat business and fostering brand advocacy. Effective CRM systems help airlines personalize communications, anticipate customer needs, and proactively address concerns.

H2: Mastering Airline Management: Operational Excellence and Revenue Optimization

Marketing strategies alone won't suffice without efficient management practices. Airlines must balance operational excellence with revenue maximization:

H3: Revenue Management Strategies

Optimizing pricing strategies is paramount. This involves utilizing sophisticated algorithms and predictive analytics to adjust fares based on demand, seasonality, and competitor pricing. Yield management techniques play a vital role in maximizing revenue from available seats.

H3: Fleet Management and Network Planning

Strategic fleet management involves optimizing the mix of aircraft to meet demand efficiently. Network planning considers route optimization, frequency, and connecting flights to maximize passenger flow and profitability. Efficient maintenance scheduling and fuel management are also critical for cost control.

H3: Operational Efficiency and Cost Control

Airlines are under constant pressure to reduce operational costs. This requires streamlining processes, implementing cost-saving technologies, and negotiating favorable contracts with suppliers. Effective workforce management and employee training are also crucial for maximizing efficiency.

H3: Risk Management and Crisis Communication

The aviation industry faces numerous risks, from geopolitical instability to natural disasters. Proactive risk management strategies, including robust contingency planning and insurance coverage, are essential. Effective crisis communication is crucial for managing public perception during unforeseen events.

H2: The Future of Airline Marketing and Management

The industry is undergoing rapid transformation, driven by technological advancements and changing customer expectations. Key trends include:

Personalized customer experiences: Leveraging data analytics to create highly tailored offers and travel recommendations.
Sustainable aviation: Increasing focus on reducing carbon emissions and adopting environmentally friendly practices.
Automation and AI: Using AI-powered tools for pricing optimization, customer service, and operational efficiency.
The rise of the "bleisure" traveler: Catering to the growing segment of travelers blending business and leisure trips.

Conclusion

Successfully navigating the airline industry demands a holistic approach that integrates effective marketing strategies with meticulous management practices. By embracing innovation, focusing on customer loyalty, and optimizing operational efficiency, airlines can soar to new heights of success in this competitive landscape. The future of airline marketing and management lies in agility, adaptability, and a deep understanding of the ever-evolving needs of the modern traveler.

FAQs

1. What is the most important metric for measuring airline marketing success? While various metrics are important (website traffic, conversion rates, brand awareness), ultimately, the most important metric is Return on Investment (ROI). It measures the profitability of marketing efforts.

2. How can airlines build stronger relationships with their customers? Personalized communication, loyalty programs, proactive customer service, and addressing feedback effectively are key to building strong customer relationships.

3. What role does data analytics play in airline management? Data analytics is crucial for optimizing pricing, predicting demand, improving operational efficiency, and personalizing customer experiences.

4. How can airlines adapt to the increasing focus on sustainability? Investing in fuel-efficient aircraft, implementing carbon offset programs, and promoting sustainable tourism practices are key steps.

5. What are the biggest challenges facing the airline industry today? Geopolitical instability, fluctuating fuel prices, increasing competition, and adapting to evolving customer expectations are among the most significant challenges.

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"Dr. Camilleri provides tourism students and practitioners with a clear and comprehensive picture of the main institutions, operations and activities of the travel industry." Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University, Evanston/Chicago, IL, USA "This book is the first of its kind to provide an insightful and well-structured application of travel and tourism marketing and economics to the airline industry. Student readers will find this systematic approach invaluable when placing aviation within the wider tourism context, drawing upon the disciplines of economics and marketing." Brian King, Professor of Tourism and Associate Dean, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong "The remarkable growth in international tourism over the last century has been directly influenced by technological, and operational innovations in the airline sector which continue to define the nature, scale and direction of tourist flows and consequential tourism development. Key factors in this relationship between tourism and the airline sector are marketing and economics, both of which are fundamental to the success of tourism in general and airlines in particular, not least given the increasing significance of low-cost airline operations. Hence, uniquely drawing together these three themes, this book provides a valuable introduction to the marketing and economics of tourism with a specific focus on airline operations, and should be considered essential reading for future managers in the tourism sector." Richard Sharpley, Professor of Tourism, School of Management, University of Central Lancashire, UK "The book's unique positioning in terms of the importance of and the relationships between tourism marketing, tourism economics and airline product will create a distinct niche for the book in the travel literature." C. Michael Hall, Professor of Tourism, Department of Management, Marketing and Entrepreneurship, University of Canterbury, Christchurch, New Zealand "A very unique textbook that offers integrated lessons on marketing, economics, and airline services. College students of travel and tourism in many parts of the world will benefit from the author's thoughtful writing style of simplicity and clarity." Liping A. Cai, Professor and Director, Purdue Tourism & Hospitality Research Center, Purdue University, West Lafayette, IN, USA "An interesting volume that provides a good coverage of airline transportation matters not always well considered in tourism books. Traditional strategic and operational issues, as well as the most recent developments and emerging trends are dealt with in a concise yet clear and rational way. Summaries, questions and topics for discussion in each chapter make it a useful basis for both taught courses or self-education." Rodolfo Baggio, Professor of Tourism and Social Dynamics, Bocconi University, Milan, Italy "This is a very useful introductory book that summarises a wealth of knowledge in an accessible format. It explains the relation between marketing and economics, and applies it to the business of airline management as well as the tourism industry overall." Xavier Font, Professor of Sustainability Marketing, School of Hospitality and Tourism Management, University of Surrey, UK and Visiting Professor, Hospitality Academy, NHTV Breda, Netherlands "This book addresses the key principles of tourism marketing, economics and the airline industry. It covers a wide range of theory at the same time as offering real-life case studies, and offers readers a comprehensive understanding of how these important industries work, and the underpinning challenges that will shape their future. It is suitable for undergraduate students as well as travel professionals, and I would highly recommend it." Clare Weeden, Principal Lecturer in Tourism and Marketing at the School of Sport and Service Management, University of Brighton, UK "In the current environment a grasp of the basics of marketing to diverse consumers is very important. Customers are possessed of sophisticated knowledge driven by innovations in business as well from highly developed technological advances. This text will inform and update students and those planning a career in travel and tourism. Mark Camilleri has produced an accessible book, which identifies ways to accumulate and use new knowledge to be at the vanguard of marketing, which is both essential and timely." 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airline marketing and management: *Encyclopedia of Organizational Knowledge, Administration, and Technology* Khosrow-Pour D.B.A., Mehdi, 2020-09-29 For any organization to be successful, it must operate in such a manner that knowledge and information, human resources, and technology are continually taken into consideration and managed effectively. Business concepts are always present regardless of the field or industry – in education, government, healthcare, not-for-profit, engineering, hospitality/tourism, among others. Maintaining organizational awareness and a strategic frame of mind is critical to meeting goals, gaining competitive advantage, and ultimately ensuring sustainability. The Encyclopedia of Organizational Knowledge, Administration, and Technology is an inaugural five-volume publication that offers 193 completely new and previously unpublished articles authored by leading experts on the latest concepts, issues, challenges, innovations, and opportunities covering all aspects of modern organizations. Moreover, it is comprised of content that highlights major breakthroughs, discoveries, and authoritative research results as they pertain to all aspects of organizational growth and development including methodologies that can help companies thrive and analytical tools that assess an organization's internal health and performance. Insights are offered in key topics such as organizational structure, strategic leadership, information technology management, and business analytics, among others. The knowledge compiled in this publication is designed for entrepreneurs, managers, executives, investors, economic analysts, computer engineers, software programmers, human resource departments, and other industry professionals seeking to understand the latest tools to emerge from this field and who are looking to incorporate them in their practice. Additionally, academicians, researchers, and students in fields that include but are not limited to business, management science, organizational development, entrepreneurship, sociology, corporate psychology, computer science, and information technology will benefit from the research compiled within this publication.

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airline marketing and management: Airline Management Finance Victor Hughes, 2020 Airline Management Finance: The Essentials is of significant benefit to airline industry practitioners seeking a focused, neatly contained and accessible resource that provides explicit financial information pertinent to their current or future role. The book explains and demystifies an airline's financing and the financial reporting of its operations to airline staff and others. It seeks to explain the role of finance and the Finance Department in a non-technical way, so staff can appreciate the value of the department and its information resources, and see finance as an active contributor to the airline's operation. It concentrates on practical matters, explaining frequently used financial and accounting terms, how financial strategy works, the uses of various types of financial reporting, as well as what financial risk is and how it can be managed through the co-operation of finance and operating staff. Staff who understand the airline's finances and financial system are more likely to make decisions which align with the airline's strategy and objectives. They will also know how to use the financial information which is available. The book establishes a good foundation of financial knowledge for all staff. This book is recommended reading for new employees in airline finance and related areas, as well as those starting to move up the supervisory ladder in an airline.

airline marketing and management: Airport Marketing David Jarach, 2017-03-02 Airport Marketing examines the management vision of airport marketing in the post-September 11th environment, presenting in-depth analysis of current airport management practices for both aviation and non-aviation-related activities. The 'aviation-related activities' section covers how an airport as a company develops its own marketing relationship with carriers and, in a broader sense, with all actors within the air transport pipeline, with the aim of increasing the number of intermediate clients consistent with its chosen positioning. The 'non-aviation-related' section, by contrast, focuses on how best-in-class airports have been developing new powers of attraction to customers in their regions, well beyond the simple concept of airport retailing, by use of the so-called 'commercial airport' model. Finally, the impact of September 11th is shown in terms of increased security measures and the future of the aviation industry as a whole. An analysis of worldwide airport industry is provided in the final chapter. Airport Marketing is essential reading for airport managers, government agencies, airlines, consultants, contributors, advisors and sub-contractors to this industry, as well as both undergraduate and graduate level aviation students.

airline marketing and management: Why I Hate Flying Henry Mintzberg, 2001 Provides an irreverent look at waiting at check-in, security gate, crowded seating, and airline food.

airline marketing and management: Relationship Marketing Thorsten Hennig-Thurau, Ursula Hansen, 2013-06-29 Relationship Marketing provides a comprehensive overview of the fundamentals and important recent developments in this fast-growing field. This book makes a landmark contribution in assembling some of the best contemporary thinking about relationship marketing illustrated with concrete descriptions of companies in the automobile industry, consumer electronics, public utilities and so on, which are implementing relationship marketing. I highly recommend this to all companies who want to see what their future success will require. PROF. PHILIP KOTLER, NORTHWESTERN UNIVERSITY, ILLINOIS

airline marketing and management: Competition and Regulation in the Airline Industry Steven Truxal, 2012 This book considers the current legal issues affecting the air transport sector incorporating recent developments in the air transport sector, including the end of certain exemptions from EU competition rules, the effect of the EU-US Open Skies Agreement, the accession of new EU Member States and the Lisbon Treaty. The book explores the differing European and US regulatory approaches to the changes in the industry and examines how airlines have remained economically efficient in what is perceived as a complex and confused regulatory environment.

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airline marketing and management: Air Transport in the 21st Century John F. O'Connell, George Williams, 2016-12-05 Airlines are buffeted by fluctuating political and economic landscapes, ever-changing competition, technology developments, globalization, increasing deregulation and evolving customer requirements. As a consequence all sectors of the air transport industry are in a constant state of flux. The principle aim of this book is to review current trends in the airline industry and its related suppliers, thereby providing an insight into the forces that are changing its dynamics. The factors that are reshaping the structure of the industry are examined with a view to identifying the key issues whose impact will be critical in the future. The book features two very distinct sections. The first contains short contributions from industry executives at CEO/VP level from airlines, aircraft/engine manufacturers, safety and navigational provider organisations, who have set out their take of where the airline industry is heading. This commercial input sets the scene for the book and provides the bridge to the second section, which is composed of 18 chapters written by distinguished academic authors. Each chapter presents a valuable insight into a specific area of the air transport industry, including: airlines, airports, cargo, deregulation, the environment, navigation, strategy, information technology, security and tourism. The shared objective of the authors is to describe and explain the core competencies that are determining the current shape of the industry and to examine the forces that will change its direction going forward. The book is written in a management style and will appeal to all levels of personnel who work for airlines across the world. It is also written for airport authorities, aerospace manufacturers, regulatory and government transportation agencies, researchers and students of aviation management, transport studies, tourism and the wider air transport industry.

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airline marketing and management: *Airline Industry* Nawal K. Taneja, 2016-06-23 Many business sectors have been, and are being, forced to compete with new competitors-disrupters of some sort-who have found new ways to create and deliver new value for customers often through the use of technology that is coupled with a new underlying production or business model, and/or a broad array of partners, including, in some cases, customers themselves. Think about the disruption created by Apple by the introduction of the iPod and iTunes, and by Netflix within the entertainment sectors using partners within the ecosystem; think of Uber that didn’t build an app around the taxi business but rather built a mobility business around the app to improve customer experience. Airline Industry considers whether the airline industry is poised for disruptive innovations from inside or outside of the industry. Although airlines have a long history of continuous improvements and innovation, few of their innovations can be classified as disruptive innovations. The few disruptive innovations that did emerge were facilitated, for example by new technology (jet aircraft) and government policy (deregulation). Now there are new forces in play-customers who expect to receive products that are more personalized and experience-based throughout the entire journey, new customer interfaces (via social media), advanced information systems and analytics, financially powerful airlines based in emerging nations, and the rise of unencumbered entrepreneurs who think differently as well as platform-focused integrators.

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airline marketing and management: Aviation Business Strategy Lucy Budd, Stephen Ison, 2019-10-21 The world's commercial aviation industry comprises a complex and highly diverse range of businesses with different forms of governance, ownership, management structure and organisational philosophies. The essays in this Volume address issues of market structure, focusing particularly on changes in the aviation industry that have resulted from policies of deregulation, as well as revenue, cost and pricing, airline mergers and acquisitions and the reasons for and characteristics of global airline alliances. One of the most significant developments in aviation business strategy over the last four decades has been the emergence and expansion of low cost carriers and the implications that this business model has had for the sector in terms of competition, route offering, service innovation and profitability. Central to these discussions are issues of cost and the need to manage yields. This raises the issue of pricing, elasticity, and price discrimination, all of which are of relevance to passenger airlines, air cargo operators and airports. Policies of air service deregulation and liberalisation have fundamentally changed the market structure of airlines and airports. As a result of new airlines entering the market place, many incumbent carriers sought to protect and grow their market share by reconfiguring their network into a hub and spoke operation and merging with, or acquiring their competitors. Another strategy airlines can use to increase their network presence, market power, and obtain enhanced economies of scale and scope is to enter into a strategic alliance with another carrier. Membership of an alliance enables a firm to access new markets that would previously have been difficult and/or expensive to operate into and help to overcome (at least in part) ownership restrictions, a lack of traffic rights to a particular country and markets with limited demand. Deregulation and liberalisation have also changed the competitive nature of the airline market and led to a change in the ownership and control of airports and airlines with many moving from the public to the private sector. The increasingly competitive and contestable market, combined with commercial imperatives to generate a return on investment, means that airlines and airports are incentivised to grow their business through marketing and enhanced customer loyalty. Airlines helped to pioneer the development of customer loyalty schemes and the resulting frequent flyer programmes have become a standard aspect of many full service airline operators' product offerings. However, increased competition and business model innovation have prompted a reconfiguration of these schemes with some low cost operators now incorporating elements of frequent flyer schemes.

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airline marketing and management: *Airline Operations* Peter J. Bruce, Yi Gao, John M. C. King, 2017-11-15 Written by a range of international industry practitioners, this book offers a comprehensive overview of the essence and nature of airline operations in terms of an operational and regulatory framework, the myriad of planning activities leading up to the current day, and the nature of intense activity that typifies both normal and disrupted airline operations. The first part outlines the importance of the regulatory framework underpinning airline operations, exploring how airlines structure themselves in terms of network and business model. The second part draws attention to the operational environment, explaining the framework of the air traffic system and processes instigated by operational departments within airlines. The third part presents a comprehensive breakdown of the activities that occur on the actual operating day. The fourth part provides an eye-opener into events that typically go wrong on the operating day and then the means by which airlines try to mitigate these problems. Finally, a glimpse is provided of future systems, processes, and technologies likely to be significant in airline operations. Airline Operations: A Practical Guide offers valuable knowledge to industry and academia alike by providing readers with a well-informed and interesting dialogue on critical functions that occur every day within airlines.

airline marketing and management: The Airline Business Rigas Doganis, 2006 The second edition of Rigas Doganis' book brings the airline industry story up to date, exploring airline mergers and alliances, price wars, the impact of disasters and the future prospects for the industry as a whole.