

## **L'étude "Expedia Airline Index" examine les attitudes des européens envers les transports à bas coût "low-cost" -**

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LONDON - Expedia.com released the results of the Expedia 2014 LCC Airline Index, a study conducted by Northstar that examined Western European traveler attitudes towards Low Cost Carriers (LCCs), a surging sector of the aviation industry. LCC airlines typically feature a single aircraft type, high utilization, low fares and limited perks compared to traditional airlines. The Expedia 2014 LCC Airline Index asked 1,500 adults in the UK, Germany, France, Ireland and Spain to report on that tradeoff between fares and frills. What sacrifices would they be most/least willing to make in pursuit of the lowest fare? What types of trips are optimal for an LCC, versus a traditional carrier? What sorts of customer service do they expect on LCC? And what features are most important when selecting an LCC? LCCs are booming in popularity. EasyJet and Ryanair are the two most popular LCCs serving Western Europe. 71% of Western European study respondents (and 99% of those from Ireland, where Ryanair and Aer Lingus are based) report having flown on an LCC in the past two years. The CAPA Centre for Aviation reports from the LCCs & New Age Airlines in North Asia Summit, September 2012, that between 2000 and 2012, approximately 130 LCCs were launched, with 70% still in operation. According to Morgan Stanley, LCC European market share has grown from approximately 14% in 2003 to almost 40% in June 2014. Expedia's own data show that LCCs' business has nearly doubled over the last 5 years, growing over 90% from 2009 to 2013, on Expedia sites worldwide. The reason for Low Cost Carrier success in Europe is intuitive: low cost. The 2014 LCC Airline Index revealed that "saving money" is the top desire among European flyers. 36% of study respondents cited it as their prevailing concern, outranking "airport locations" (24%), "flight times" (16%) and other criteria. "Saving money" was most important across all countries in the study. The Expedia 2014 LCC Airline Index asked Western European travelers which features they would be willing to sacrifice in order to save money. "In-flight entertainment" was first to go. The list includes: -

Voir plus: <http://www.traveldailynews.com/news/article/62315/expedia-2014-lcc-airline-index#sthash.QOHpniZ0.dpuf>

**Consultez la source sur Veille info tourisme:** [L'étude Expedia Airline Index examine les attitudes des européens envers les transports à bas coût low-cost - 91 des Européens de l'Ouest sont prêts à faire des sacrifices pour économiser sur le transport-](#)