

The Domination of Low- cost Airlines

Low- cost airlines are now carrying almost half of the passengers flying and their service has grown 140% over the last two years, according to a report from the Department of Transportation. I strongly believe that low-fare airlines are winning customers day by day and they are more profitable than their bigger rivals.

Firstly, low cost airlines provide a high quality service with low- cost tickets in order to allow everybody, from young to old people and those who can't afford to travel a lot as well, to cover long distances. For example, a flight from Palermo to London with a low-fare airline can cost from €70 to a maximum of (more or less) €250; while the same flight with a rival airline from €500 to €1200. What's more there are some periods when flights from London to Dublin, for example, have a price of only £1.

Secondly, low-fare airlines are also called "no frill flights" that means that those companies have a lot of reasons why they offer such cheap tickets. To start with, low -cost airlines save on the catering that is, people don't find free food or drinks on board and if in need people have to pay for it.

Thirdly, they save on the tickets that consist of a code number with an e-mail confirmation. Furthermore, with a low- cost airline there are no overbooking risks: the booking is strictly linked to the whole payment of the ticket. Customers shouldn't be afraid of losing their flight for a travel agent's mistake.

In particular, it is very easy to get a low- cost airline ticket. Only a credit card and an Internet connection are required so that people comfortably buy one sitting in front of a computer screen and they don't have to deal with travel agencies.

Nonetheless, it can be argued that low-cost airlines are not as comfortable as we have claimed. In particular, a ticket doesn't provide any assigned seats and that could sometimes be unbearable. For example, if the passenger needs to ensure a seat next to the window he/she has to

run faster than the rest of the passengers and then choose the best seat to suit him/her. In addition food and drinks are not included in the ticket's cost and sometimes they aren't that affordable. And last but not least, the thing that mostly afflicts Italians is the impossibility to change time and day of the flight after having paid the whole ticket and what's more before the payment, the booking lasts only for two days. Also a strange kind of mechanism is occurring at present because the regular airlines like Alitalia are losing customers and are going through a period of crisis as a result, on the journeys which are not covered by low-cost flights the cost of tickets has gone up drastically causing great problems for people who are forced to use these flights.

All things considered, it seems to me that low-fare airlines guarantee the chance to all customers to travel to most places they wish to and without a doubt, such airlines are mostly all-booked while their rivals, up to now, are risking bankruptcy. In fact people are more willing to spend more time for a less comfortable journey than to spend more money for a regular ticket.