

# Airlines in Asia: Changing the Status Quo

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## Abstracts

The airline segment in Asia Pacific thrived in the last year with low cost carriers expected to continue to show a very strong growth. Infrastructure developments and establishment of new airline partnerships have been dominating the industry. Low fuel prices also helped airlines and their profitability, while new plane orders continued to be a strong area for growth. Rising Internet and financial card penetration have boosted online sales of airline tickets and advances in card security.

Euromonitor International's Airlines in Asia: Changing the Status Quo global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

**Product coverage:** Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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