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Wizz Air and Jet2.com worse than Ryanair for extras

By Oliver Smith

This article is based upon a report issued by IdeaWorksCompany.

Airlines around the world collected at least £31.5 billion in extra charges last year, a new study has shown, an increase of more than £4 billion on last year's figure, and up 1,200 per cent since 2007.

The report, by the consultancy IdeaWorksCompany, examined "ancillary revenue – baggage charges, car hire commission, sales of in-flight food and drink and so forth – at 59 major airlines.

It found that Spirit Airlines is more reliant on extras than any other airline. Ancillary sources account for 38.4 per cent of total revenue at the Florida-based carrier, one of a handful around the world that charge for carry-on luggage.

Spirit's optional charges include a \$26 fee for carry-on bags (this increases to \$36 if added to the booking during online check-in, or \$100 at the airport gate); \$21 for a checked bag (rising to \$31-\$100); between \$5-\$12 for seat selection. It

Spirit Airlines - ancillary revenue sources

- 43% - checked and cabin baggage fees
- 30% - "passenger usage" charge
- 9% - advance seat selection
- 5% - sale of FPP miles
- 13% - other



also adds a "passenger usage fee" of \$8.99 to \$16.99 to all bookings made online.

Another carrier that charges for hand luggage – Wizz Air – came second in the table. It earns 34.9 per cent of its total revenue through

extras. Perhaps surprisingly, Ryanair - once the industry leader - was only fifth, behind Las Vegas-based Allegiant Air and Jet2.com. EasyJet, meanwhile, came ninth.