



Asian Carriers Dominated 2020 with China Southern Bumping American Airlines from Top Slot

The new Datalex Big Book of Airline Data by IdeaWorksCompany offers passenger traffic, airline revenue, and frequent flyer info for 188 airlines from Aegean to Zhuhai

Dublin, Ireland & Shorewood, Wisconsin, 12 August 2021: Datalex, a market leader in digital commerce for retail travel, and IdeaWorksCompany, the foremost consultant on ancillary revenue, have released the second edition of **The Datalex Big Book of Airline Data by IdeaWorksCompany**. The 2021 edition provides a world of airline industry data collated by alphabetical order, size, airline type, region, and alliance. The 78-page “Big Book” is available free of charge via download at Datalex.com and IdeaworksCompany.com. The table below summarizes results for the largest airlines ranked by passenger traffic for 2020:

Top 10 Airlines – 2020 Calendar Year Passenger Traffic				
Rank	Airline	2020 Traffic	2020 versus 2019 Change	2019 Rank
1	China Southern Group	96,856,040	-36.1%	4
2	American	95,324,000	-55.7%	1
3	China Eastern Group	74,621,210	-42.7%	8
4	Delta	70,145,000	-64.9%	2
5	Air China Group	68,687,070	-40.3%	11
6	United	57,761,000	-64.4%	3
7	Southwest Airlines	54,088,000	-59.7%	7
8	Asiana Airlines Group	39,400,000	-68.1%	9
9	Hainan Airlines Group	37,032,000	-54.7%	14
10	Lufthansa Group	36,354,000	-75.0%	6

*Airlines are limited to those reporting calendar year 2020 results. Percentages are rounded.
Source: 2021 Datalex Big Book of Airline Data by IdeaWorksCompany.*

“Datalex is delighted to sponsor the second edition of the Datalex Big Book of Airline Data by IdeaWorksCompany,” said Alison Bell, SVP Global Sales & Marketing at Datalex. “This edition offers particularly interesting data comparison points between 2019 and 2020, a year like no other, in which airlines had to take unprecedented actions to survive. We applaud their resilience and hope that this Big Book will be a useful resource for all those interested in our industry.”

The data collection process for the report began in January of this year and was completed in August. It's a significant undertaking with a review of more than 270 airlines to find traffic, revenue, and membership numbers for inclusion in the report. The information is presented in multiple formats to create user-friendly access to the data. The following is a sampling of key statistics from the Big Book:

- **Asia & South Pacific** airlines had the largest share of world traffic at **40.9%**, which represents a distinct increase above 34.6% for 2019.
- **The big 4 airlines of China** (Air China Group, China Eastern Group, China Southern Group, and Hainan Airlines Group), posted a 41.4% traffic drop, which was significantly below the global weighted average of 54.9%.
- **US & Canada airlines** had the largest year-over-year revenue drop of 63%, which was higher than the global weighted average of 55.8%.
- **The world's top 10 airlines by revenue** generated \$120.3 billion for 2020, which represents a 61.5% decrease from last year's top 10 airlines (\$312.6 billion).

The first part of the Big Book contains passenger traffic results for 180 airlines. The second part of the report contains revenue results for 152 airlines. The final section provides membership data disclosed by 42 frequent flyer programs; the table below provides a sampling of information from that section:

Top 10 Airlines Disclosing Frequent Flyer Enrollment			
Rank	Airline	Program Name	Members
1	Delta	SkyMiles	131 million*
2	American	AAdvantage	115+ million
3	United	MileagePlus	100+ million
4	Air China Group	Phoenix Miles	68 million
5	China Southern Group	Sky Pearl	49 million
6	China Eastern Group	Eastern Miles	45 million
7	LATAM Group	LATAM Pass	38 million
8	ANA All Nippon Airways	ANA Mileage Club	37 million
9	Japan Airlines Group	Mileage Bank	33 million
10	Emirates Airline	Skywards	27 million

*The reporting period focuses on 2020 disclosures. Amounts are rounded.
Source: 2021 Datalex Big Book of Airline Data by IdeaWorksCompany.
* Estimate by IdeaWorksCompany*

The report relies upon a number of sources and methods to determine the results presented for each airline. Most often this consisted of financial documents at airline websites, while for others the sources include press releases, industry articles, and materials published by a global alliance. IdeaWorksCompany also calculated traffic and revenue for carriers for primary and subsidiary airlines. The Big Book is released on an annual basis.

A world airline traffic graphic is available as a JPG file at the press release section of IdeaWorksCompany.com and on Datalex.com.

About Datalex: Datalex is a market leader in digital commerce for travel retail. Datalex provides airlines with unique products to drive revenue and profit as digital retailers. Today the Datalex Digital Commerce Platform enables a travel marketplace of over 1 billion shoppers covering every corner of the globe, driven by some of the world's most innovative airline retail brands. Datalex's customers include JetBlue Airways, Air China, Tianjin Airlines, West Air, Guangxi Beibu Gulf Airlines, Urumqi Air, Air Changan, SAS, KLM, Turkish Airlines, Copa Airlines, Aer Lingus, Edelweiss, Air Transat and Trailfinders. The group is headquartered in Dublin, Ireland, and maintains offices across Europe, the USA and China. Datalex plc is a publicly listed company on Euronext Growth. Learn more at Datalex.com

About IdeaWorksCompany: IdeaWorksCompany boosts airline profits through innovations in ancillary revenue, a la carte pricing, and loyalty marketing. The firm was founded in 1996 and has an international client list of airlines and other travel industry firms in Asia, Europe, the Middle East, and the Americas. IdeaWorksCompany enjoys a reputation as a global resource for ancillary revenue strategy, on-site executive workshops, and research reports. Learn more at IdeaWorksCompany.com.

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