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Airlines find a formula to increase revenue, despite the drop in travelers

This article is based upon a report issued by IdeaWorksCompany.

Despite the fact that the prices of airline tickets and the number of travelers fell sharply in 2020 and 2021 due to the pandemic, airlines have been able to increase revenue per passenger thanks to charging for ancillary services. This is clear from the "Ancillary Revenue Yearbook", a study carried out by the consulting firm IdeaWorks.

According to IdeaWorks data, the complementary revenue per passenger in 2021 increased by 39% compared to 2019, from \$21.54 to \$29.96. All this, thanks to the charge for services such as additional baggage check-in, pre-reservation of seats or Wi-Fi.

As *Travel Weekly* collects, worldwide, the airline that leads the income per passenger for the collection of special services is Hong Kong Express, with 88.21 dollars per traveler. In the United States, the podium of the ranking is for Allegiant Air, with 64.30 dollars, demonstrating the trend detected by IdeaWorks: low cost companies register higher income per person.