



## 2024 Big Book of Airline Data Reveals \$918 Billion in Revenue for 2023, Up More Than 32% From Prior Year

*IdeaWorksCompany releases 105-page report filled with passenger traffic, revenue, employment, and frequent flyer membership data for 239 carriers.*

**Shorewood, Wisconsin, 22 October 2024:** IdeaWorksCompany, a foremost consultant on ancillary revenue, frequent flyer programs, and airline retail, has released the 5<sup>th</sup> edition of its annual data compendium: ***The Big Book of Airline Data by IdeaWorksCompany.***

The new edition provides a world of data for individual airlines, regional compilations, airline alliances, employment data, and frequent flyer membership totals. The collection of data allows for interesting comparisons; here is a summary of global results for 2023:

- **Asia & Pacific airlines** experienced the year-over-year traffic growth of 116.2%; the region also has the largest share of global traffic at 32.1%.
- **Canada and US airlines** remain the world’s largest revenue producers with a 29.4% share of global airline revenue. However, Asia & Pacific had the highest year-over-year growth of airline revenue at 80.9%.

The airline industry continued its march out of the pandemic with record-breaking results during 2023 as evidenced by these annual airline traffic and revenue estimates from IdeaWorksCompany:

Global Estimate of Airline Traffic and Revenue				
Reporting Year	Traffic	Change	Revenue	Change
2019	4.6 billion		\$840 billion	
2020	1.8 billion	-60.9%	\$350 billion	-58.3%
2021	2.3 billion	+27.8%	\$462 billion	+32.0%
2022	3.0 billion	+30.4%	\$693 billion	+50.0%
2023	4.2 billion	+40%	\$918 billion	+32.5%

*Source: 2024 Big Book of Airline Data by IdeaWorksCompany*

The Big Book is filled with statistics from all over the wide world of travel; here are a few examples from 2023:

- **Latin America airlines** had the lowest level of airline traffic growth at 16.9% compared to 2022, with 8% of global traffic.
- **Oneworld, SkyTeam, and Star Alliances** generated estimated revenue of \$525 billion, which represents a dramatic increase of 27% from 2022. Star is the largest revenue producer with \$216.3 billion. These alliances generate almost 60% of total global airline revenue.
- **Ryanair Group** is the largest low cost carrier with more than 183.7 million passengers, with more than 4 out of every 100 passengers choosing the airline. **Indigo** is a distant 2<sup>nd</sup> with 106.4 million passengers.
- **Low cost carriers** carried 29.8% of global traffic, but their low fares only generated 17.3% of global revenue.
- **American Airlines** was the largest employer among the 120 airlines which disclose total employment. The carrier ended 2023 with 132,100 employees.
- **Global airline employment** is estimated by IdeaWorksCompany to be nearly 2.3 billion people.
- **Delta SkyMiles** is likely the world's largest frequent flyer program with 130 million members, based upon the 56 airlines found to disclose program membership.
- **US major airlines** had total revenue of \$264 per passenger; **traditional airlines**, \$253; and **low cost carriers**, \$126 (total airline revenue includes passenger fares, ancillary revenue, and other sources, such as cargo).
- **The global airline industry**, just 4 years from the pandemic, is poised to break \$1 trillion in revenue for 2024.

The Big Book relies upon a number of sources and methods to determine the results for each company. Most often this consists of financial documents at company websites, while for others the sources include press releases, and industry articles. The *Big Book of Airline Data* is released on an annual basis.

The full report is available at <https://ideaworkscompany.com/reports/>

**About IdeaWorksCompany:** IdeaWorksCompany boosts airline profits through innovations in ancillary revenue, a la carte pricing, loyalty marketing, and airline retail. 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](https://IdeaWorksCompany.com).

**Contact:**

IdeaWorksCompany  
Jay Sorensen, President  
1-414-961-1939  
jay "at" ideaworkscompany.com