



Marketing differences between traditional airlines and low-cost airlines in Europe

By Nils Kernchen

Grin Verlag Aug 2007, 2007. Taschenbuch. Book Condition: Neu. 212x154x9 mm. This item is printed on demand - Print on Demand Titel. - Master's Thesis from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: A-, ESG Management School, Paris, 33 entries in the bibliography, language: English, abstract: European Media is writing daily articles about the situation of the European airline business. The European airline market is, at the moment, with all the important changes and actual turbulences, the most dynamic industry sector. Some of these changes are: The creation of new low-cost airlines in Europe, like Germanwings (Germany), Volareweb (Italy), and Sky Europe (Slovakia); The disappearance and bankruptcy of airlines, such as V-Bird (Netherlands) and Swissair; Air France merges with KLM to become the world's biggest airline group; A significant increase of purchases of airplanes by Arabic airlines. This thesis focuses on the low-cost airlines, which arrived in Europe during the last 10 years and changed micro and macro environment of the airline business. Low-cost airlines like Ryanair and EasyJet make big profits while Alitalia, British Airways, Air France, and Lufthansa are having enormous problems. The general opinion is that low-cost airlines are successful...



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