

<http://www.usatoday.com/story/money/2016/02/22/airlines-attempt-raise-fares-fifth-time-year/80759150/>

The main topic of this USA TODAY article written by Charisse Jones, is that there has been a recent rise with the prices of airline tickets across the industry, which is actually not the first time this past year. Solemnly focusing on the Southwest Airlines being the lowest cost carrier among the other big airlines, the lowest available flight tickets to purchase are increasing with Southwest Airlines' recent decisions to raise their prices. Southwest Airlines has recently decided to increase their one way tickets by \$5 that are being purchased within seven days till the actually flight's date, which has a great impact on travelers such as "business trekkers, who often book trips closer to their actual travel date, as well as any other fliers deciding to travel at the last minute". Also, this airlines had "boosted ticket prices by \$22 round-trip" within this past year.

This article can relate to our class because it represents an example of issues and decisions made in today's industry. Making decisions as an employer such as raising prices on products/services are crucial as a company progresses. Also it can be a great interest to our class because there may be a handful of us who are interested how the current market is with the pricing and purchasing of airline tickets when traveling back home or elsewhere, especially with our spring break coming up here pretty soon.