

# FRONTIER AIRLINES: IN-FLIGHT SERVICE PERFORMANCE

By Gwen Nguyen

## In-flight Performance Metrics

- Key Metrics: Seat Comfort, Food & Beverages, In-flight Entertainment, Cabin Staff Service, Wi-Fi & Connectivity
- Average scores (out of 5) for key metrics, rounded to one decimal
- AVG In-flight service rating = AVG (key metrics)

AVG INFLIGHT SERVICE RATING

1.3

AVG SEAT COMFORT

1.4

AVG FOOD AND BEVERAGES

1.3

AVG INFLIGHT ENTERTAINMENT

1.1

AVG CABIN STAFF SERVICE

1.8

AVG WIFI AND CONNECTIVITY

1.1

## Trends Over Time

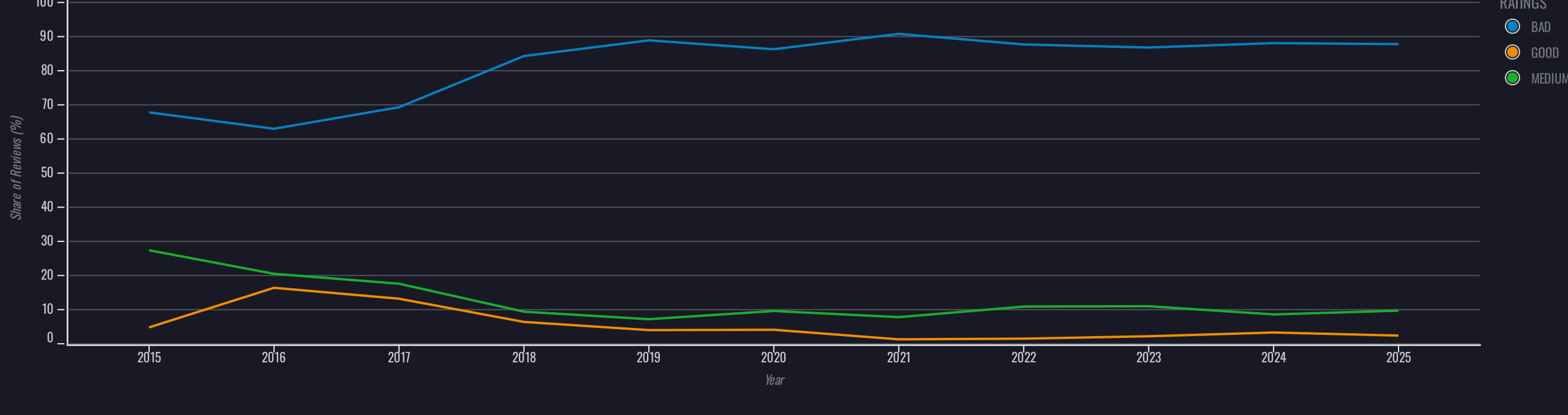
Overview: In-flight service satisfaction has declined over time.

- Higher review counts, lower recommendation — peaks 2018, 2022–2023 review counts corresponded with lowest recommendation rates (8% and 3–4%).
- Bad ratings increased (from 70% to 84% during 2015–2018); Medium and Good ratings decreased.

RECOMMENDATION RATE VS. REVIEWS COUNT (2015-2025)



CUSTOMER RATING TRENDS (2015–2025)

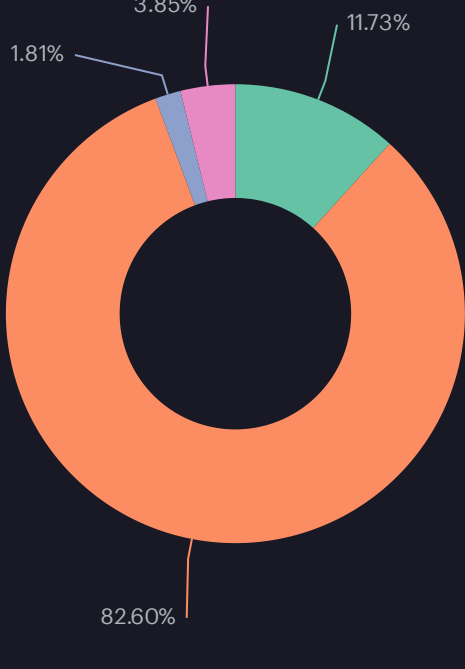


## Seat Type & Aircraft Model: In-flight Service Performance

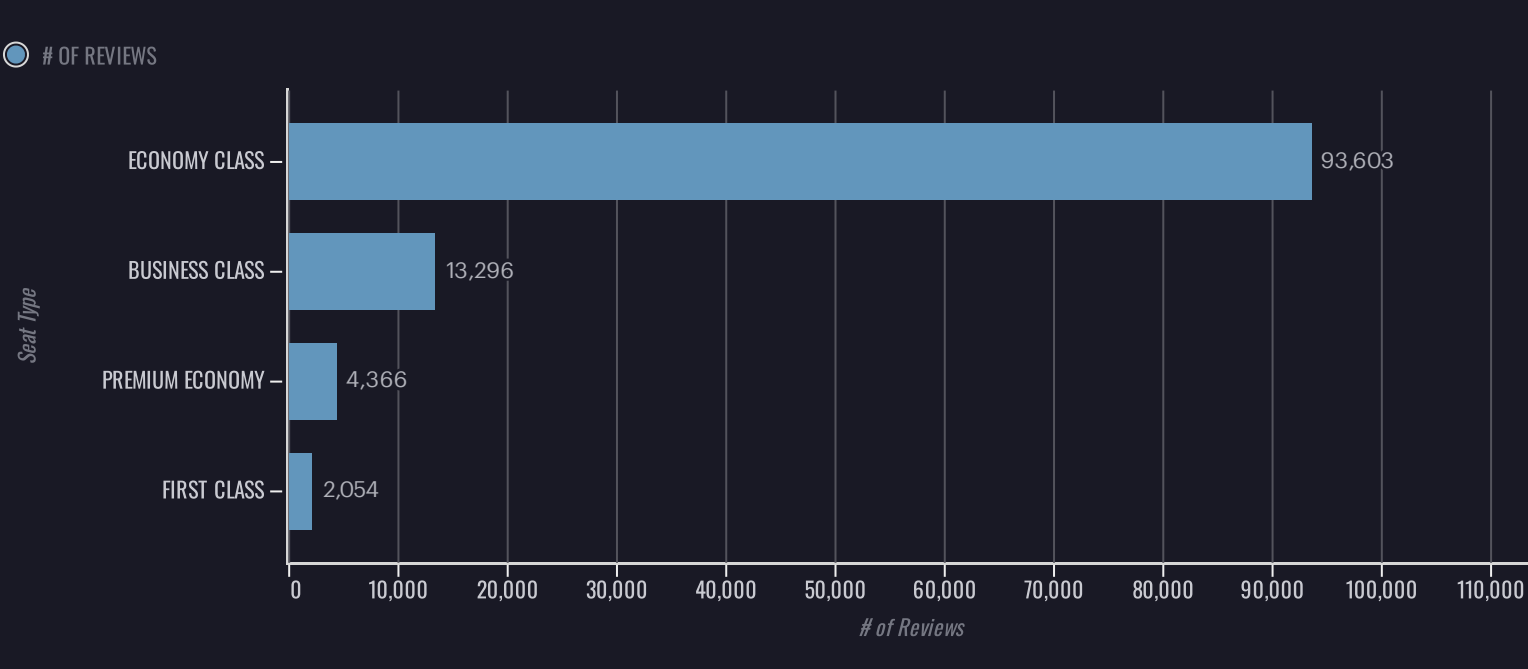
- Seat type: 84% of reviews are Economy; Economy posts the second-lowest average score among seat types.
- Aircraft model: Model is unknown in 91% of reviews; A320 shows the highest average (very small-n) among known models.
- Service metrics: Cabin Staff scores highest; Wi-Fi and Entertainment are consistently lowest across seat types and aircraft.

### SEAT TYPE

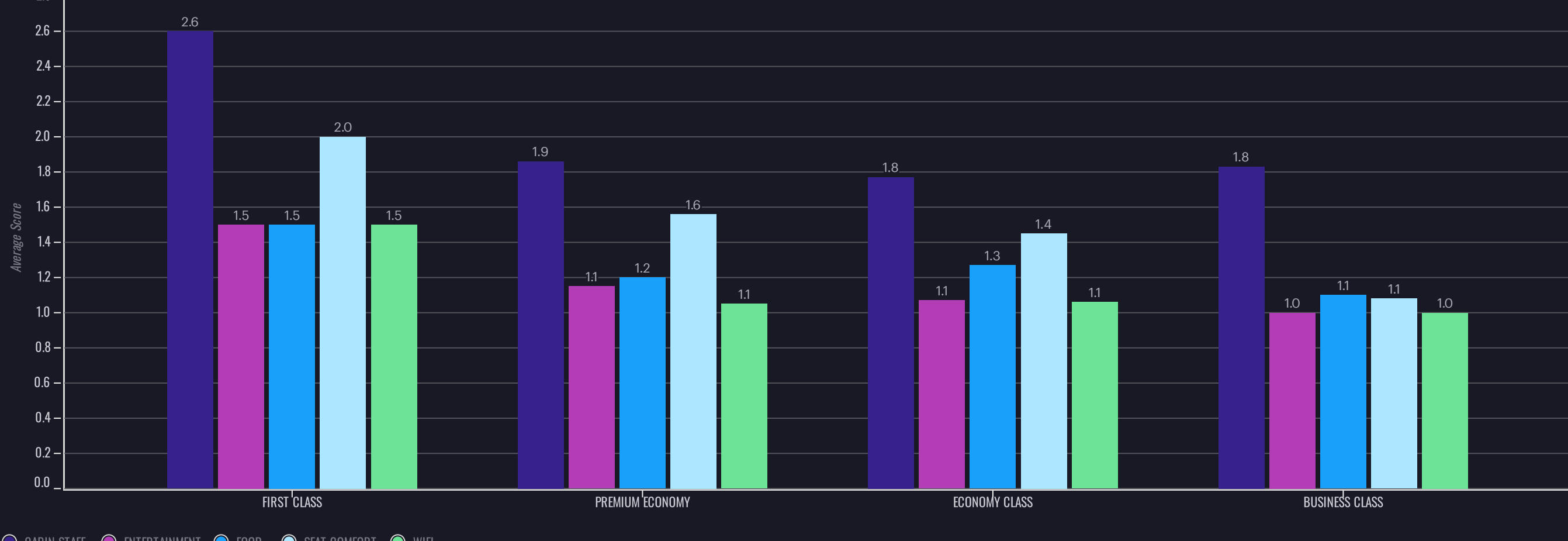
SHARE OF REVIEWS BY SEAT TYPE



SEAT TYPE REVIEW COUNTS

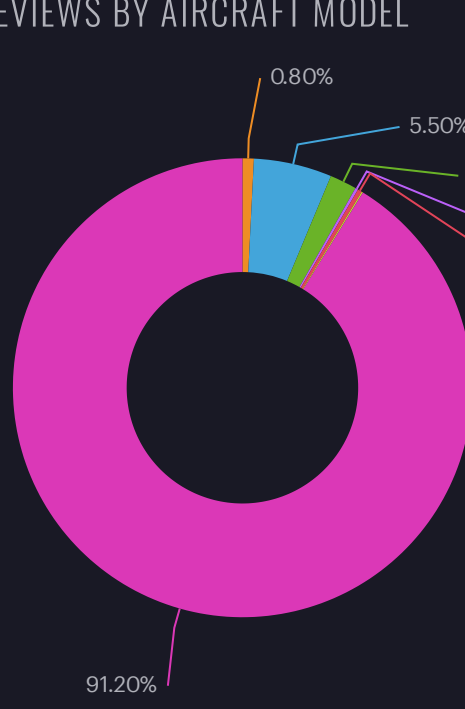


SEAT TYPE VS. IN-FLIGHT SERVICE PERFORMANCE

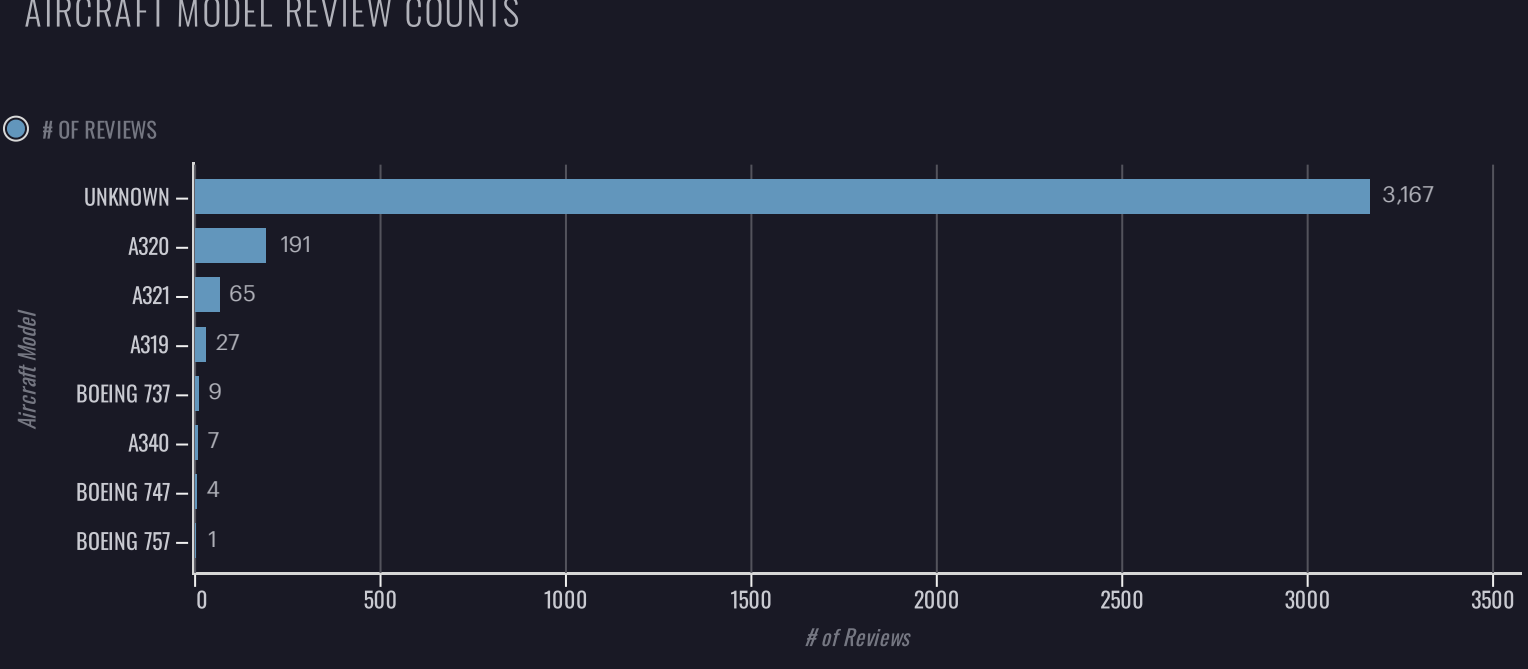


### AIRCRAFT MODEL

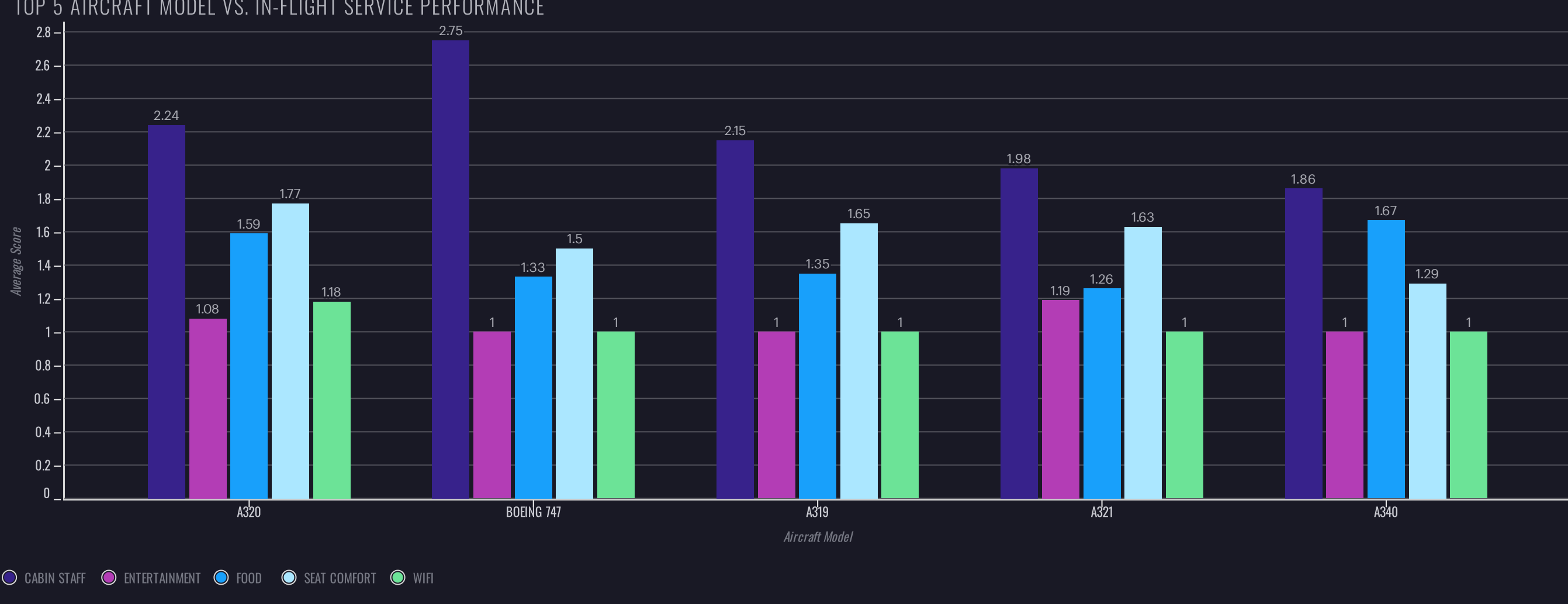
SHARE OF REVIEWS BY AIRCRAFT MODEL



AIRCRAFT MODEL REVIEW COUNTS



TOP 5 AIRCRAFT MODEL VS. IN-FLIGHT SERVICE PERFORMANCE



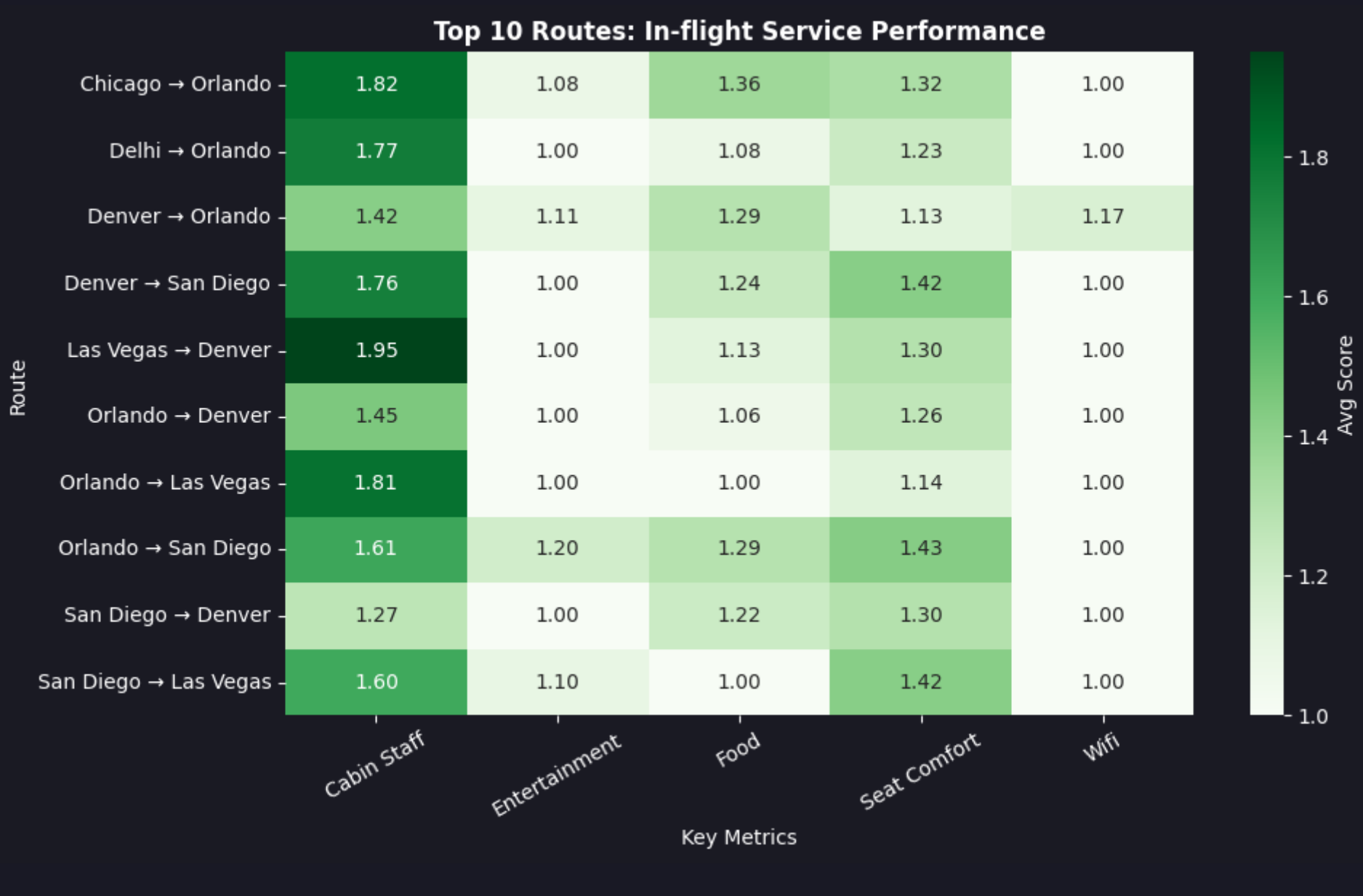
## Top 10 Routes In-flight Metrics Performance

- Service metrics: Cabin Staff highest (1.5–2.0), Wi-Fi and Entertainment lowest (1.0–1.2).
- Denver – San Diego ranks higher than San Diego – Denver, affected by metric mix.

TOP 10 ROUTES

ROUTE	NUM_REVIEWS	AVG_RATING
Denver – San Diego	35	1.46
Chicago – San Diego	24	1.37
Orlando – San Diego	24	1.35
Orlando – Las Vegas	23	1.32
San Diego – Las Vegas	29	1.3
Las Vegas – Denver	24	1.3
Delhi – Orlando	26	1.28
San Diego – Denver	27	1.22
Orlando – Denver	35	1.21
Denver – Orlando	26	1.2

TOP 10 ROUTES: IN-FLIGHT SERVICE PERFORMANCE



## Alternative ULCC Options (Recommendation Rate)

Definition: ULCC (ultra-low-cost carrier): low base fares; unbundled services (bags/seat/Wi-Fi).

- Allegiant: highest recommendation rates.
- Spirit: ranks second, above Frontier.
- Frontier: lowest, largely flat in recent years (~2%)

Implication: For the same fare tier, Allegiant or Spirit delivers higher customer recommendation rates.

ULCC COMPARISON: RECOMMENDATION RATE (2015-2025)

