

spirit

spirit

spirit BOOK MY TRIPS CHECK-IN FLIGHT STATUS

Travel Advisory: Winter Storm Jaxon Learn more ×

**TAX PREFUND
SALE**
Fares From
\$23³⁰* **\$46³⁰***

One Way 9FC Members One Way Non Members

MORE INFO

Additional terms apply. Discount is based on one-way purchase.

BOOK **MY TRIPS** **CHECK-IN** **FLIGHT STATUS**

FLIGHT **VACATION** **CAR** **HOTEL** **CRUISE**

Round trip One way Multi-city

From*

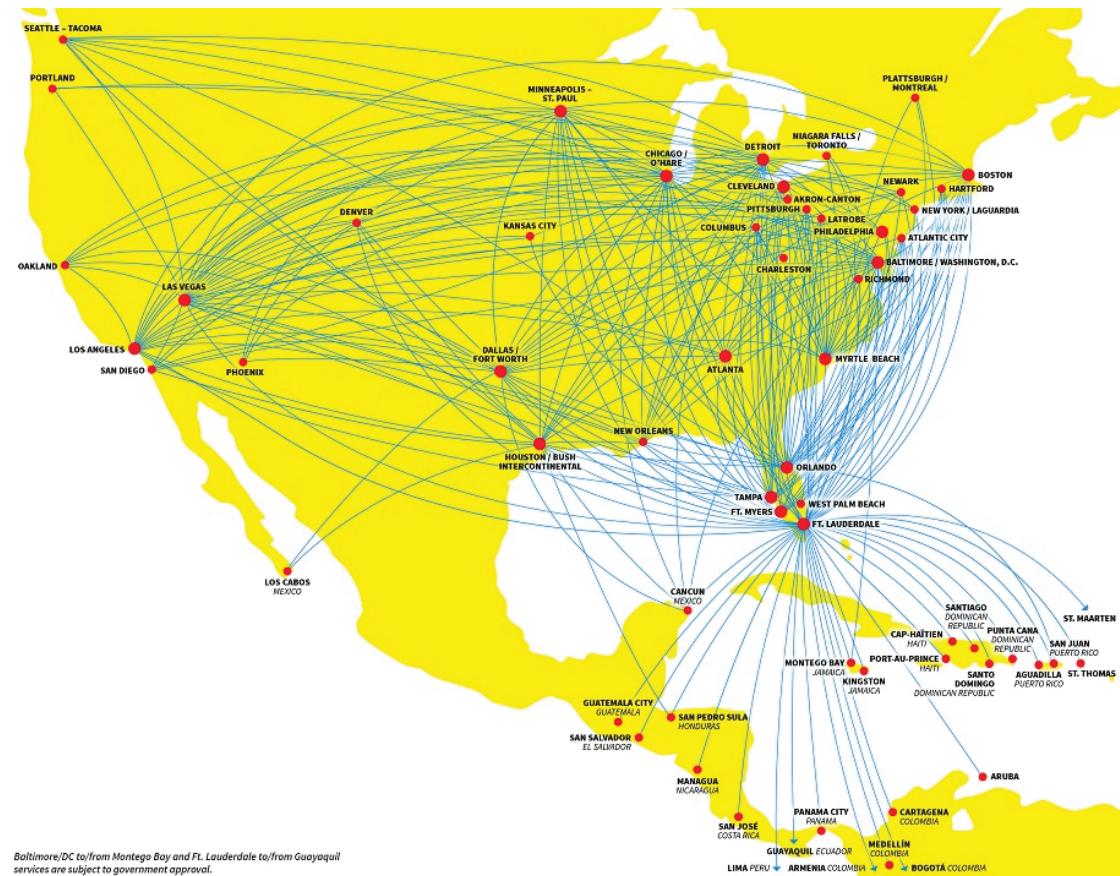
→ To*

Depart* Return*

Adults* Children (0-17)* Promo Code

Feedback





Locations:

- United States
- Central America
- Canada (Toronto, Montreal)

Reasons for Travel:

- Business
 - Cheap prices could allow for customers to get from city to city cheaper
- Personal
 - Ticket prices allow for travel to be available to anyone
 - Articles have shown the “pay as you go” method attracts a younger audience

Buy your bags below and save money. Avoid paying more at the airport.

1 PERSONAL ITEM



BARE FARE

Included

Maximum Dimensions*: 18 x 14 x 8"
(46 x 35 x 20 cm)
Purse, laptop bag, etc.

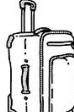
1 CARRY ON



DISCOUNT FOR
\$9 FARE CLUB MEMBERS

See Prices Below
Size*: 22 x 18 x 10"
(56 x 46 x 25 cm)

1-5 CHECKED BAGS



DISCOUNT FOR
\$9 FARE CLUB MEMBERS

See Prices Below
62 linear** inches - 40 lbs
(158 linear** cm - 18 kg)

* Maximum size includes handles and wheels.
** linear = length + width + height

Select Bags for your departing flight.

No additional bags may be purchased for this flight.

Atlanta - Los Angeles

Saturday, January 20

MR. DAN SMITH

\$9 Fare Club

Carry-on	No Carry-On
	<input type="button" value="▼"/>
Standard	No Carry-On
	<input type="button" value="▼"/>
	No Carry-On
	<input type="button" value="▼"/>
	1 Carry-On \$35

Checked Bags	No Checked Bags
	<input type="button" value="▼"/>
	No Checked Bags
	<input type="button" value="▼"/>

Extras

Flight FLEX™

Plans change. Be ready with Flight Flex! For just \$45 at booking, Flight Flex gives you the power to modify your itinerary once for free online, up to 24 hours before departure (fare difference applies). [More info](#)

Save up to \$100 if your plans change!

Add Flight Flex
only \$45 per person.



Shortcut Security™

Breeze through security and get settled quicker! Purchase Shortcut Security to get access to a dedicated lane. [More info](#)

Add Shortcut Security, ATL
only \$9.00 per person



Add Shortcut Security, LAX
only \$6.00 per person

Shortcut Boarding™

Find your seat and get cozy quicker! Purchase Shortcut Boarding to get Zone 2 priority boarding and early access to the overhead bins.

Add Shortcut Boarding
just \$5.99 per person each way.



Check-in Options

Save yourself some money and check in online for free. It costs time and resources to check in at the airport, which means it'll cost you \$10.

- I'll check in at Spirit.com for free
- I want to pre-pay for airport agent check-in
\$10 per person each way
- Not sure, I'll decide later



CONTINUE WITH PURCHASE

What makes Spirit unique: Ticketing

- Ticket only includes the seat and carry on
- Food or a checked bag would be extra fees

Not conveying this model can hurt their image

Frontier Airlines						\$531	Frontier
 Fly amazing low fares from Atlanta to Los Angeles						\$531	Frontier
\$531 1 stop flyfrontier.com Sponsored						View Deal	
spirit Spirit Airlines	11:45 am ATL	nonstop	1:51 pm LAX	5h 06m		View Deal	\$234
spirit Spirit Airlines	9:30 am LAX	nonstop	4:55 pm ATL	4h 25m		View Deal ▾	Spirit Airlines
spirit Spirit Airlines	11:45 am ATL	nonstop	1:51 pm LAX	5h 06m		View Deal	\$254
 Frontier	9:29 am LAX	nonstop	5:01 pm ATL	4h 32m		View Deal ▾	Expedia
spirit Spirit Airlines	11:45 am ATL	nonstop	1:51 pm LAX	5h 06m		View Deal	\$306
 Multiple Airlines	9:38 am LAX	DEN	12:40 am ATL (+1)	12h 02m		View Deal ▾	Kiwi.com
spirit Spirit Airlines	11:45 am ATL	nonstop	1:51 pm LAX	5h 06m		View Deal	\$335
 Multiple Airlines	9:25 pm LAX	MCO	8:25 am ATL (+1)	8h 00m		View Deal ▾	Kiwi.com

STUDY RANK	AIRLINE	TOTAL PASSENGERS 2016	INSTAGRAM FOLLOWERS
1	American	198,714,575	648k
2	Delta	183,741,787	568k
3	United	143,177,000	463k
4	Southwest	151,740,357	370k
5	JetBlue	38,263,104	246k
6	Hawaiian	11,050,911	231k
7	Alaska	41,945,000	134k
8	Frontier	14,800,000	43k
9	Allegiant	11,003,864	5,736
10	Spirit	21,618,039	2,126

AUGUST
11
2014

SPIRIT AIRLINES REVIEW: WHY I'LL NEVER FLY SPIRIT AGAIN

TRAVEL, UNITED STATES

The screenshot shows a travel blog post from 'Awesomely Luuvie'. The title is 'Break Your Spirit Airlines is THE WORST! Like the Black Licorice of the Skies'. Below the title is a sub-headline 'TRAVEL'. The post features a large image of airplane seats. At the bottom, there's a navigation bar with links like Celebs, Culture, Fashion, Movies, Music, My Life, Politics, Random, Social Media, #TBT, Travel, TV, and a 'Find me elsewhere!' section with social media icons.

CHICAGOBOOTHREVIEW

FINANCE BEHAVIORAL SCIENCE ECONOMICS ENTREPRENEURSHIP PUBLIC POLICY MARKETING ACCOUNTING



Why Spirit Airlines is so terrible

JOHN PAUL ROLLERT | JUN 17, 2015

SECTIONS STRATEGY

MY WANDERLUSTY LIFE

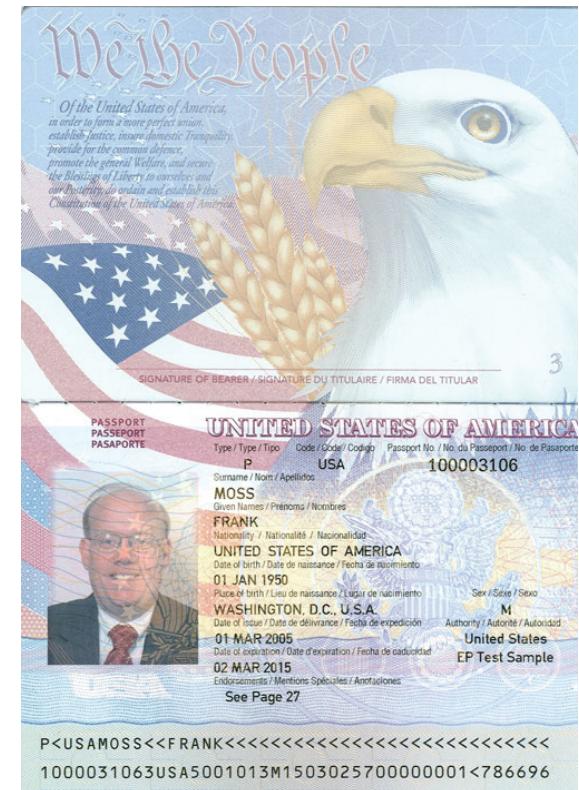
ABOUT BLOG DESTINATIONS REGULAR FEATURES WORK WITH ME ★ FEATURED BLOGS ★ TRAVEL GEAR + RESOURCES

I'M ASHLEY & I GO PLACES.

Don't Say I Didn't Warn You // a Spirit Airlines Review

24 COMMENTS





Considering the location: United States

- Very diverse biome spread encourages travel
 - Classical Roman design seen in architecture and money
 - The eagle and flight is a patriotic consideration





Designing for the cost

- Low cost is the major draw in
- Design for that low cost
 - Plain colors
 - "Value" in name
 - Nothing fancy
- Customers will know what to expect

