

*As a result of robust competition, travelers are benefiting from unprecedented affordability and accessibility as they return to the skies to reunite with family, friends and colleagues.*

### **CHOICE**

- In 2019, there were an average 3.46 competitors on all reported domestic U.S. itineraries, compared to 3.33 in 2000—as new carriers enter the market and existing carriers expand their footprint in each other’s backyards.
- Carriers other than American/Delta/United are carrying an increasing share of domestic passengers. For example:
  - In 2000, such carriers carried only 14.7% of passengers in Denver, but now carry more than 50%.
  - In 2000, such carriers carried 29% of passengers in Tampa, and now carry more than 60% of travelers.
- In 2019, the 500 busiest city pairs accounted for 62% of domestic passengers and averaged 3.8 competitors.

### **FARES**

- The price of air travel has not increased as dramatically as many other consumer goods and services over the past decade. In fact, without adjusting for inflation, the all-in price of a domestic flight rose only 9% from 2010 to 2019.
  - In contrast, the price of daily admission to Disney’s Magic Kingdom increased 57% over that same period. And, the average cost of lodging (hotels/motels/inns) increased 24%.
- Over the past decade, domestic airfares (adjusted for inflation and including ancillaries) fell 24%, even as a historical number of travelers took to the skies.
  - Prior to the pandemic, U.S. airlines were transporting a record 2.5 million passengers per day – at historically low airfares.
    - As of late June, airfare for tickets sold in the U.S. averaged 16% below 2019 levels.

### **ACCESSIBILITY**

- As a result of vigorous competition and advances in technology, air travel has become increasingly accessible:
  - As of 1971, only 49% of Americans had flown commercially in their lifetimes. By 2019, that figure had climbed to 86%.
  - In 2019, 42% of Americans who flew had family incomes under \$75,000 per year.

### **MARKETS**

- As carriers add and adjust routes to accommodate growing demand, nonstop service is available in more domestic air-travel markets than ever before:
  - The share of busiest markets with a nonstop service option rose from 69% in 1990 to 90% in 2019.
- Low-cost and smaller U.S. carriers are rapidly expanding and continually announcing service to new markets:
  - Since 2019, Southwest has opened or announced service to 20 additional airports.
  - Since 2019, Spirit Airlines has opened, reopened and announced service to 11 additional airports.
  - JetBlue has announced plans to enter the transatlantic market in August 2021.
- New low-cost passenger airlines continue to enter the U.S. markets, including Avelo and Breeze this year.
- Frontier and Sun Country completed successful IPOs, raising additional funds to expand their market presence.