

## North America January – March 2008 Estimate\*



### Passenger Numbers by Route (millions)

	Oct-Dec '07	Oct-Dec '06	% change	Jan-Mar '07	Estimate
Domestic	166.11	162.88	1.98%	158.49	161.64
International	38.57	35.69	8.07%	36.67	39.63
Total	204.69	198.57	3.08%	195.17	201.18

This quarter is signified by a major increase in the international passenger number at 8.07%. On the other hand, the domestic passenger number at 1.98% is a little lower than in the last few quarters.

### Passenger Numbers by Seat Class (millions)

	Oct-Dec '07	Oct-Dec '06	% change	Jan-Mar '07	Estimate
First	15.43	14.97	3%	14.72	15.17
Business	5.81	5.64	3%	5.54	5.71
Coach	183.44	177.96	3%	174.91	180.29

The increase in passenger number for all classes is at 3% in this quarter.

### Estimated Complimentary Meal Numbers and Type by Route (millions)

	Oct-Dec '07	Oct-Dec '06	% change	Jan-Mar '07	Estimate
Domestic					
Snack	99.00	97.08	1.98%	93.93	95.79
Breakfast	12.96	12.70	1.98%	12.29	12.54
Lunch/Dinner	41.69	40.88	1.98%	39.56	40.34
International					
Snack/Breakfast	30.78	28.48	8.07%	29.26	31.63
Lunch/Dinner	30.67	28.38	8.07%	29.15	31.51

In line with the increase of domestic and international passenger numbers, the estimated complimentary meal numbers in this quarter is respectively at 1.98% and 8.07%.

### Passenger Numbers by Carrier (millions)

	Oct-Dec '07	Oct-Dec '06	% change	Jan-Mar '07	Estimate
<b>American</b>	24.09	23.62	2%	23.30	23.77
<b>Continental</b>	11.84	11.55	2%	11.56	11.85
<b>Delta</b>	17.54	17.86	-2%	17.39	17.08
<b>North West</b>	12.30	13.15	-6%	12.78	11.96
<b>United</b>	15.82	16.40	-4%	15.93	15.36
<b>US Airways*</b>	13.55	8.99	51%	8.91	13.43
<b>Southwest</b>	24.89	24.09	3%	23.23	24.01
<b>Others</b>	84.65	82.90	2%	82.05	83.79

US Airways is leading the group by far (51%) in this quarter, followed by American, Continental and Southwest airlines at 2-3%. The major increase for US Airways is due to a merger between America West Airlines and US Airways on September 27<sup>th</sup>, 2007. North West, United and Delta Airlines, on the other hand, experience a decrease in passenger numbers respectively at -6%, -4%, and -2%.

\* The passenger number for US Air includes the passenger number for both American West Airlines and US Airways due to merger on September 27<sup>th</sup>, 2007.

## Headlines

- **UAL introduces expanded dining options**

United Airline's international first-class customers now can pick what they want to eat and when they want to be served. Starting in August, United First customers will be served on new porcelain dinnerware and linens. In addition, United Airlines are also in partnership with Chef Charlie Trotter and Master Sommelier and Master of Wine Doug Frost.

24 March 2008, PAX International eNews

- **Air Canada is expanding further**

Air Canada is further expanding its Ottawa service starting in May, adding four new markets with non-stop flights to and from the capital region and increasing the number of available seats by 19 per cent over last summer. Air Canada will also increase service to the Canadian cities of Saskatoon, Calgary and Toronto beginning this spring. Starting May 1, 2008, Air Canada, through its regional affiliate Jazz, will add non-stop flights between Ottawa and four new markets. The flights to Washington (National Airport) and Richmond (Virginia) will be twice daily, year-round non-stop service, to Saskatoon, Austin (Texas) and Chicago will be daily, year-round non-stop service, and to Thunder Bay will be daily, year-round non-stop service, to Charlottetown will be year-round.

24 January 2008, [www.btctravel.com](http://www.btctravel.com)

- **OpenSkies: The Premium Transatlantic Airline From British Airways**

OpenSkies, a new transatlantic airline from British Airways, continues to make progress toward launch this summer. OpenSkies is the first new airline created as a result of the Open Skies agreement, which allows airlines to fly between any U.S. and E.U. destination. OpenSkies plans to offer a truly premium and intimate travel experience from Continental Europe to New York, beginning with Paris. Fresh, healthy and creative meal service and extensive wine list is one of the exceptional experience planned to be offered.

27 March 2008, [www.btctravel.com](http://www.btctravel.com)

- **American Airlines:**

- **Launching New Service**

New services are launched between Dallas/Fort Worth and San Salvador, El Salvador, and between Dallas/Fort Worth and Tampico, Mexico (TAM) beginning April 7. An additional service between Dallas/Fort Worth and Roswell, N.M and between Kingston, Jamaica (KIN) beginning April 7, and Fort Lauderdale (FLL) are also added beginning June 1.

- **Announcing New Food-For-Sale Choices**

To offer customers new choices in snacks and beverages, American Airlines beginning Saturday, March 1, featured food-for-sale products.

- **Testing in-flight new beverages**

Three specialty beverages (Lipton Green Tea with Citrus, vitaminwater and smartwater) were tested on all food-for-sale flights in March-May 2008.

15, 21 January, 28 February and 3 March 2008, [www.btctravel.com](http://www.btctravel.com)

## **Explanations**

*\* The North American Report is classed as an estimate rather than a forecast because of the time lag in receiving data. There is a three month delay in domestic passenger data being inputted into the Intermodal Transportation Database and a four month delay for international numbers.*

### **Passenger Numbers by Route**

*The data in this table is derived from the Intermodal Transportation Database available on the Bureau of Transportation Statistics website.*

*% change - This compares the last full quarter of this year with the same quarter in the previous year.*

*Estimate - The estimate is based on the trend derived from the equivalent quarter of the previous year and the percentage change in the last full quarter.*

### **Passenger Numbers by Seat Class**

*The data in this table is derived from data found on Euromonitor's web pages. The seat class data is defined by country and is then applied to the major carrier for that country.*

### **Estimated Complimentary Meal Numbers and Type by Route**

*The data in this table is calculated by taking the total passenger numbers by route and applying a formula to provide an estimate of the types of meals provided to passengers. This figure is then manipulated to consider the take up of this particular meal type (i.e. snack, breakfast, lunch or dinner) by passengers (based on load factor data). The formulae used to arrive at these figures are based upon consensus meal values agreed upon by a panel of experts. In the future these formulae will be subject to change on a monthly basis.*

*% change – Please see above.*

*Estimate – Please see above.*

### **Passenger Numbers by Carrier**

*The data in this table is derived from the Intermodal Transportation Database available on the Bureau of Transportation Statistics website. Southwest Airlines is the only major carrier specified whose passenger numbers are for domestic (intra-continental) flights only.*

*The 'Others' category includes passenger numbers from other US based airlines such as Alaska Airlines and American Eagle Airlines as well as including all international carriers who have routes into/within and from the USA.*

*% change – Please see above.*

*Estimate – Please see above.*