

## North America

### October – December 2007 Estimate\*



#### Passenger Numbers by Route (millions)

	Jul-Sept '07	Jul-Sept '06	% change	Oct-Dec '06	Estimate
Domestic	179.00	169.57	5.56%	162.88	171.94
International	43.74	41.57	5.23%	35.69	37.56
Total	222.73	211.13	5.49%	198.57	209.49

The percentages of growth of international and domestic passenger numbers are fairly similar in this quarter, respectively at 5.23% and 5.56%.

#### Passenger Numbers by Seat Class (millions)

	Jul-Sept '07	Jul-Sept '06	% change	Oct-Dec '06	Estimate
First	16.79	15.92	5%	14.97	15.80
Business	6.33	6.00	5%	5.64	5.95
Coach	199.61	189.22	5%	177.96	187.74

The passenger numbers by seat class improves at the same percentage of change (5%), hand –in-hand with the percentage of change in the passenger numbers by routes.

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

	Jul-Sept '07	Jul-Sept '06	% change	Oct-Dec '06	Estimate
Domestic					
Snack	106.68	101.06	5.56%	97.08	102.47
Breakfast	13.96	13.23	5.56%	12.70	13.41
Lunch/Dinner	44.93	42.56	5.56%	40.88	43.16
International					
Snack/Breakfast	34.90	33.17	5.23%	28.48	29.97
Lunch/Dinner	34.77	33.04	5.23%	28.38	29.86

The increase of change in the number of estimated complimentary meal numbers are also similar for both domestic and international routes respectively at 5.56% and 5.23%.

#### Passenger Numbers by Carrier (millions)

	Jul-Sept '07	Jul-Sept '06	% change	Oct-Dec '06	Estimate
American	25.45	24.98	2%	23.62	24.06
Continental	12.76	11.98	6%	11.55	12.30
Delta	19.40	18.81	3%	17.86	18.42
North West	13.48	13.87	-3%	13.15	12.78
United	17.59	17.77	-1%	16.40	16.23
US Air	9.86	8.96	10%	8.99	9.90
Southwest	27.25	24.89	9%	24.09	26.37
Others	96.95	89.86	8%	82.90	89.45

US Air leads in the increase of passenger numbers at 10% in this quarter, followed by Southwest at 9%. However, North West and United Airlines are at a negative percentage of respectively -3% and -1% in this quarter.

## Current Headlines

### **US Airways Announces First Ever Service to London's Heathrow Airport**

US Airways announced it will begin service at London's Heathrow Airport early next year. Service between Philadelphia and London Heathrow is scheduled to start on March 29, 2008 with tickets available for purchase on Dec. 1. The airline plans to operate the flights with US Airways flagship international aircraft, the Airbus A330 offering 29 Envoy and 259 economy seats. The new Philadelphia-Heathrow route will be US Airways' seventh new transatlantic route since 2006. With the new service, US Airways' European destinations served from Philadelphia increase to 20. US Airways currently serves 19 million customers annually at its Philadelphia hub, operating 390 daily flights to 108 destinations in the United States, Canada, Europe, the Caribbean and Latin America.

20 November 2007, Press Release, [www.usairways.com](http://www.usairways.com)

### **Changes in meals services aboard:**

Following the efforts of its subsidiary, Virgin Trains, **Virgin Atlantic Airways** is now serving Costa Coffee and QI teas that meet the requirements to earn Fairtrade designations for special market pricing and environmental practices. The products include an organic green and white tea from QI and a range of fresh and instant coffees from Costa Coffee, specialist supplier FFI UK and organic Fairtrade teas from a company called Clipper. They are all sourced from Africa, Asia and Latin America. Virgin Atlantic serves 7 million cups of coffee and 5 million cups of tea in its worldwide operations.

15 October 2007, PAX International, [www.pax-intl.com](http://www.pax-intl.com)

**American Airlines** started testing the sale of some new meals, snacks and beverages in its coach sections. The tests cover three new sandwiches on afternoon flights from Dallas/Fort Worth to Los Angeles and New York-LaGuardia. American also will test four snack and beverage items on morning and afternoon flights, and fresh food items, including a fruit and cheese plate, antipasto platter, and a 'premium sandwich' on some afternoon transcontinental flights. The airline will sell such items as Starbucks double shot espresso and cream, FUZE green tea, Vitamin water power-c, and CLIF Bar chocolate brownie energy bars.

25 December 2007, #821.CAT12 Momberger

**Continental Airlines** has introduced new first-class menus on flights throughout the United States, Canada and to select Latin American and Caribbean destinations. To maintain Continental's award-winning product and service, most recently ranked by Conde Nast Traveler readers as the number one U.S. carrier for domestic first class service, the company continuously reviews and updates its menus worldwide. Four different menus rotate monthly and vary by region. A typical domestic first-class menu includes fresh seasonal fruit, hot soup served in Continental's signature crock, choice of two entrees and dessert. New hot gourmet sandwiches are now being served on a typical flight greater than two hours. Customers on lunch flights are also able to opt for a salad entree and customers flying at dinnertime may choose a hot entree bowl.

1 November 2007, [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.*