



# Survey Results

## easyJet continues to offer the business traveller more competitive air fares on 7 out of 10 occasions

The recent commissioned survey of ITM/VDR corporate members and their travellers across the UK, Germany and other European markets concluded that on over 75% of occasions, a business travel economy class itinerary could have been completed at a lower cost had easyJet been chosen instead of the actual carrier flown.

Conducted by ITM Research & Argate – the Institute of Travel & Meetings Research partner - 561 flown return trips were benchmarked over a 10 week period within the fourth quarter of 2009. Comparisons were made on routes currently operated by easyJet and against both prices available within the general market and also against the preferred rates offered by other carriers to the participating corporations.

All travellers worked for businesses headquartered in either the UK or Germany. The results showed that - even allowing for point of sale booking fees and the purchase of speedy boarding – in the majority of instances - easyJet still offered significant cost savings overall on each trip.

The 75% of occasions where easyJet had a lower fare available is broadly in line with the findings of a similar survey conducted on UK based ITM member corporations during 2008.

However, the 2009 study did note a significant shift in booking patterns towards advance purchase options within the short-haul business market vs 2008.

Average lead times on tickets between date of purchase and date of departure had lengthened to between 7 to 9 calendar days compared to the 2 to 3 days recorded during the previous year.

In addition the current study observed that on over 55% of occasions, had UK based travellers flown easyJet they could have saved over £100 on their return trip.

Even within the highly competitive UK domestic market, business travellers could have made savings in excess of £100 on 43% of occasions.

Meanwhile – travellers based in Germany could have made savings in excess of 50 euros on 64% of occasions while travellers based in other European markets could have realised a similar savings on over 50% itineraries.

### Methodology & Study Dynamics

All comparisons made on actual flown itineraries taking either lowest logical or corporate negotiated fares in Economy class.

In all instances a carrier other than easyJet was selected.

easyJet price calculation incorporates:

£3.30/4.00 Euro Point of Sale Fee per sector

£5.00/7.00 Euro Speedy Boarding per sector

No check-in Baggage

No allowance for Food or Beverage purchase

Ground Transportation Costs between alternative airports were not incorporated into the calculations.

This study was conducted with the support of both the ITM and VDR in arranging for access to their membership. The study was undertaken by ITM Research as part of its Commissioned Survey Programme in order to provide impartiality.

As such the findings of the study and the interpretations given should not be taken to reflect automatically the views or positions of either ITM or VDR themselves in relation to airline pricing and/or relative competitiveness between airlines.

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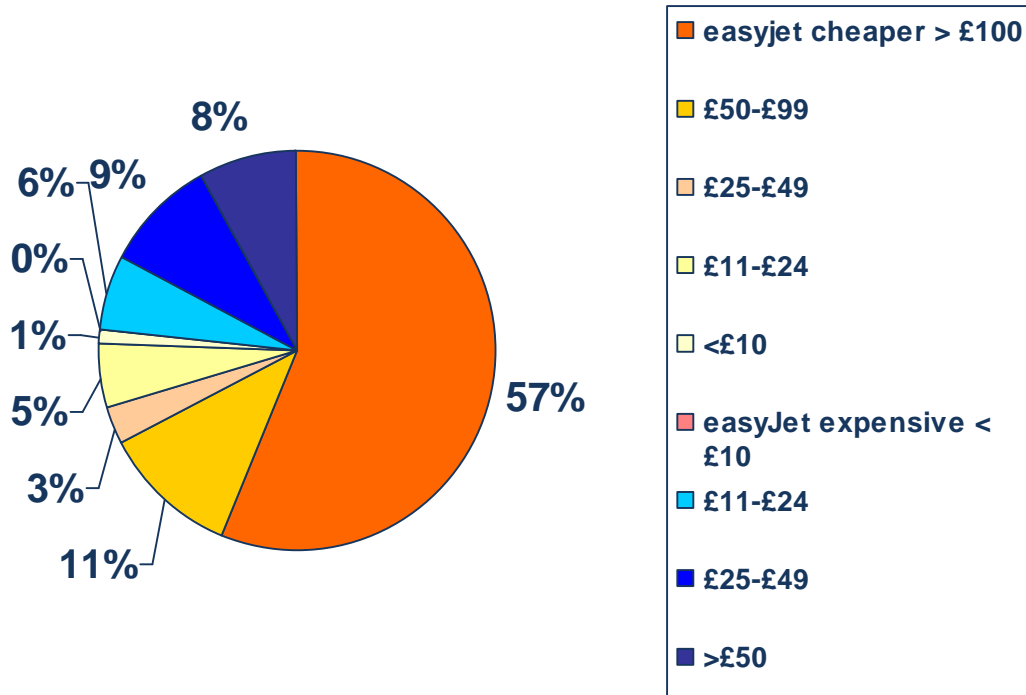
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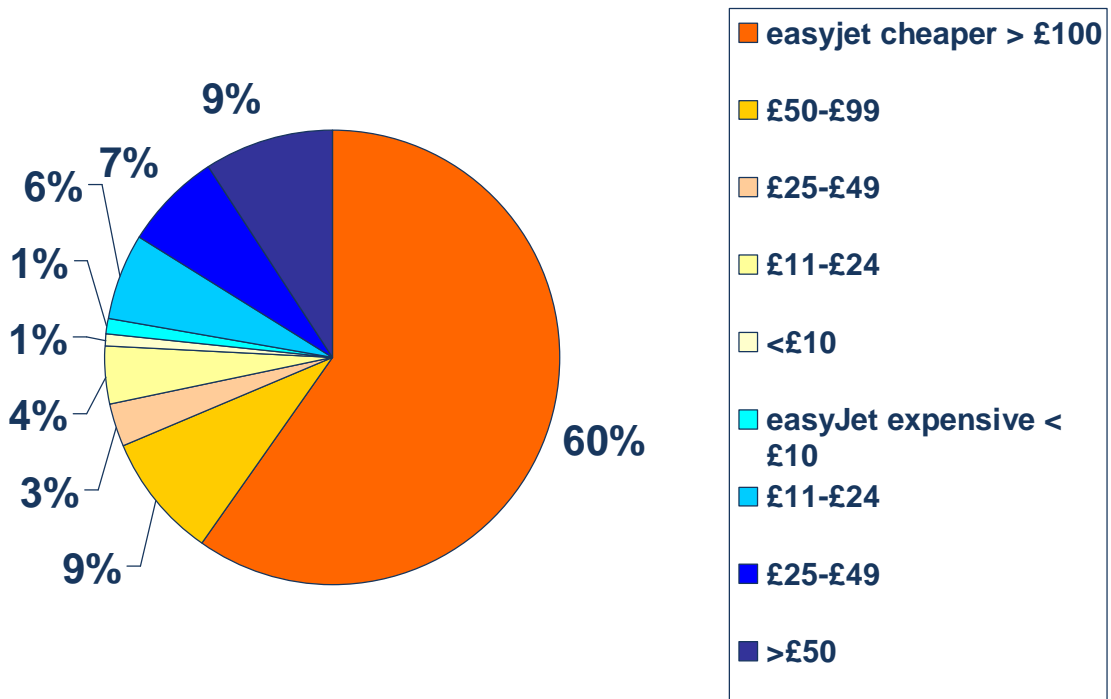
Waters Green House  
Waters Green  
Macclesfield  
Cheshire  
SK11 6LF

Telephone: 01625 430472  
Fax: 01625 439183  
[www.itm.org.uk](http://www.itm.org.uk)

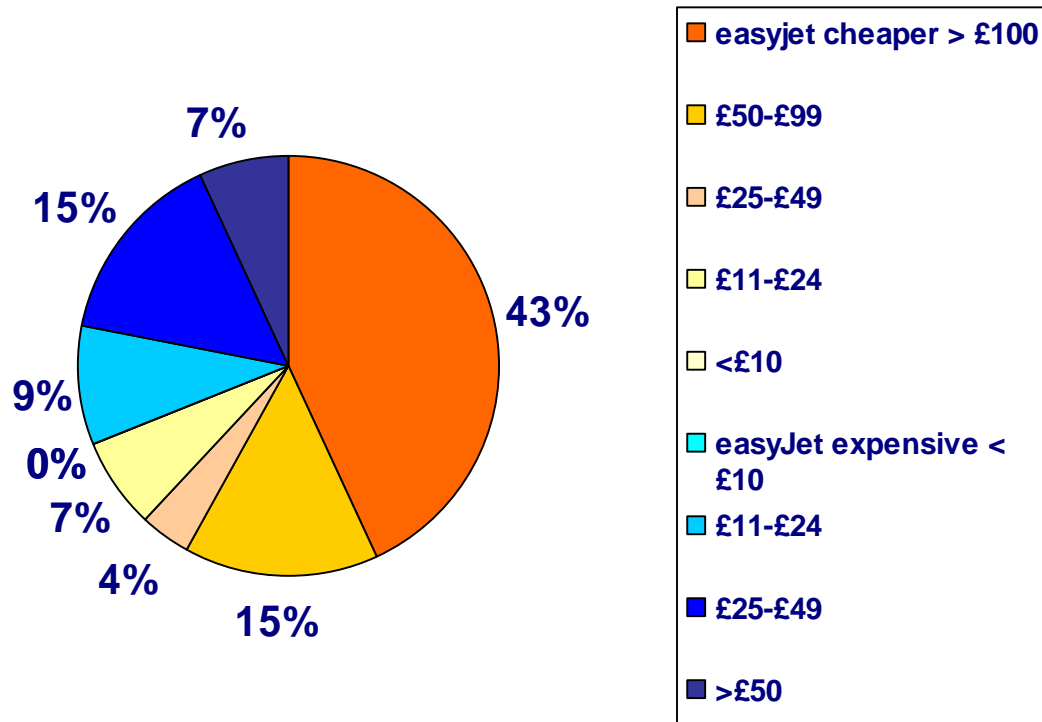
**Flights from all UK Airports:**



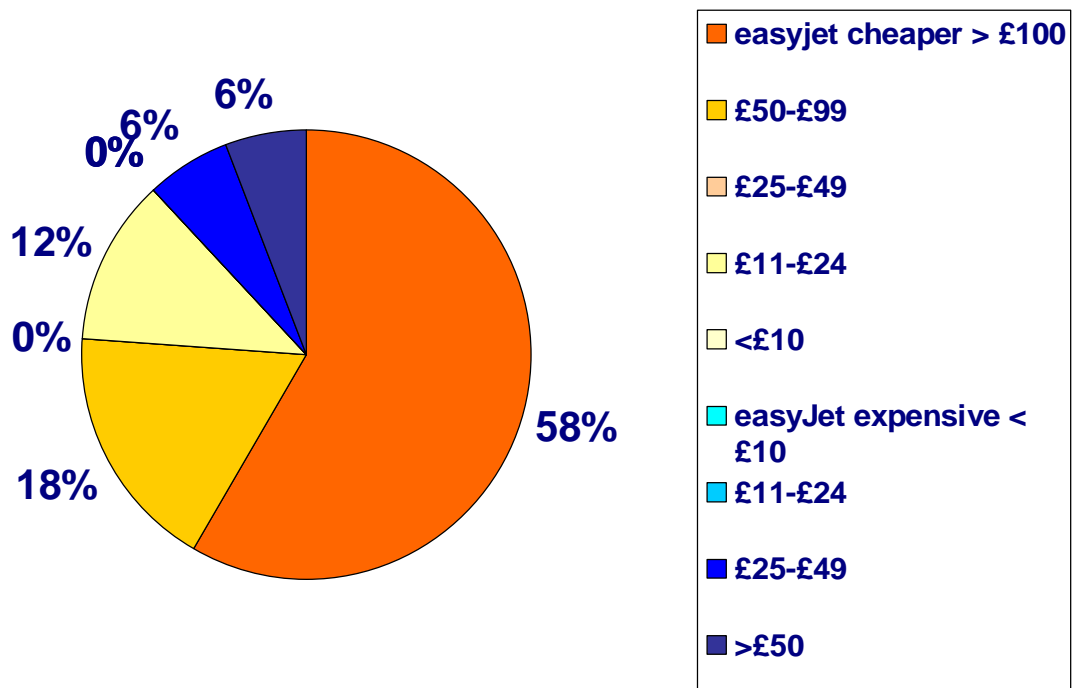
**Flights from London to European destinations**



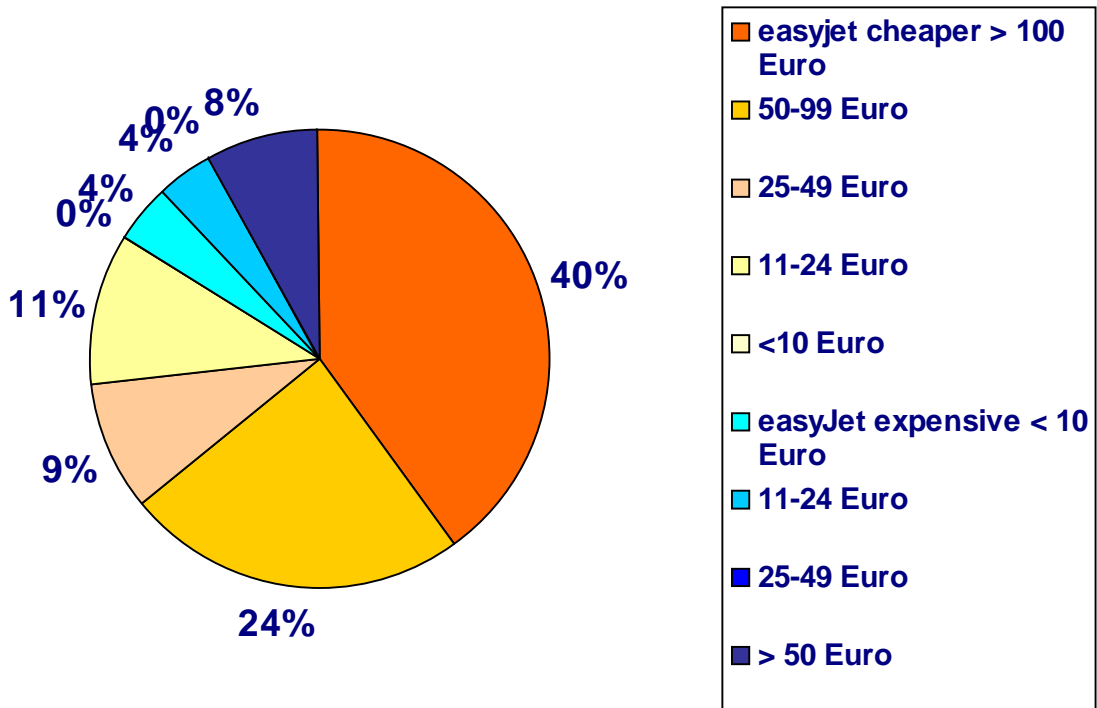
**UK Domestic flights**



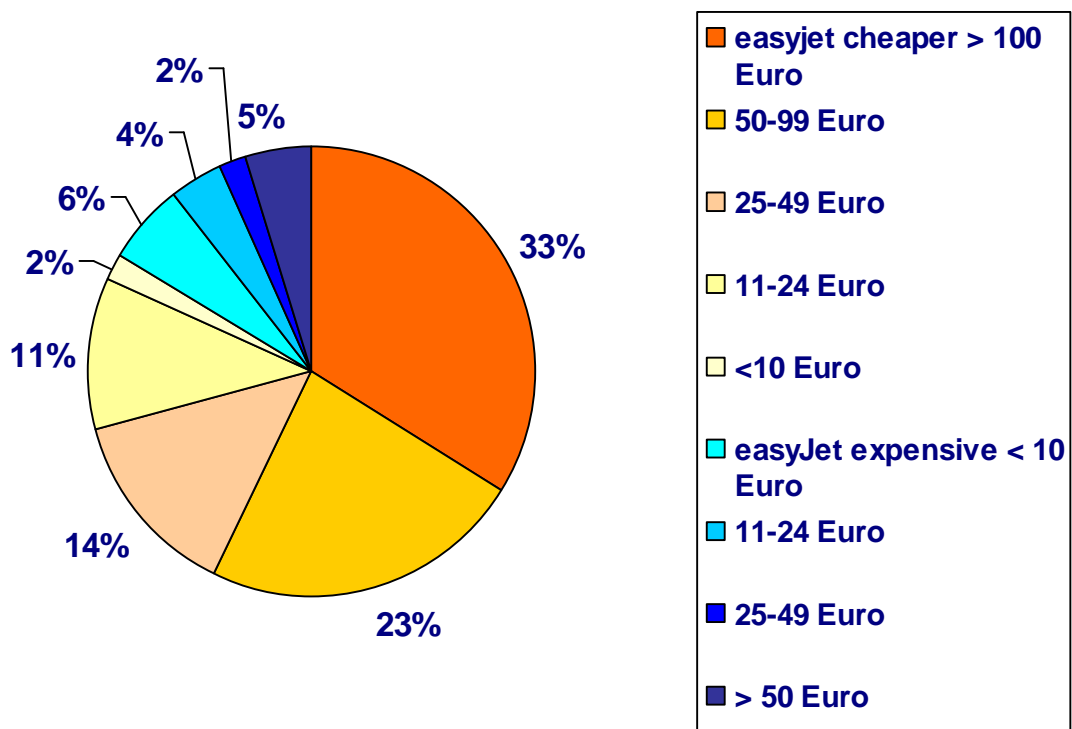
**Flights from UK Regional Airports to European destinations**



**Flights from Germany to European destinations**



**Flights from other European countries**



**Total Europe**

