Viability of the Premium Airline Business Model. Edition No. 1

Description: Between 2002 and 2005, Lufthansa, Swiss and KLM in cooperation with PrivatAir and start-up airlines Eos and MAXjet individually, launched scheduled business class-only services between Europe and the United States. The research in this book qualitatively analyses the new business model from the strategic and operational points of view. Included is an extensive quantitative analysis that sheds light on the operating economics side of the business and identifies key areas that differ from the usual mixed-class operation. This book intends to provide insights and observations for decision makers and analysts active in the premium and business segments of air travel.

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