

Do airlines make money from first class? - Video questions

Watch this video about the video - <https://www.youtube.com/watch?v=z-M6-yYhXBA>

Answer these questions:

1. Why are first class tickets so expensive
2. Who is the target market of first class tickets?
3. Explain how the tiered ticketed passenger system works and provide a current day example for a round trip to Dubai.
4. How did the deregulation of the airline industry help the airlines?
5. Who are the direct competitors to the airlines for first class travelers?
6. What do you think is the experience expectation of a first class traveler as compared to coach traveler?
7. Explain what airline revenue management is. Provide an example of how it is used.
8. Explain the difference between the business traveler and the leisure traveler in regards to purchasing tickets
9. Why are airlines collapsing / consolidating first class and business class?
10. What are the challenges that airlines face with first class tickets.