

March 18, 2008

‘Cattleclass’ customers’ beef with budget airlines

Almost two out of three Aussie travellers feel they are being unfairly treated like cattle by budget airlines, according to voters in a new survey.

Leading online travel marketplace totaltravel.com asked the question ‘Should low cost airlines equal low service and low responsibility?’

Almost two out of three or 63 per cent (628 people) disagreed, arguing that budget airlines were starting to make them feel like they were travelling cattle class.

Thirty four per cent (345 people) accepted that you got what you paid for and low cost airlines did equal low service and low responsibility. They said they were happy as long as they got from A to B.

Three per cent of voters (30 people) didn’t care, as they were rich enough to fly ‘like passengers not cargo’.

totaltravel.com global marketing manager Paul Fisher was shocked that so many people were unhappy with their experiences with budget airlines.

“Good customer service shouldn’t come with a price tag – it should be the foundation of any good business,” Mr Fisher said.

“Budget airlines may not include meals or free TV with the price of a flight, but it doesn’t mean they should skimp on good manners or service.”

However, Mr Fisher said there were often limited airlines to choose from.

“Many airlines including Qantas have replaced premium flights with Jetstar services, its budget carrier, in order to further trim operating costs,” he said.

“There’s been quite a bit of consumer backlash.

“Qantas are obviously aware of this rising negative sentiment toward poor airline service and seem to be taking action.”

Last week, Qantas announced it was building a \$10 million training academy or ‘charm school’ to train its 20,000 customer service staff.

The totaltravel.com survey was conducted over four weeks and attracted 1003 responses.

ENDS

For media enquiries call Paul Fisher on (02) 6680 8755 or 0404 057 367

Head Office

Suite 2, 13 Lawson Street
Byron Bay NSW 2481
Australia

Mailing Address

PO Box 1825
Byron Bay NSW 2481
Australia

Contact

T +61 (0) 2 6680 8755
F +61 (0) 2 6680 8744
E info@totaltravel.com

About totaltravel.com

totaltravel.com was established in 2002 and is Australia's leading online travel marketplace for travellers and travel suppliers. Travellers can research destinations, read the opinions of other travellers, find travel offers and then deal directly with travel suppliers to save money.

Head Office

Suite 2, 13 Lawson Street
Byron Bay NSW 2481
Australia

Mailing Address

PO Box 1825
Byron Bay NSW 2481
Australia

Contact

T +61 (0) 2 6680 8755
F +61 (0) 2 6680 8744
E info@totaltravel.com