

- Business travellers, in general, are less sensitive to price, although not totally "inelastic." In other words, they are willing to pay higher prices for airline services.
- First class travellers tend to be insensitive to price.
- The business traveller is highly sensitive to the convenience of air services.
- The most important convenience attributes for the business traveller are the timing and frequency of airline service.
- Business travellers tend to book their tickets at the last minute and need the ability to change their flight plans at a moment's notice.
- Business travellers do not always show up for flights they book, as their plans change at the last moment. This has led to the airline practice of overbooking flights to offset the loss of revenues due to "no-shows" and permits better utilization of capacity.
- Consumers strongly prefer same airline service (on-line service) to interline service requiring connections between different air carriers.
- Consumers have proven to be very responsive to incentive programmes such as frequent flyer reward plans. Large network airlines, with their large number of destinations, have advantages for the consumer for both point building and point using.