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Home > Airline news > Business travellers 'prepared to pay for service'

### Business travellers 'prepared to pay for service'

26 Sep 2007

Business-class customers are prepared to pay more for a specific service that suits their needs, an air transport industry source has claimed.

A spokesperson for Ascend, an information provider and consultant to the aviation market, said that the availability of tailored services is particularly popular on major air routes.

'In any big market, like London-New York, you are bound to find particular niche markets of people that will travel at a certain price for a certain kind of service,' he commented.


'The business traveller has to travel and is prepared to pay a premium.'

According to figures from the Office for National Statistics, UK residents made over 9.1m business trips abroad in 2006, while the first quarter of 2007 saw over 2.3m journeys for commercial reasons.

The Ascend spokesperson claimed that business-class flights are rising in popularity as customers on commercial trips are willing to pay for shorter check-in times and a pleasant, quiet atmosphere on board the aircraft.

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2009	2008	2007	2006
<a href="#">August</a>	<a href="#">December</a>	<a href="#">December</a>	<a href="#">December</a>
<a href="#">July</a>	<a href="#">November</a>	<a href="#">November</a>	<a href="#">November</a>
<a href="#">June</a>	<a href="#">October</a>	<a href="#">October</a>	<a href="#">October</a>
<a href="#">May</a>	<a href="#">September</a>	<a href="#">September</a>	<a href="#">September</a>
<a href="#">April</a>	<a href="#">August</a>	<a href="#">August</a>	<a href="#">August</a>
<a href="#">March</a>	<a href="#">July</a>	<a href="#">July</a>	<a href="#">July</a>
<a href="#">February</a>	<a href="#">June</a>	<a href="#">June</a>	<a href="#">June</a>
<a href="#">January</a>	<a href="#">May</a>	<a href="#">May</a>	<a href="#">May</a>
	<a href="#">April</a>	<a href="#">April</a>	<a href="#">April</a>
	<a href="#">March</a>	<a href="#">March</a>	<a href="#">March</a>
	<a href="#">February</a>	<a href="#">February</a>	<a href="#">February</a>
	<a href="#">January</a>	<a href="#">January</a>	<a href="#">January</a>

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From

To

Depart

Return

Adults

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- Celebrity
- Celebrity news
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- Destination news
- Eco-travel/environment
- Flight + Hotel
- Flights
- Holidays
- Hotels
- Lighthearted travel news
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