

**GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA**

UNSTARRED QUESTION NO:2375

ANSWERED ON:28.03.2012

PASSENGER LOAD FACTOR OF AI AND PRIVATE AIRLINES

Kurup Shri N.Peethambara;Lagadapati Shri Rajagopal;Siricilla Shri Rajaiah

Will the Minister of CIVIL AVIATION be pleased to state:

- (a) the passenger load factor of Air India and each of the other private airlines during the last three years, year-wise and airline-wise;
- (b) the on-time performance of Air India and each of the other airlines during the above period;
- (c) the efforts Air India has made to improve the passenger load factor and also on-time performance and the extent to which these measures proved fruitful;
- (d) whether Air India has decided to increase the number of seats in economy class and reduce the seats in executive class;
- (e) if so, the reasons for such a decision; and
- (f) the steps taken by Air India/Indian Airlines to attract more passengers and thereby reduce the operational cost and losses?

Answer

MINISTER OF CIVIL AVIATION (SHRI AJIT SINGH)

(a)and(b): The passenger load factor and on-time performance of Air India and other private airlines for the last three years are annexed.

(c): The efforts made by Air India to improve its load factor and also on time performance are

(i) Flights are monitored to improve Seat Factors and Fares offered in the market to match competition;

(ii) fares are reviewed constantly;

(iii) Schemes are launched from time to time to target specific market segments.

(iv) Special attention has been given to promote groups travelling to/from India for leisure, Corporate, Religious movements etc.

As regards improvement on-time performance, the Integrated operations Control Centre and Hub Control Centre have been set up to manage and control all movements of the entire airline.

(d)and(e): Yes, Madam. Air India has decided to reduce the Business Class seats in its 320 family aircraft to increase its revenues. 14 old A320 aircraft are to be converted to all economy, with 42 additional Y class seats in place of 20 J class seats for optimum utilization.

(f): In order to attract more passengers, Air India came out with special offers, viz.

(i) Get Upfront-Airport Upgrade-wherein passenger can buy an upgrade coupon at the airport before boarding;

(ii) Jaldi-Jaldi scheme - to publicize the scheme of special rates if passengers buy tickets 7 days and 14 days before travel;

(iii)Shagun Voucher - To gift wedding couples during the wedding season;

(iv) Get Lucky - wherein every 100th ticketed passenger would get special coupons of discount;

(v) Silver and Platinum Passes - To popularize the Unlimited travel scheme within a deadline;

(vi) A tie-up has also been developed with the Taj Group's Gateways Hotels & Resorts to enable Air India passengers get a concessional coupon.

ANNEXURE

Passenger Load Factor and On-Time Performance of Air India and other Private Airlines

Passenger Load Factor (%)

Year	Air India	Jet Airways	Jetlite	Kingfisher Air	Spicejet	Go	IndoGo
------	-----------	-------------	---------	----------------	----------	----	--------

2009	66.1	69.3	73.1	70.8	74.7	75.8	78.6
------	------	------	------	------	------	------	------

2010	71.4	75.1	78.6	81.0	81.2	78.0	83.6
------	------	------	------	------	------	------	------

2011	71.6	73.8	77.6	81.1	75.8	77.9	83.3
------	------	------	------	------	------	------	------

On-Time Performance (%)

2009	73.3	74.5	71.1	82.9	82.8	79.8	80.1
------	------	------	------	------	------	------	------

2010	73.4	84.5	82.9	86.3	85.0	74.7	76.3
------	------	------	------	------	------	------	------

2011	73.2	91.0	88.4	90.5	88.9	82.2	87.4
------	------	------	------	------	------	------	------