

Asia Pacific Low Cost Airlines – Holidays and Accommodation Review

There are now an abundance of low cost airlines in the Asia Pacific region, and rightly so, especially when this vast area accounts for a large percentage of the worlds population.

I have reviewed 59 low cost airline websites across this region with a view to gaining a picture of what supplementary holidays and accommodation products the airlines are now providing.

Holidays Summary

There were some interesting results from the holidays summary. I was looking for the airline to provide some kind of holiday which involves their flights. This was categorised as either a Flight + Hotel or a Package. The Flight + Hotel is the same thing in this case as a Dynamic Package allowing the user to search for a flight and applicable hotels in one single price with flexible dates. The Package is a fixed package with a single price for the duration provided e.g. 7 nights. Unavailable was that the website was having some technical glitches at the time of review.

In the results 73% didn't provide any form of holiday for the user and 22% did provide holidays. Although this doesn't necessarily show volume in passengers it does show a clear mark that these airlines are not providing holidays as a whole.

No Holidays	43	73%
Packages	7	12%
Flight + Hotel	6	10%
Unavailable	3	5%
	59	100%

Accommodation Summary

The accommodation review was to find out which airlines had a hotel or accommodation product on sale on their website. 51% didn't provide any accommodation, 46% did and 3% was unavailable. Of the airlines that did provide accommodation, the most interesting find was that it is dominated by OctopusTravel.com (over half the airlines that provide accommodation) which provides a white labelling service to the airlines. There were a few other white label service providers which all provide to one or max two airlines. These include: Expedia – WWTE.com, Travelguru.com, Travelpartnerweb.com, Rates2go.com, Bookhostels.com, Roamfree.com, Wotif.com and Travel.Rakuten.co.jp. There were a few that didn't rely on a white label and had accommodation built into their website. I classed these as In-House, however this could just be either in-house contracting or a close technology integration into another provider.

No Accommodation	30	51%
OctopusTravel.com	14	24%
Other Provider	8	14%
In-House	5	8%
Unavailable	2	3%
	59	100%

Summary

There are only 6 airlines offering Flight + Hotel, however 27 offering accommodation. Of the accommodation providers OctopusTravel.com dominates but only seems to provide a white label solution. Although this review isn't indicative of the number of passengers travelling, there does show clearly that the low cost airlines that provide accommodation could provide a better integration of accommodation into their product offering. This could be in the form of a Flight + Hotel search which gives the customer real flexibility and the airline the ability to potentially earn more money out of each customer. This is an opportunity for either some of the other accommodation providers or OctopusTravel.com to beef up their offering to get more sales from the growing Asia Pacific low cost airlines.

The Detailed Review Results

Airline	URL	Holidays	Accommodation	Reviewed
Adam Air	http://www.flyadamair.com/	No	OctopusTravel.com	28/02/08
Aero Asia	http://www.aeroasia.com	No	No	28/02/08
AI Express	http://www.airindiaexpress.in	No	No	28/02/08
Air Arabia	http://www.airarabia.com/	No	OctopusTravel.com	28/02/08
Air Asia	http://www.airasia.com	Flight+Hotel	In House	28/02/08
Air Asia X	http://www.airasia.com	Flight+Hotel	In House	28/02/08
Air Blue	http://www.airblue.com	No	No	28/02/08
Air Deccan	http://www.flyairdeccan.net/	No	Travelguru.com	28/02/08
Air Do	http://www.airdo.jp	No	No	28/02/08
Air Next	http://www.airnext.ana-g.com	No	No	28/02/08
Air Philippines	http://www.airphils.com	Packages	No	28/02/08
Air South Asia	http://www.holidayair.lk	No	Coming Soon	28/02/08
Air Sylhet	http://www.airsylhetonline.com/	No	Coming Soon	28/02/08
Asian Spirit	http://www.asianspirit.com/	No	No	28/02/08
Bangkok Airways	http://www.bangkokair.com/	No	OctopusTravel.com	28/02/08
Cebu Pacific Air	http://www.cebupacificair.com/	Packages	OctopusTravel.com	28/02/08
FireFly	http://www.fireflyz.com.my/	No	Asiatravelmart.com	28/02/08
Freedom Air	http://www.freedomair.com	No	AirNZ.com	28/02/08
GoAir	http://www.goair.in/	No	wwte.com - Expedia	28/02/08
Hansung Airlines	http://www.gohansung.com	Unavailable	Unavailable	28/02/08
Ibex Airlines	http://www.ibexair.co.jp	No	No	28/02/08
IndiGo	http://www.goindigo.in	No	No	28/02/08
Indus Air	http://www.indusair.biz/	No	No	28/02/08
Jagson Airlines	http://www.jagsonairline.com	No	No	28/02/08
JAL Express	http://www.jal.co.jp/jex	No	No	28/02/08
Jazeera Airways	http://www.jazeeraairways.com	No	OctopusTravel.com	28/02/08
Jeju Air	http://www.jejuair.net	Packages	In House	28/02/08
JetLite	http://www.jetlite.com	No	No	28/02/08
JetStar Asia	http://www.jetstarasia.com/	No	OctopusTravel.com	28/02/08
JetStar Intl	http://www.jetstar.co	Flight+Hotel	Qantas	28/02/08
Kang Pacific	http://www.flykpa.com	No	No	28/02/08
Kingfisher	http://www.flykingfisher.com	No	No	28/02/08
Lion Air	http://www.lionair.co.id	No	No	28/02/08
Macau Asia Express	http://www.airmacau.com.mo	Packages	No	28/02/08
Mahan Air	http://www.mahan.aero	No	No	28/02/08
Mandala Air	http://www.mandalaair.com/	No	Indo.com	28/02/08
MASwings	http://www.maswings.com.my	No	No	28/02/08
Mihin Lanka	http://www.mihinlanka.com	No	No	28/02/08
Nok Air	http://www.nokair.com	Packages	No	28/02/08
Oasis	http://www.oasishongkong.com	No	OctopusTravel.com	28/02/08
One Two Go	http://www.fly12go.com	No	OctopusTravel.com OctopusTravel.com / Rates2Go.com /	28/02/08
Pacific Blue	http://www.flypacificblue.com/	Flight+Hotel	BookHostels.com	28/02/08
Pacific Airlines	http://www.pacificairlines.com.vn	No	No	28/02/08
Paramount Airways	http://www.paramountairways.com	No	Travelpartnerweb.com OctopusTravel.com / Rates2Go.com /	28/02/08
Polynesian Blue	http://www.polynesianblue.com/	Flight+Hotel	BookHostels.com	28/02/08
Regional Express	http://www.regionalexpress.com.au/	No	Roamfree.com	28/02/08
SE Asian Airlines	http://www.flyseair.com	No	No	28/02/08
Skymark Airlines	http://www.skymark.co.jp	No	No	28/02/08
SkyNet Asia Airways	http://www.skynetasia.co.jp	No	No	28/02/08
Skywest	http://www.skywest.com.au/	Packages	Wotif.com	28/02/08

SpiceJet	http://www.spicejet.com	No	No	28/02/08
Spring Airlines	http://www.china-sss.com	Unavailable	Unavailable	28/02/08
Star Flyer	http://www.starflyer.jp	No	http://travel.rakuten.co.jp/	28/02/08
Tiger Airways	http://www.tigerairways.com/	No	OctopusTravel.com	28/02/08
Valuair	http://www.valuair.com	No	OctopusTravel.com OctopusTravel.com / Rates2Go.com /	28/02/08
Virgin Blue	http://www.virginblue.com.au/	Flight+Hotel	BookHostels.com	28/02/08
Viva Macau	http://www.flyvivamacau.com	Packages	No	28/02/08
Viva Macau Aus	http://www.flyvivamacau.com.au/	No	OctopusTravel.com	28/02/08
Yeongnam Air	http://www.ynair.co.kr	No	No	28/02/08

This review was taken as supporting document for the Travelremark.com blog on travel eCommerce and technology. Go to <http://www.travelremark.com> for more information.