Airfare Price Competitiveness: A South African Overview

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Abstract

The aim of this study is to investigate the price competitiveness of inbound long-haul direct flights into South Africa as one of the emerging economies in the world and considered to be a prime destination for tourists. A limited number of airlines compete with the national carrier on routes from eight different destinations. Consumers have travelled since the earliest days. Today technology has not only put any destination within reach of the tourist, but the tourist is also more educated and has a world wide web of information at his/her fingertips. All of these factors which have increased competitiveness amongst destinations. It therefore becomes important to research fares charged and compare it amongst the operating airlines. Data was collected from a global distribution system and all fares published were included in the study. The results suggest that price charged by South African Airways, the national carrier, on inbound international flights are found to be competitive.

Key Words: airfares, South Africa, price, international flights, long-haul, competitiveness