



AZERBAIJAN'S FLAG CARRIER CREATES ITS OWN LOW-COST BRAND

News / Airlines



Azerbaijan Airlines (AZAL) announces plans on establishing a new brand – AZALJET, representing low-cost destinations of the airline.

Flights under AZALJET brand will be operated based on the existing infrastructure of Azerbaijan's civil aviation from March 28, 2016.

Baggage and meals on board will be offered for additional payment on the flights operated under AZALJET brand. This practice is successfully used partly since August 2015 and on the full scale since February 1, 2016 in a number of AZAL flights, due to which the airline decided to create a separate brand that will offer tickets on this scheme.

In recent years, low-cost airlines have become popular all over the world. It is an approach to air transportation business, expressed by the formula "low costs – low tariffs – high demand – high

income.”

After separating its own low-cost brand, Azerbaijan Airlines will continue to operate its classic flights, including baggage and a full range of meals on board as before.

Thus, Azerbaijan’s flag carrier will be able to compete effectively in the aviation market with both classic and low-cost airlines, which are interested in our market. In particular, Turkish Airlines’ low-cost brand Anadolu Jet already operates flights to the regions of the Republic of Azerbaijan, and in the end of March Hungarian low-cost airline WizzAir will resume flights from Baku to Budapest. Other low-cost airlines, including Turkish Pegasus and Atlasjet are also interested in flying to Azerbaijan.

“This business provides saving on a number of services that allows significantly reducing costs compared with classic air carriers. At the same time, we, as before, guarantee a high level of safety and service on all flights of Azerbaijan’s flag carrier,” President of CJSC AZAL, Jahangir Asgarov said.

20 FEBRUARY 2016

ARTICLE LINK:

<https://50skyshades.com/index.php/news/airlines/azerbajjans-flag-carrier-creates-its-own-low-cost-brand>