



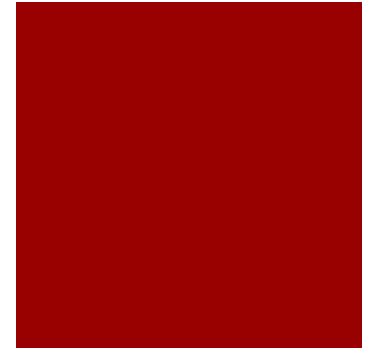
# One Bag – the sting in the tail

Sarah Branquinho

ETRC Board Member

Business Relations & External Affairs Director - Aldeasa & WDF

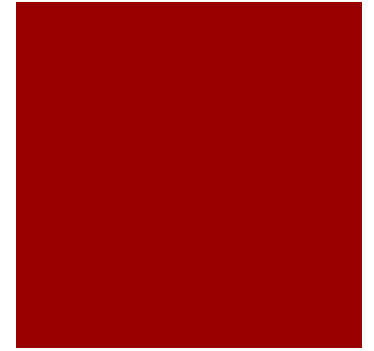
# Air Travel Changing



- Unbundled air travel package
- Charging passengers for individual parts of the package
  - **Hold luggage**
  - **In flight refreshments**
  - **Airport charges**
  - **Booking fees**
  - **Printing boarding passes**
  - **Hand luggage.....**

# Airline One Bag Policy

- Charging Passengers for carrying anything more than one single piece of cabin luggage
- Some airlines charging £35 / €35 fine. Rigorous enforcement at certain airports
- No exemption for airport travel retail purchases





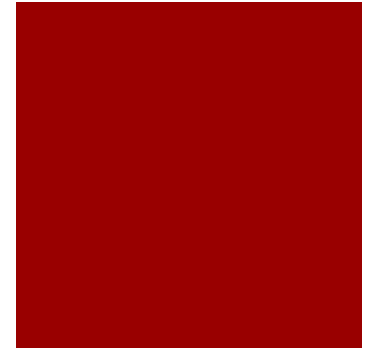
# Cabin cash-in

Published: Today

**AIRPORT staff are facing the SACK unless they slap penalties on RYANAIR passengers for breaking carry-on baggage rules.**

# Passenger recourse

- None
- Passengers who buy items at airport shops that don't fit must pay fine, return item to shop or, throw the item away



# Airlines benefit

- Generating revenue
- Redirects sales from duty free and travel retail shops to in-flight services of the airlines



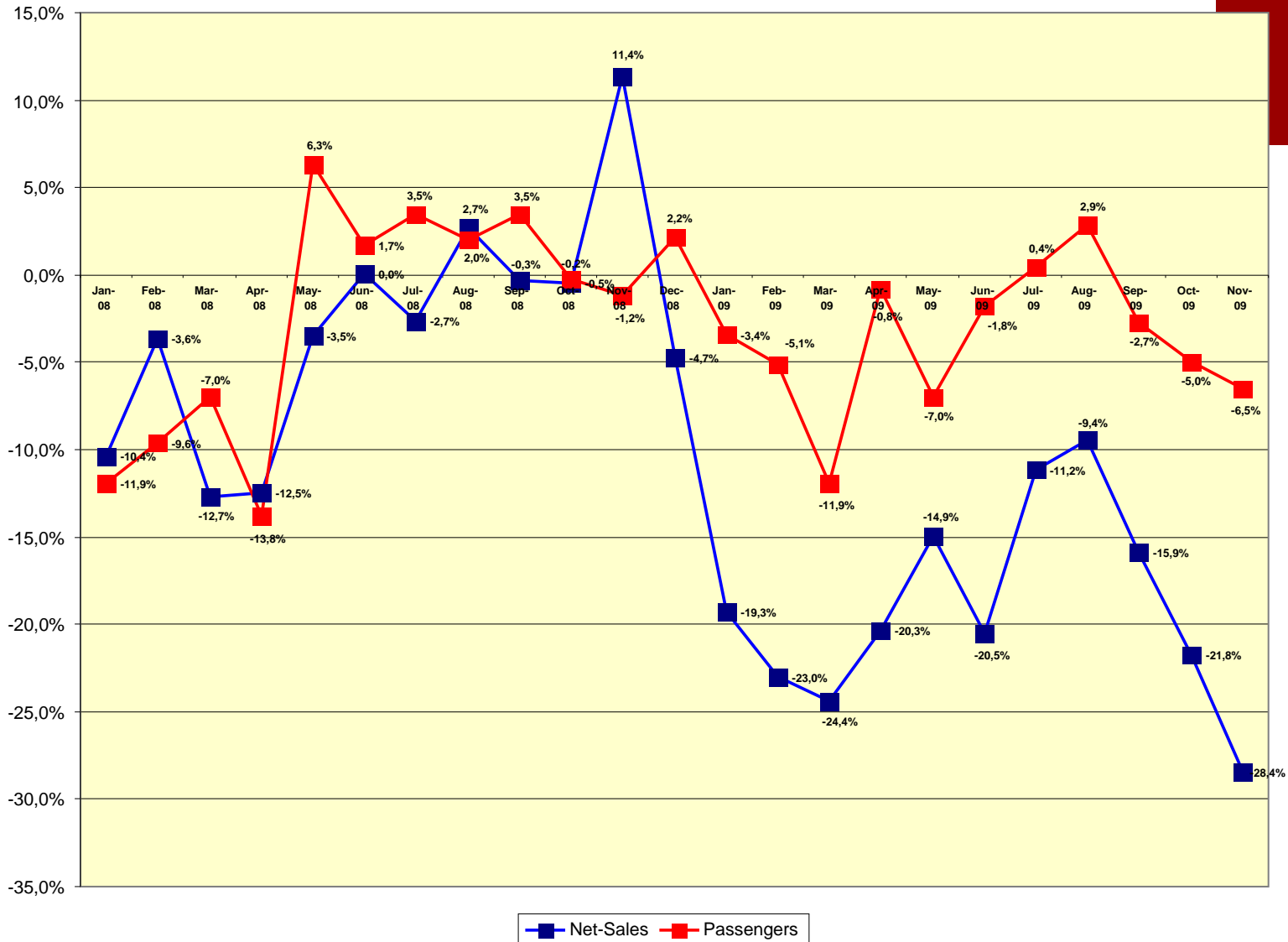
# Effect upon sales

- Where strictly enforced sales have fallen dramatically
- As much as 40% permanent drop in sales recorded in certain airports
- Particularly difficult for certain categories such as liquor

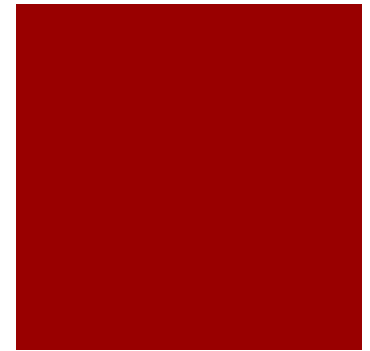


# Retail Turnover Duty Free/Travel Value vs. Traffic

January 2008 until November 2009 (Month to Month)



# One Bag Policy: Spirit Airlines



## CARRY-ON\*

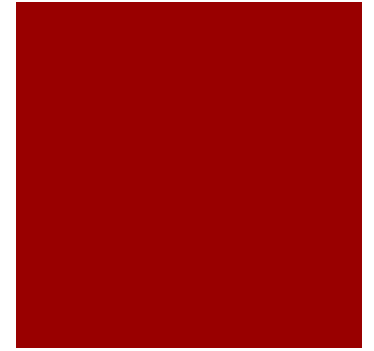


Only 1 per seat purchased. Must fit in the overhead bin.

**22 x 18 x 10"**  
(56 x 46 x 25cm)

ONLINE (MEMBER) <i>\$9 Fare Club</i>	ONLINE (NON-MEMBER) PHONE OR CHECK-IN	GATE
<b>\$20</b>	<b>\$30</b>	<b>\$45</b>
<b>DOMESTIC &amp; INTERNATIONAL<sup>1</sup></b>		

# One Bag Policy



- Abuse of dominant position
- Unfair exploitation of passengers
- Contravenes established 'right'
- Potentially much worse if airlines follow the Spirit Airlines model



## Your Cabin Baggage

### Cabin Baggage Regulations

For your safety and comfort in flight and during boarding, de-boarding and transfer, the amount, size and weight of your cabin baggage are limited.

ONE cabin bag per passenger



**Note:** The above dimensions are inclusive of wheels, handles and side pockets.



## Personal Items

In addition to your standard cabin baggage allowance\*, you may carry onboard one of the following items free:

- a small handbag or a small backpack or a briefcase or a laptop bag

AND

- an assistive device such as cane, walker, crutch, wheelchair (if cabin stowage is available)

When you are travelling with a child or an infant, you may carry onboard the following item(s) free:

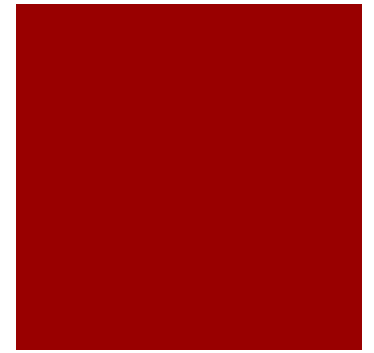
- an approved car safety seat\*
- a small bag of food\* and nappies (for consumption on the flight)
- an umbrella type collapsible stroller (if cabin stowage is available)

\*Details are available in [www.cathaypacific.com](http://www.cathaypacific.com)

**Duty-free items are included in your cabin baggage allowance. Any items exceeding the cabin baggage regulations will be checked-in.**

# Summary

- One Bag Policy threatens duty free and travel retail
- Passenger rights laws must be adapted to protect the right to buy at the airport
- Industry needs to work together to promote solution



Thank You