

Low Cost And Long Haul: Can It Work?

Last November Hong Kong-based Oasis Airlines started offering flights from Hong Kong to London's Gatwick airport at ridiculously low prices. Hong Kong being a former British colony means that there is enough traffic between the two countries. Over the years British Airways and Cathay Pacific had established a cozy duopoly on the route. Now, Oasis, the new challenger, has shaken things up a bit. Oasis's economy class passengers pay between two-thirds and half (about 250 pounds for a return ticket) of what they would have previously paid to travel between the two cities...

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