

North America: New Airlines Trying to Reach the Sky

About 200 new airlines have been started in United States and Canada since deregulation.

Unfortunately, only a handful of them survived which include West Jet, Virgin America, Porter, Spirit, Sun Country, (the new) Frontier, JetBlue and Allegiant. Surviving start-ups airlines both in Canada and U.S. focused on a combination of low fares and reduced cost. Airlines such as Frontier, Spirit and West jet transported economic products at competitive fares. On the other hand, JetBlue and Porter sold a substantial number of seats to tour operators following the great recession. The startup scene was very quiet and only a few airlines that had good strategies survived. Here are nine airlines that have mainline aspiration and are based in or flying to North America. But the question is will these airlines survive.



California Pacific

California Pacific has been around for at least three years. The airline has at least one airplane. Their business plan seems rational and its ambition is modest. The airline plans to transport cargos and passengers to the Northern San Diego County and nearby upscale residential areas, beach communities as well as light industry in the area. The Embraer 170s also plan to fly to popular destinations including Oakland, Phoenix, Sacramento, San Jose, Cabo San Lucas, and Las Vegas. The Embraer proposes no ticket-exchange fees and no-fee checked bag. This means their products will be a bit upscale.

PeoplExpress

The old PeoplExpress survived in the deregulation period since it had a decent business plan, a very low fare line and acquisition of first generation Frontier. In addition, the airline was based in Newark where it tapped individuals from the huge New York-metro market. The new PeoplExpress is based at Patrick Henry Field in Newport News. Their website indicates that the Newark route has enough traffic to allow more than two daily round trip flights. The plan is to operate regional flights in order to serve the underserved cities.



Avatar Airlines

Since 1992, Avatar airline has been on and off as either Family Airlines or Avatar Airlines. The plan of the airline is to fly high-density 747s and serve high domestic routes at competitive prices. The airline promises ultra low fares together with onboard Wi-Fi, sale of meals from upscale restaurants and free checked baggage. The Avatar airline promises low prices without interfering with comforts of luxury flight. The airline has ambitious route system linking Las Vegas, Honolulu, Dallas, Chicago, Los Angeles, Miami, Orlando, San Francisco, San Jose, Philadelphia, and San Diego. The initial flights plan to target Angeles-to-New York or Vegas-to-New York routes.

Eastern Airline

The old Eastern airline during pre-deregulation was one of the big four airlines. The new Eastern airline plans to serve the nearby beach destination for big tour operators in Midwest and East. The airline is changing its modest niche in order to increase the customers' appeal.

Baltia Air Lines

This is the newest airline in America. Baltia plans to fly 747s from United States to Russia and the nearby countries. They do not provide specific schedules or fares but plan to carry their first flights in St. Petersburg and New York JFK. In addition, the airline plans to offer consumers some friendly policies including discounts for student of any age, seniors as well as the youths. Furthermore, the airline plans to offer frequent flyer programs, no charges for ticket exchange, full cash refunds for unused tickets and reduced bereavement fares. The airline provides three classes – the first class, business, and voyager classes.

Airline 4.0

This is the new airline that was started in mid April 2004 and based in Las Vegas. The airline plans to be the number one American flag carrier by providing premier global lifestyle airline, deploying new technology, revolutionizing the passenger experience and fostering a global community.



Pan American Airways

Pan American Global Holdings which is a privately held corporate claim to have a Ryan International Operating Certificate and plans to restart the Pan American Airways. Although their website provides not much detail about the airways, there are claims that this airline will start its service in Southern tier markets.

American West Jets

The aim of American West Jet located in Las Vegas is to start flying from Las Vegas to Sydney, Pago Pago, and Fiji. The airline has different planes including 747-400 and Lockheed L1011. However, the airline does not indicate its business plan.

Las Vegas Air

The airline has been around for quite some time now. However, it does not provide an official website but reports indicate that it aims at flying high rollers to and from Las Vegas. In addition, some reports indicate that the airline plans to sell some of their seats to the major casinos in Las Vegas. Other reports also indicate that the Las Vegas Air will concentrate on New York and that it will fly brand New 777s and 747s and funnel Vegas visitors to other parts of the world.

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