

Airlines and Innovation: What Comes Next?

Innovation comes in many shapes and forms. Along with a strong brand, innovation is an essential way to create differentiation in an industry that is highly commoditized. Come to think about it: travelers are flying in the same planes; they eat food that was prepared in the same airport kitchens... even the schedules are not that different as airlines are coveting the same time slots. And you may even have noticed if you have flown different airlines on the same month: you often get the exact same selection of in-flight movies!

Date: 2008-05-26

Article link:

<http://www.tourism-review.com/travel-tourism-magazine-airlines-and-innovation-what-comes-next-article540>