

Sector Report: AIRLINES

2017

EXECUTIVE SUMMARY

You have downloaded a PDF of Sportcal Sponsorship's Airline Sector Report, summarising the key findings that are available within the report itself, as well as the full Table of Contents.

Find out more about this report by contacting our Client Services team on **+44 (0) 20 8944 8786** or email clientservices@sportcal.com



The Airline industry generated revenues of over **\$700bn** in 2016, and with the global nature of sports more evident than ever, the sector seems to have a natural affiliation with the sports industry.

After a turbulent decade for the sector, many airlines have now returned to making substantial profits, providing the ability to make investments to help the growth of their businesses. However, the threat of low cost airlines has changed the landscape within the sector, with traditional big players experiencing squeezed profit margins.

With many rights holders diversifying their portfolios to include category specific partners, brands in the airline sector are well placed to capitalise and partner with properties that will help them to reach new customers in new territories.

With over **\$800m** spent on sponsorship deals between airlines and rights holders, Sportcal Sponsorship has examined the Airlines sector, focusing on 25 key brands responsible for over \$22bn worth of revenue with a view to understanding the major trends, as they relate to partnerships with sporting rights holders as well as looking at potential future developments, all based on data from the [Sportcal Sponsorship platform](#).



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- Gain a comprehensive knowledge of the **Airline industry** and how it relates to the business of sport - providing your organisation with a detailed understanding of latest industry activity
- Each **Brand Profile** contains a 'Timeline of Selected Announcements', 'Selected Key Deals', 'Sponsorship by Sport (%)' with an 'At a Glance' table allowing for easy comparison between brands, including 'Estimated Sponsorship Spend' for each featured airline
- Investigate current behaviour trends across the Airline industry in relation to '**Sports Sponsorships**', to identify the best opportunities for you to take advantage of
- Analysis of key players operating in the sector to **identify prospects** for future collaboration and partnership
- Track rights holder and brand activity across the sector to keep up-to-date with the **major players and potential competitors**

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