

ANA to Launch a Low-Cost Airline in February 2024

VOCABULARY WORDS

1. Carrier (Noun) /'kæri:ər/ an airline that carries products or passengers from one place to another
Example: Ryanair is a well-known low-cost carrier.
2. Subsidiary (Noun) /səb'sidi:əri:/ a company that is owned or controlled by a larger company
Example: Google is a subsidiary of Alphabet Inc.
3. Gender-neutral (Adjective) /,dʒendər 'nu:trəl/ not specific to one particular gender; (of a word or phrase) not referring to only one gender
Example: The school has added a number of gender-neutral restrooms to accommodate all students.
4. Inbound (Adjective) /'ɪnbəʊnd/ traveling towards a place
Example: All inbound travelers must have a negative PCR test to enter the country.
5. Launch (Verb) /lɔ:ntʃ/ to make something available to the public for the first time
Example: Launched in 1997, Google is by far the most popular search engine in the world.
6. Mid-range (Adjective) /mɪd reɪndʒ/ (of a product) in the middle of a range in terms of quality, price, etc.
Example: A mid-range laptop will set you back around \$800.



Japanese airline company All Nippon Airways (ANA) Holdings will launch a new subsidiary airline called AirJapan in February 2024. The new airline will offer cheaper mid-range flights to destinations in Southeast Asia. Fares will be priced between those of a low-cost airline and a regular full-service airline. Although details of flight destinations won't be released until summer 2023, the first flights will be between Narita International Airport near Tokyo and a location in Southeast Asia.

In the future, AirJapan hopes to offer more routes and provide service between Southeast Asia and Osaka's Kansai International Airport. The new airline is hoping to attract inbound tourism, which is expected to increase as the industry recovers from the coronavirus pandemic. Flights to and from Kansai International Airport are expected to be especially popular when the World Expo is held in Osaka in 2025.

But how will AirJapan compete with other airlines? AirJapan aircraft will be lighter than those of full-service airlines, and so should use less fuel. They will only have economy seats, but these seats will have more space than the economy seats of other low-cost airlines. Passengers will be able to order meals online before their flight or buy snacks and meals during the flight.

AirJapan will also have a gender-neutral uniform policy so male and female flight attendants can wear skirts or trousers as they like. British airline Virgin Atlantic announced a similar gender-neutral uniform policy in September 2022.

ANA's rival, Japan Airlines, launched its own low-cost subsidiary airline called ZIPAIR in 2020. It offers flights between Tokyo Narita and Bangkok, Singapore and Seoul, as well as Hawaii and California in the US.

DISCUSSION

1. What are your thoughts on ANA Holdings' plans for AirJapan?
2. Have you ever flown with All Nippon Airways, Japan Airlines or ZIPAIR?
3. Besides price, what do you consider when choosing an airline to travel with?
4. Have you had any negative experiences traveling with a low-cost carrier?
5. Do you have any tips for keeping your costs down when traveling?