

## Just for a change the customer wins in this dogfight

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Jetstar's announcement suggests that Australians are about to take to the skies on a European-modelled airline that can truly call itself a low-cost carrier and not just a low-frills one. And I'm not referring to the uncanny resemblance between the orange livery of Jetstar and easyJet.

Finally, an Australian carrier has recognised that it is secondary

airports, such as Avalon, that have given Europe's low-cost airlines one of their competitive advantages.

And with many of the industry's assets in private hands (such as Avalon airport), there is less likelihood of issues related to Article 92 of the EEC Treaty (on state aid) being raised, as Ryanair recently found to its detriment in Belgium.

But given the price war has started even before Jetstar has taken to the skies, one has to question whether it's the pockets of the carriers or their parents that are going to sustain them. Everyone loses in a price war, except the customers.

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