Case Study
The company

- One of the **leading low-cost airlines** in Europe, with the name UK Airline Company Limited.
- Head offices in the International Airport of Luton,.
- **350 aircraft, 15,000+ personnel (2000+ pilots, 4,500 cabin crew)** and **65+ million passengers** were serviced in **2014**.
- It flies to **136+ destinations** in **35 countries** around the world.
- **Slogans**: **Come on, let's fly! & The web's favourite airline!**
- Member of the group **easyGroup** ([http://www.easy.com](http://www.easy.com)).
- EasyJet was established by Greek-Cypriot **Stelios Haji-Ioannou** in November **1995**
First places

- No. 1 -> Gatwick
- No. 1 -> Milan
- No. 1 -> Geneva
- No. 2 -> Paris
the easy®
family of brands

easyJet.com
book your flight

easyCurrency
convert your cash

easyMobile.com
order a case

easyConveyance®
property made simple

easyHotel.com
book a room

easyAir.com
low cost flights

easyBookings.com
book your accommodation

easyDogwalker®
dog walking & pet sitting

easyCar.com
rent a car

easyTransport.com
worldwide airport transfers

easyLimousines.com
book worldwide limo rides

easyTennis.co.uk
social tennis near you

easyBus.com
book an airport transfer

easyCoffee.eu
low cost coffee and tea

easyFlights.co.uk
book your flight

easyGifts™
find a gift

easyHistory™
celebrating easy® @ 25 years

easyVan.com
rent a van

easyFly.co.uk
book your flight

easyGuide®
museum and gallery events

easyFoodstore.com
food honestly priced

easyHub™
book your office space

easySky.co.uk
book your flight

easyFerry™
Ferry booking platform

easyGym.com
book your workout

easyPizza.com
order a pizza

easyFood™
food delivered to your door

easyHemp™
low cost hemp products

easyProperty.com
rent a property

easyMoney.com
Up to 7.28% on investments

easyStorage®
low cost storage

easyGreece™
discover tours in greece

easyEnergy.com
energy as it should be

easyNetworks™
IT & telecoms for less

easyPet®
low cost pet transfers

easyOffice.co.uk
book a serviced office
Activity in the **service sector** by offering **low-cost airline tickets online** as well as **by phone**.

Ticket purchase can be **combined with other leisure services**, such as:

- room booking in hotels or apartment in customer destination,
- car rental,
- travel insurance,
- parking space at departure airport,
- transfer from and to the airport,
- airport lounge,
- place for ski or other luggage,
- +++


1997: Website development.

1998: Sale of first ticket online.

1999: Voted "Best Low Cost Airline" (Business Traveler Magazine).


2001: Member of the Airline Group, along with 7 other companies which will control of British airlines for 30 years.
- **2002**: merger with GoFly with the aim of creating a dominant low-cost airline in Europe
- **2004**: Exceeds the 20 million passenger barrier.
- **2005**: Assignment of the information system to Savvis ([http://www.savvis.net](http://www.savvis.net)).
  - Payment of services based on the number of travelers.
  - The cost per passenger decreases as the number of passengers increases.
  - **The earlier the cheaper!**
- **2007**: acquisition of GB Airways Ltd.
- **2008**: 6th largest airline in Europe.
- **2010**: 114 new aircraft. It is celebrating its 15th birthday.
2011: Order 15 more airbus A320.

2013: Promoted to the FTSE 100 and launched its 100th route from Gatwick Airport.

2017: Announced the opening of new European headquarters in Austria to operate after Brexit.

2018: Officially, Europe's 5th biggest airline!
Our Journey

January 2011

easyJet expands fleet
easyJet confirms orders for 15 additional Airbus A320 planes.

https://simpleflying.com/history-of-easyjet/
- **1985**: Establishment of Ryanair (Christy Ryan).
- **1995**: Adoption of a low-cost ticket model.
- **1996**: Introduction to NASDAQ.
- **2000**: Website creation and first online bookings.
- **2003**: Acquisition of Buzz and increase of the fleet.
- **2006**: The 40 million passenger barrier is overcome.
- **2008**: 3rd largest airline in Europe.
- **2009**: Launch of transatlantic routes.
- **2011**: 135 new aircraft.
2012: traffic grew up to 79.3 million passengers (5%) with an average fare of €48.

2013: the airline grew to 68 bases and over 1,600 routes.

2016: Europe’s No. 1 airline for Customer Service.
   - an average fare of €46
   - launched Ryanair Holidays
   - punctuality (over 90% of flights on time).
   - fleet of 360 Boeing B737-800 aircraft.

2018: completed the acquisition of 75% of Laudamotion.

2019: an industry leading 31-year safety record, no Ryanair aircraft has been involved in incidents leading to deaths or serious injuries so far.
Easyjet and Ryanair are two of Europe’s biggest and most well-known budget airlines.

Together they carry roughly 240 million passengers per year around the continent.

Most figures are taken directly from each airline’s 2019 annual report.
Ryanair vs easyJet

Airports/ Routes

- Easyjet has **30 bases**, serving **159 airports** and **1,051 routes**. Its main base is at London Gatwick (LGW).
- Ryanair has **86 bases**, serving **219 airports** and **2,100 routes**. Its main base is at London Stansted (STN).

Website

- The Easyjet.com website had an average of **22 million monthly visits** for the period Jul 2019 to Dec 2019. It is ranked number 10 in terms of traffic in the airline industry.
- The Ryanair.com website had an average of **44 million monthly visits** for the period Jul 2019 to Dec 2019. It is ranked number 1 in terms of traffic in the airline industry.
Flights

- Easyjet reported making 605,899 flight sectors in 12 months – an average of 1,660 flights per day.
- The average sector length was 1,105km. This means the total distance flown annually by Easyjet aircraft is 670 million km.
- Ryanair reported making 789,771 flight sectors in 12 months – an average of 2,164 flights per day.
- The average sector length was 1,246km. Likewise, the total distance flown annually by Ryanair aircraft is 984 million km.

Fares

- The average Easyjet fare is €61.
- The average Ryanair fare is €37.
Ryanair vs easyJet

Passengers

- Easyjet currently flies **96.1 million passengers** per year with an average **load factor of 91.5%**. That’s **263,000 passengers per day** on average, although there will be more passengers flying during the peak summer season.

- Ryanair currently flies **142 million passengers** per year with an average **load factor of 96.0%**. That’s **389,000 passengers per day** on average.

Staff

- Easyjet has over **15,000 staff members** which includes **4,000 pilots** and over **9,000 cabin crew**. The Easyjet CEO is Johan Lundgren.

- Ryanair has **16,840 staff members** which includes **5,446 pilots** and **9,095 cabin crew**. The Ryanair CEO is Michael O’Leary.
**Ryanair vs easyJet**

**Aircraft**
- Easyjet reported a fleet of **331 aircraft** comprising of **125 Airbus A319, 169 Airbus A320, 31 Airbus A320neo and 6 Airbus A321neo**. It utilises its aircraft **10.9 hours per day**.
- Ryanair reported a fleet of **455 Boeing 737 aircraft**. It utilises its aircraft **9.0 hours per day**. Ryanair has an order for up to 210 Boeing 737 MAX aircraft (135 firm + 75 options) – deliveries will be subject to safety reviews by aviation regulators.

**Financial**
- In 2019 Easyjet reported an operating income of **£427 million** on £6.385 billion of revenue. Easyjet made **£13.10** per passenger in (non-seat) ancillary revenues.
- In 2019 Ryanair reported an operating income of **€948 million** on €7.697 billion of revenue. Ryanair made **€17.15** per passenger in (non-seat) ancillary revenues.
Seats

- Easyjet planes have grey-orange seats in a 3-3 configuration. The seat pitch is 29” and the seat width is 18”. Easyjet seats do not recline but do have a seat pocket.
- The Airbus A319 has 156 seats; the Airbus A320 has either 180 or 186 seats. All seats are economy class.
- Easyjet sells allocated seating which costs between £3.99 and £23.99 per flight depending on the route and whether the seat is classed as extra legroom (first row or overwing exit), up front (rows 2-6) or elsewhere.
- Ryanair planes have blue-yellow seats in a 3-3 configuration. The seat pitch is 30” and the seat width is 17”. Ryanair seats do not recline and have no seat pocket.
- The Boeing 737-800 aircraft has 189 seats. All seats are economy class.
- Ryanair also sells allocated seating which costs from €4 (standard seat), from €13 (front seats row 2-5) and from €14 (extra legroom seats on the exit rows) per flight depending on the route.
- Passengers who do not purchase allocated seating will automatically be assigned a ‘random’ seat at check-in.
Ryanair vs easyJet

**Carry-On Luggage Allowance**

- EasyJet allows all passengers to bring 1 carry on bag (no weight limit) with maximum dimensions of **56 x 45 x 25cm** including handles and wheels. An additional under seat bag (max dimensions **45 x 36 x 20cm**) is only available for easyJet Plus cardholders, FLEXI fare, Up Front or Extra Legroom customers.

- Ryanair allows all passengers to bring 1 small bag measuring up to **40x20x25cm** which must be placed under the seat in front. Only those purchasing “Priority & 2 Cabin Bags”, Flexi Plus, Plus or Family Plus fares can take a second bag of up to 10kg and **55 x 40 x 20cm**. This can be stowed in the overhead lockers.

**CO₂ Emissions**

- EasyJet reported a CO₂ emission of **77g per passenger km.**

- Ryanair reported a CO₂ emission of **66g per passenger km.**
Ryanair vs easyJet

30 bases
159 airports
1,051 routes
331 aircraft
15,000 staff

10.9 hrs/day aircraft utilisation
91.5% load factor
4,000 pilots

EASYJET by numbers

96.1 million passengers
605,899 flights flown
670 million total km flown annually
[equivalent 12 one-way trips Earth to Mars]

source: Easyjet Annual Report 2019
Ryanair vs easyJet

86 bases
219 airports
2,100 routes
455 aircraft
16,840 staff

9.0 hrs/day aircraft utilisation
96.0% load factor
5,446 pilots

RYANAIR by numbers

142 million passengers • 789,771 flights flown
984 million total km flown annually
[equivalent 18 one-way trips Earth to Mars]
Ryanair vs easyJet

+ Lower ticket costs compared to easyJet even though it has higher tax charges.
- It lacks the accuracy of the itineraries.

+ More customers than easyJet.
- Lower profit than easyJet.
- Small airports - far from destinations - eventually increase the cost of moving customers.
- The staff has been accused of "aggressive" behavior towards its customers (case A 14-year-old child with a broken leg and unaccompanied who jumped to his feet for 1 hour and 40 minutes!). It also refused to include chairs for the disabled.

+ EasyJet invests heavily in its profile.
- Ryanair's website provides a lot of information, usually economical packages in the form of spam.
+ EasyJet's website has a specific structure and colors.
Ryanair News

News Release

11.02.10

MICHAEL (USAIN BOLT) O’LEARY CHALLENGES STELIOS TO "CHARIOTS OF FIRE" RACE AROUND TRAFALGAR SQUARE

Ryanair’s CEO, Michael O’Leary, today (11th Feb) challenged easyJet boss Stelios to a “Chariots of Fire” race around Trafalgar Square to settle a dispute which has blown up over the last week with easyJet and Stelios’ expensive lawyers (Herbert Smith and Rachel Atkins) threatening Ryanair with legal action over Ryanair’s recent adverts (see attached) which confirm that:

1. easyJet is in fact a “high fares” airline, since their average fares (£66) are more than double those of Ryanair (£32) and,
2. easyJet is hiding its poor on-time statistics (which have not been published on its website for the last 40 weeks in a row) because (Ryanair believes) easyJet’s punctuality is so awful compared to that of Ryanair.

Read these letters for yourself:

Easyjet lawyer's letter - 3rd Feb
Ryanair reply to easyjet lawyers - 10th Feb
Stelios lawyer's letter - 5th Feb
Ryanair reply to Stelios' lawyers - 10th Feb
The Unique Visitors metric only counts a person once no matter how many times they visit a site in a given month. Unique Visitors are typically used to determine how popular a site is.
The Compete Rank is based on Unique Visitors and does not consider page views or number of visits made to the site. Rank is often used as a compliment to Unique Visitors to provide a relative metric that shows the significance of a site.

### Monthly Normalized Metrics / March 2011

<table>
<thead>
<tr>
<th>Compete Rank</th>
<th>Monthly Change</th>
<th>Yearly Change</th>
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<tr>
<td>easyJet.com</td>
<td>42,606</td>
<td>+5,619</td>
</tr>
<tr>
<td>ryanair.com</td>
<td>39,789</td>
<td>+4,025</td>
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</tbody>
</table>

**Top Search Terms (easyJet.com)**
- easyJet.com
- easyJet
- easyJet
- easyjet.com
- british airlines
- harvard dental school

**Top Search Terms (ryanair.com)**
- ryanair
- ryanair
- ryanair.com
- you got cookies
- what is necessary for true curriculum integration to occur?
Tough competition
Tough competition

Want to know more?
Get the whole story with compete PRO

Compare traffic between different sites