

Selon une étude récente Air France première marque parmi les compagnies aériennes

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A recent study reveals that in real world discussions in Western Europe concerning desirable travel destinations, US topped the list at 45%, Australia was second with 25% while Canada was third with 20%.

Air France was the leading brand among airlines. It was discussed in the last four weeks among 38% of those who responded. British Airways and Lufthansa came second and third at 36% and 35% respectively.

Those discussions centered on positive things concerning these brands. The conversations taught social circles a number of new things about these airlines. They reassured family members and friends that they should expect to enjoy a good flight when they fly with the given companies. Nearly 18% of the respondents said that they successfully persuaded another person to try out a certain airline.

This recent study surveyed 1,600 people online. The respondents were divided equally between Germany, France, the UK, Spain and Italy. The study was conducted by Insites Consulting for a group of 9 global TV channels known as inTV. The group comprises of CNBC, BBC World News, France 24, Sky News and EuroSport.

The research pointed out that "connectors" are the key influencers to focus on. These people talk to several people and about 16% of these influencers are champions of airlines and destinations.

The study suggests that the champions of destinations will more likely be ladies rather than men. Therefore the recommendations and suggestions of ladies have a greater impact on friends and family members.

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