

# Tigerair takes lion's share of sector with expansions

TIGERAIR said its introduction of new capacity and destinations over the past year has enabled it to consolidate its position as Singapore's largest low-cost carrier (LCC).

Citing the Centre for Aviation's latest LCC sector report last week, the Singapore-based airline said it accounts for over 33 per cent of total LCC capacity at Changi International Airport, well above the 26 per cent and 23 per cent capacity share of the next closest competitors.

By the end of the year, Tigerair Group, including Tigerair Mandala and Tigerair Philippines, will account for almost 11 per cent of total seat capacity at Changi, compared with its competitors, which will stand at under 8 per cent each, it noted.

The widening gap is driven by Tigerair's fleet expansion strategy, which will see a total of six A320 aircraft being delivered by

the end of the year, it said.

The number of destinations served from Singapore will also increase from 28 at the beginning of the year to over 38 by the end of the year, taking into account the latest destination launches of Boracay, Chiangmai, Langkawi, Lijiang and Lombok.

"For Tigerair, it is not just about being the largest in our market. It is (also) about leveraging our position to deliver on our promises to customers," said chief executive Koay Peng Yen.

He was also heartened to know that LCCs as a whole have shown greater improvement in customer satisfaction rankings, compared with traditional full-service carriers.

Based on the recently published second-quarter results of the Customer Satisfaction Index of Singapore, conducted by the Institute of Service Excellence at the Singapore Management Uni-

versity, the budget airlines sub-sector improved by 4.9 points to 67.5 points.

This closes the gap on full-service airlines, which improved 2.5 points to 77.1 points.

Tigerair chief commercial officer Alexander Knigge said the introduction of a mobile app has offered added convenience for the airline's customers.

The Tigerair mobile app, which was launched in October last year, surpassed one million downloads across iPhone, Android, iPad and mobile web applications as of last week.

The app has simplified the booking flow with intuitive step-by-step navigation.

Users can access all booking details via the app, which also features faster data transfer across its various functions, including seat selection, and storage and retrieval of customer details for future reference.



By the end of the year, Tigerair Group will account for almost 11 per cent of total seat capacity at Changi, while its competitors stand at under 8 per cent each. Tigerair is Singapore's largest low-cost carrier. ST PHOTO: JOYCE FANG