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VOLOTEA SWOT & PESTLE ANALYSIS

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Company Name : Volotea

Company Sector : Aviation

Operating Geography : Spain, Europe, Global

About the Company :

Volotea is a low-cost Spanish airline based in Castrillón, Asturias, Spain, with bases in Spain, Italy, France, and Greece. Volotea was founded by Alaeo S.L., a Barcelona-based firm founded by former Vueling founders Carlos Muñoz and Lázaro Ros. It began operations from Venice Marco Polo Airport on April 5, 2012, and a decade later, it has carried over 40 million passengers around Europe owing to an exceptional team and a concept built on providing a pleasant travel experience at reasonable pricing. Every year, it increases the number of aircraft in its fleet, the number of routes it service, and the number of seats it offers, propelling it to become one of Europe's fastest growing independent airlines. Volotea services over 100 cities in 16 countries, with new additions in 2022 including Denmark, Italy, and Algeria. The airline will have a fleet of approximately 41 planes in 2022, up from 36 in the summer of 2019. Volotea became a full Airbus carrier in 2021 after replacing a portion of its fleet with European aircraft. Volotea was named "Europe's Leading Low-Cost Airline" in 2021 and 2022 at the World Travel Honors, the industry's most prestigious awards that recognise achievement in the transportation and tourism industries worldwide.

The USP of Volotea lies in it being the leading European low-cost airline. The mission of the airline is to connect people all around Europe, providing competitive prices.

Revenue :

Not Disclosed

SWOT Analysis :

The SWOT Analysis for Volotea is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.High growth in terms of plane fleet, passengers, routes and bases 2.Constant launches of new routes 3.Leading European low-cost airline 4.First Navitaire New Skies Airline operating in the cloud 	<ul style="list-style-type: none"> 1.Frequent flights cancellation due to union strike 2.Subject to fines for violating laws 3.Continuous losses a concern for business continuity
Opportunities	Threats
<ul style="list-style-type: none"> 1.Plans for the first 100% electric fleet 2.Collaboration with AWS to increase reliability and reduce costs 3.Increase in capacity due to expansion in fleet 	<ul style="list-style-type: none"> 1.Strong rise in competition in the airline industry 2.Rising inflation has an adverse impact

PESTLE Analysis :

The PESTLE Analysis for Volotea is given below:

Political	Economical
1.Strong government support to the airline industry 2.Impact of Russia-Ukraine war on the airlines	1.Rising ticket prices due to inflation
Social	Technological
1.Summer holidays sees a growth in number of passengers travelling from flights	1.Leveraging cloud to become a data-driven airline 2.Rising trend of airlines betting on metaverse
Legal	Environmental
1.Subject to fines for violating laws	1.Reduction in CO2 emissions in short-haul airlines Commitment towards sustainability as part of ESG

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