



FAIR TRADING COMMISSION

Report on Investigation into Airline Ticket Advertising

A complaint to the Offices of the Fair Trading Commission in late 2002, indicated that after taxes and fees were added to the advertised cost of an airline ticket, the increase in price was 53%.

The Commission felt that consumers were largely unprepared for such levels of increase over and above the advertised price of a ticket, and were effectively being misled as to the ultimate cost of an airline ticket. Under the Fair Competition Act, providers of goods and services are prohibited from making representations to the public that are misleading in a material respect. The total amount payable upon purchasing an airline ticket, like any other good or service, is material information; and airlines are therefore obliged, as far as possible, to set out the TOTAL cost of tickets in their advertisements.

Arising out of discussions between the Commission Staff and all airlines operating out of Jamaica, airline advertisements since March 1, 2004, reflect as accurately as possible the TOTAL cost of a ticket. Advertisements now indicate either the range of percentage or dollar figure increase; or the approximate amount of taxes, charges and/or fees which will be added to the advertised price of an airline ticket.

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