

Consumer Market Survey Results: Non-Stop U.S. to Armenia Flights

LAX2EVN.ORG

An aerial photograph of a mountain range, likely in Armenia, with a clear blue sky. In the foreground, the wing and tail of a white airplane with red tips are visible, flying over the landscape. The text 'LAX → EVN' is overlaid on the image.

LAX → EVN



Executive Summary

Armenia's growing popularity among Californians as a travel, tourism, and business destination is driving consumer demand for faster and more convenient travel options.

This newly concluded consumer market survey demonstrates strong interest in non-stop flights between California - home to America's largest Armenian community - and Armenia with 97% of respondents expressing their willingness to switch from their current carrier to an airline that offers direct service to Yerevan, and fully 85% willing to pay a premium for non-stop service to Yerevan.

Key takeaways from the survey are as follows:

Travel Cost:

-- Ninety-seven percent of respondents expressed willingness to switch from their currently preferred airline to another airline that offers non-stop flights from California to Armenia.

-- The largest percentage of respondents (51%) spent, on average, between \$1,000 and \$1,400 per ticket, while 19% spent between \$600 and \$1,000, and 15% spent between \$1,400 and \$1,800.

-- Eighty-five percent of respondents expressed a willingness to pay a premium for non-stop flights, with 31% willing to pay between \$100 and \$200, 23% willing to pay between \$200 and \$400, 8% willing to pay between \$400 and \$600, and 8% willing to pay between \$600 and \$800. Less than 15% of respondents said that they are unwilling to pay any premium at all.

-- Currently, a majority of passengers said they fly Economy (56%), while 32% fly Premium Economy, 9% fly Business Class, and 3% fly First Class.

Travel Connections:

-- Moscow (58%) is currently the most popular connecting city for passengers travelers between California and Armenia, followed by Doha (14%), Paris (9%), Vienna (5%), Warsaw (4%), and Dubai (3%).

-- According to respondents, the most commonly used airline for travel between California to Armenia is Aeroflot (47%), followed by Air France (17%), Qatar Airways (15%), LOT Polish Airlines (8%), Austrian Airlines (7%), and Fly Dubai (4%).

-- The overwhelming majority of travelers between California and Armenia use Los Angeles LAX airport (98%).

Travel Preferences:

-- The most popular month for travel between California and Armenia is June (17%), followed by July (16%), August (15%), September (13%), and May (11%).

-- Sixty-nine percent of respondents book their own flights, while 31% go through travel agents.

-- An overwhelming majority of passengers (93%) travel on their own, with only 7% traveling as part of a tour.

-- A majority of passengers (58%) travel to Armenia once a year, while 35% take two to three trips a year, 4% take four to five trips annually, and 3% take more than five trips a year.

The LAX2EVN.org travel survey is a project of the Armenian National Committee of America (ANCA), which promotes U.S. to Armenia non-stop flights as part of its initiative to boost tourism, increase business travel, expand cargo traffic, and strengthen the U.S.-Armenia bilateral economic partnership. The analysis is based on 2,265 responses (2,204 from the U.S., 60 from Armenia, 1 from Canada) received between the dates of May 3, 2019 and June 13, 2019.

The ANCA is working with a wide array of government, business, and civil society stakeholders in both Armenia and the United States in support of the sustained public and private sector engagement needed to launch commercially viable non-stop flights. In September of 2018, the ANCA formally called on the U.S. government to initiate a dialogue with Armenia's Civil Aviation Authorities to help create a favorable legal and regulatory environment and foster engagement with commercial stakeholders.

With national headquarters in Washington, DC, regional offices in Los Angeles, Boston, and New York, dozens of local chapters, and thousands of activists across all fifty states, the ANCA represents the shared views and values of Americans of Armenian heritage, working at the national, state, and local levels of government to advance a broad array of policy priorities of special concern to the community.



Would you be willing to switch from your currently preferred airline to another airline that offers non-stop flights from California to Armenia?



97%

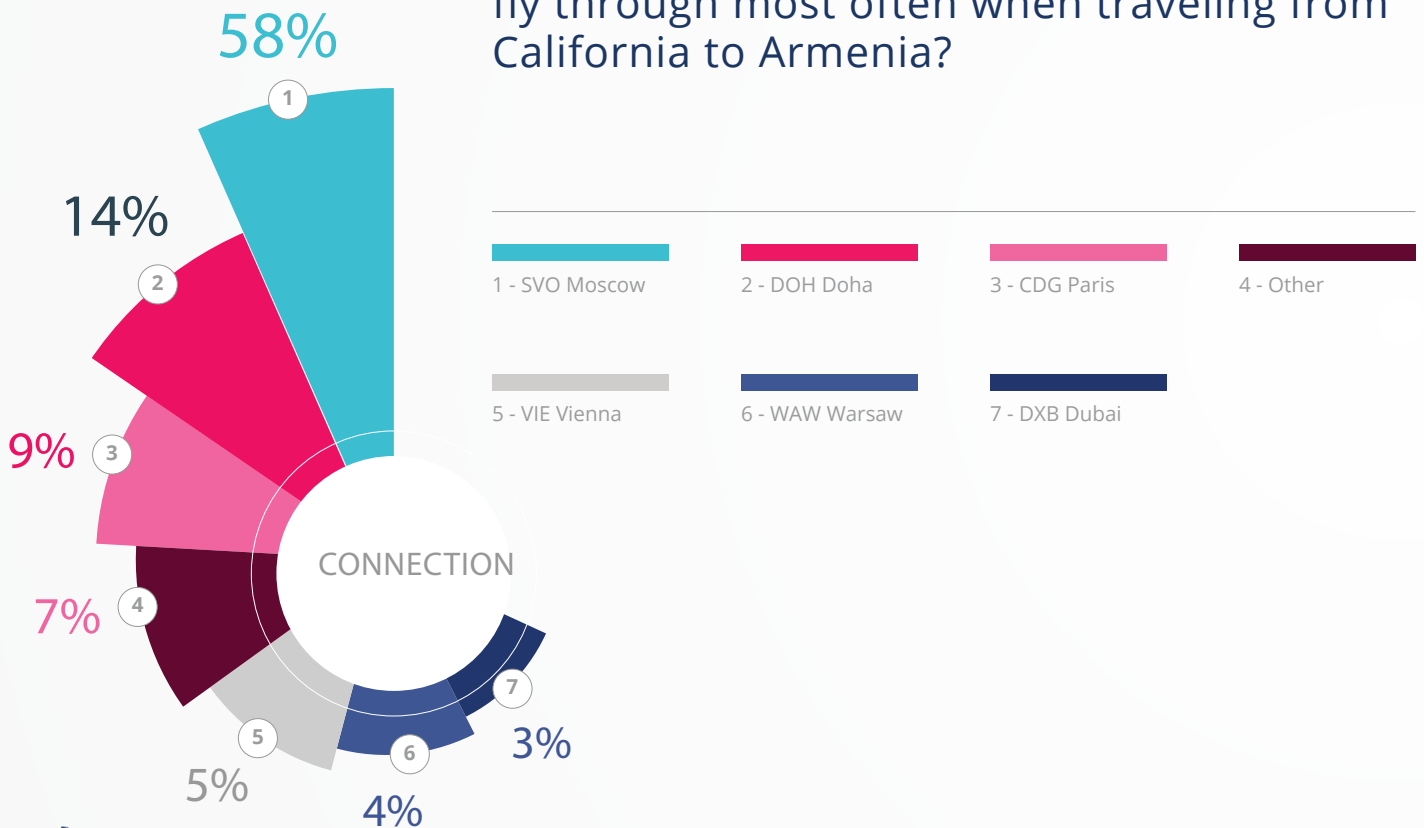
0%



3% Unsure



Which connecting airport do you currently fly through most often when traveling from California to Armenia?

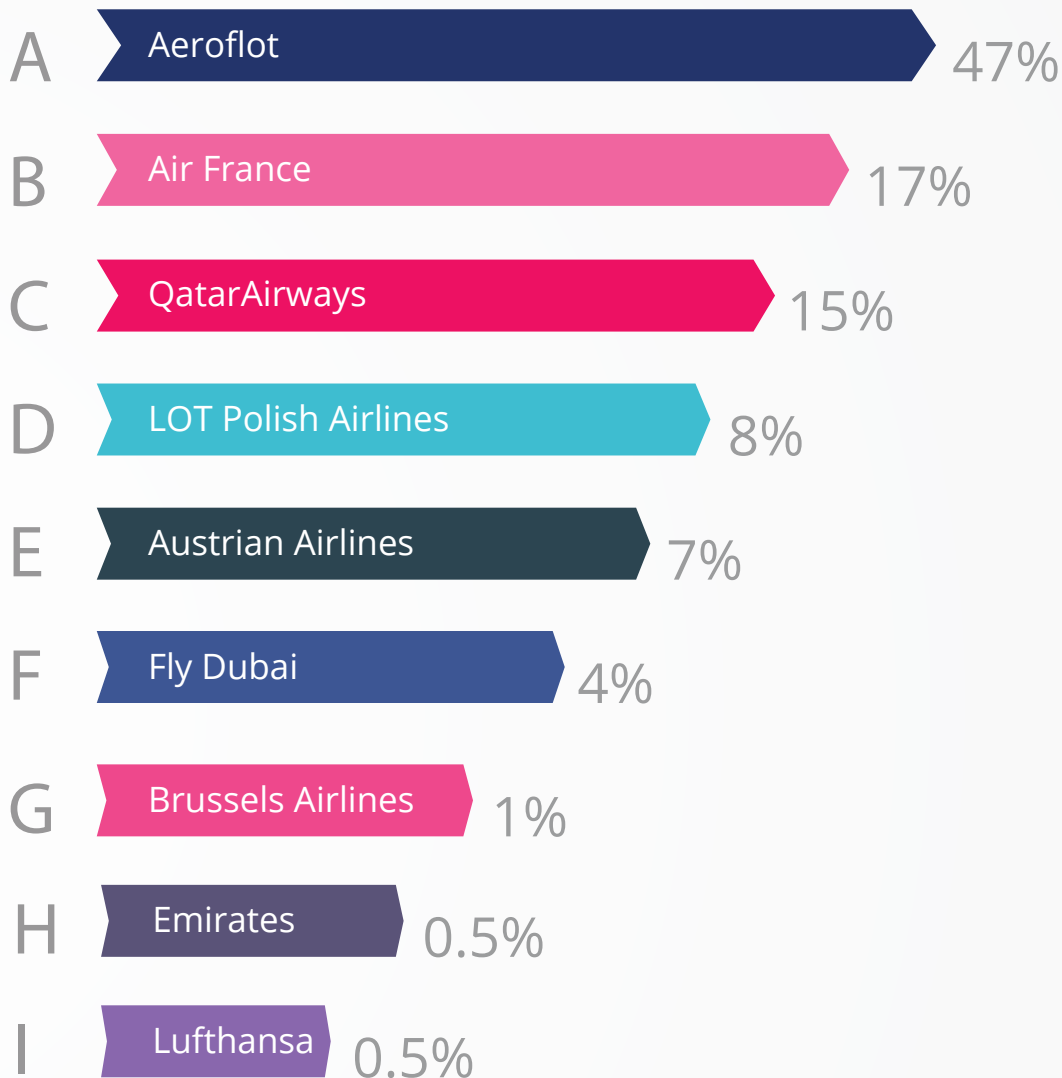


Do you book your own flights to Armenia or do you go through a travel agent?

Myself - Online 69%

Travel Agent 31%

Which airlines do you currently use most frequently to travel from California to Armenia?

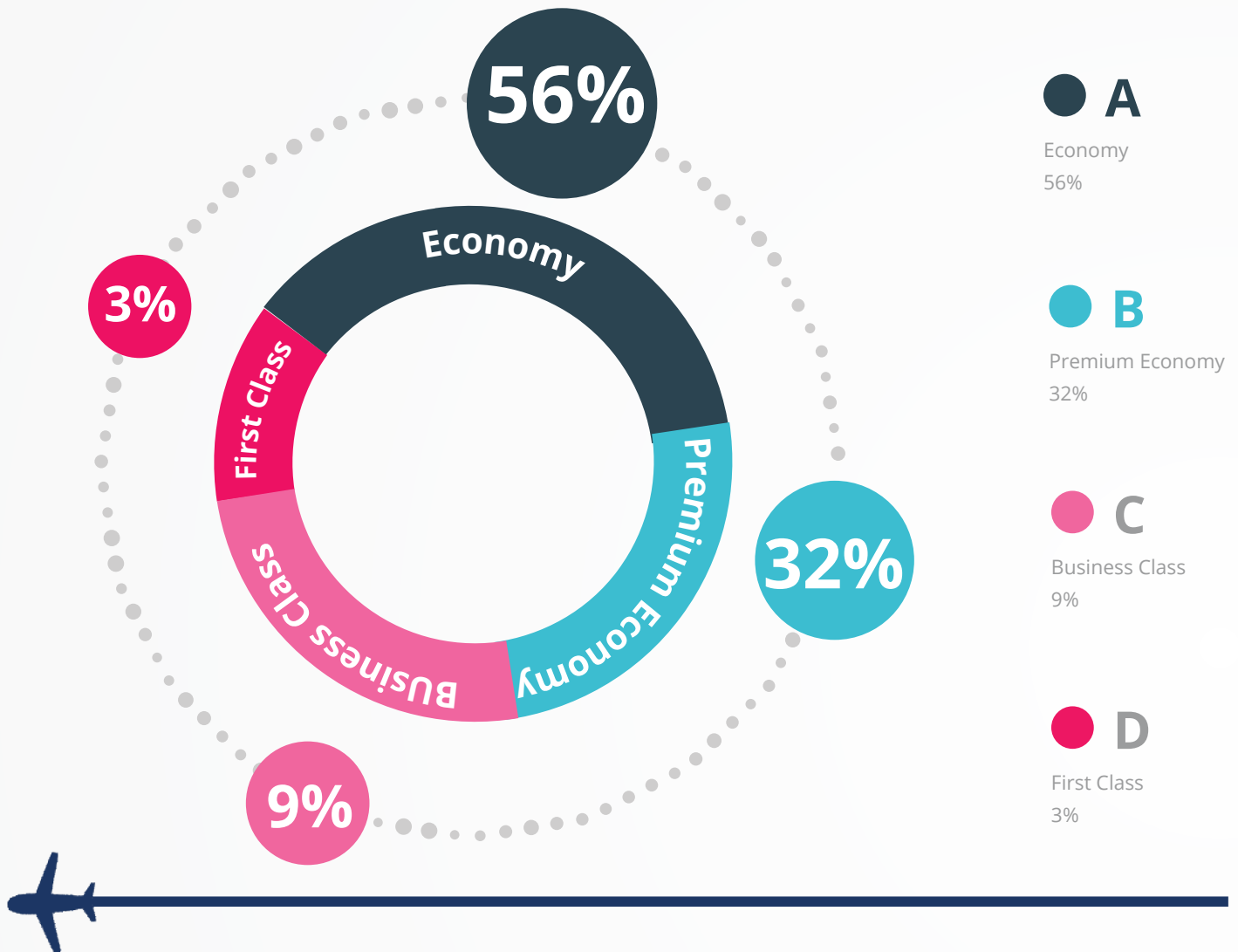


When you travel to Armenia do you typically join a tour group or do you plan the trip yourself?

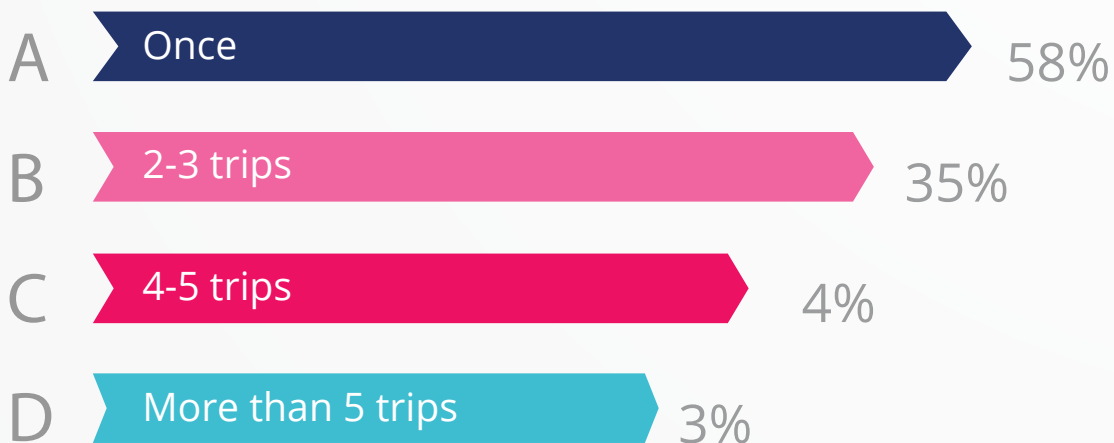
Myself 93%

Tour Group 7%

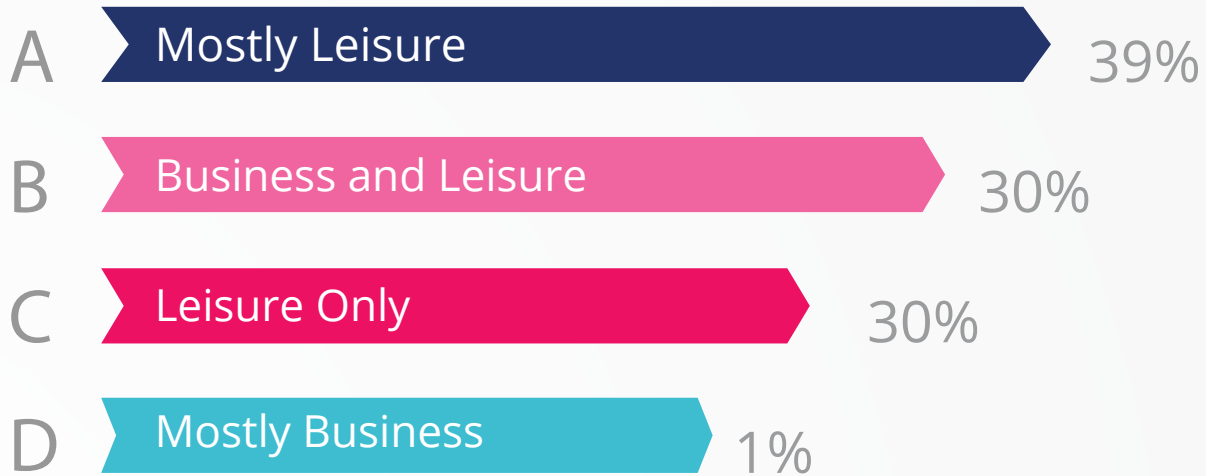
What airfare class do you typically choose?



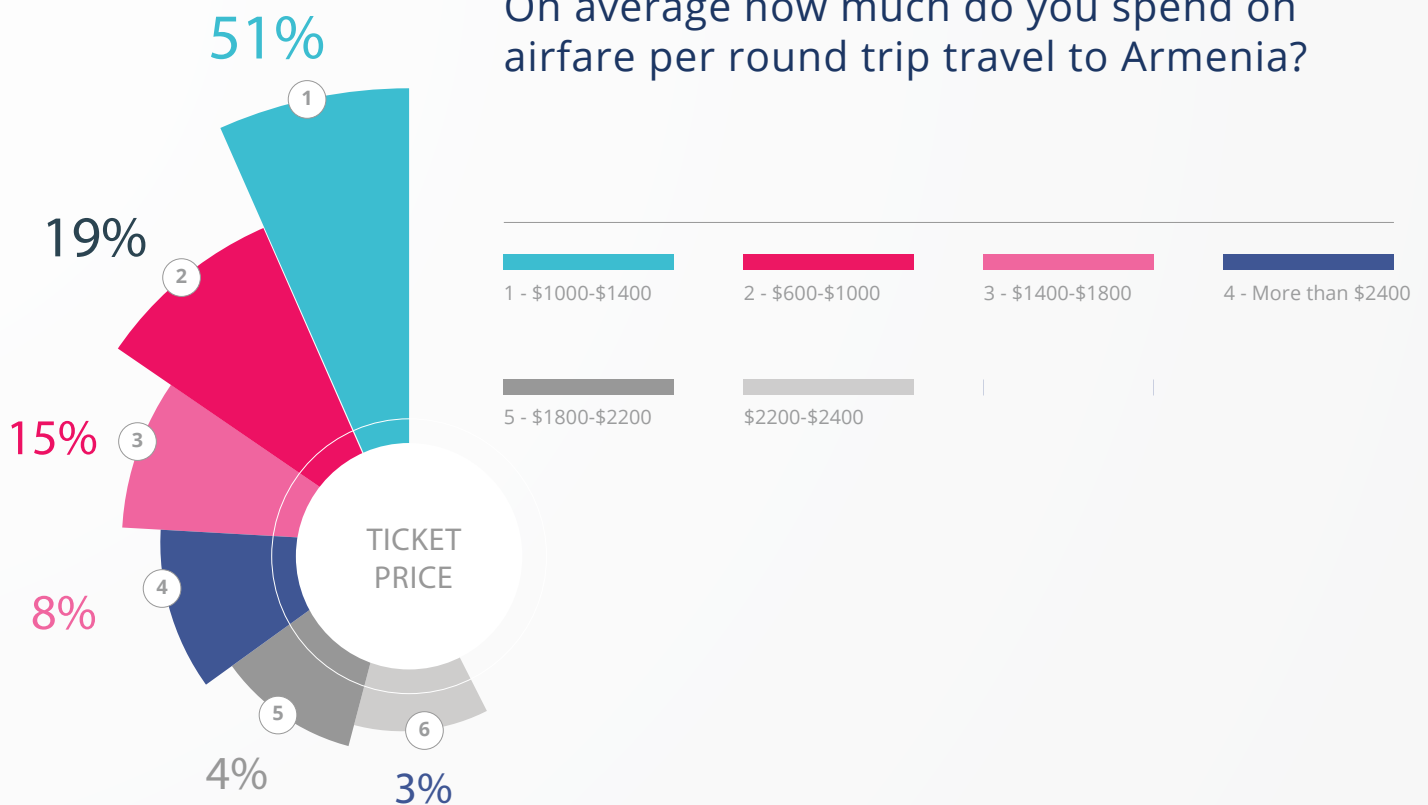
On average, how often do you travel to Armenia (annually)?



Do you travel to Armenia for business or for leisure?



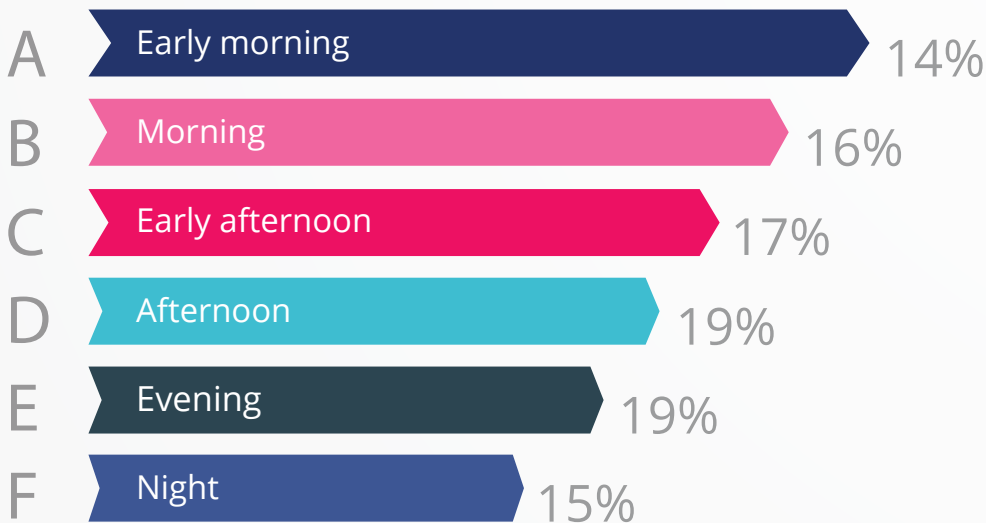
On average how much do you spend on airfare per round trip travel to Armenia?



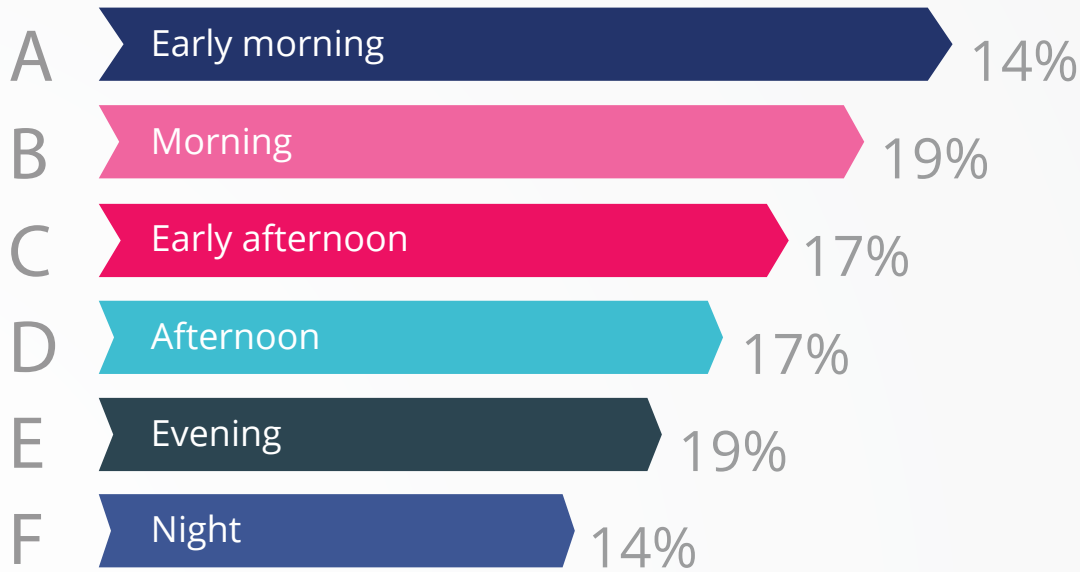
Which airport do you currently fly from most often when traveling from California to Armenia?



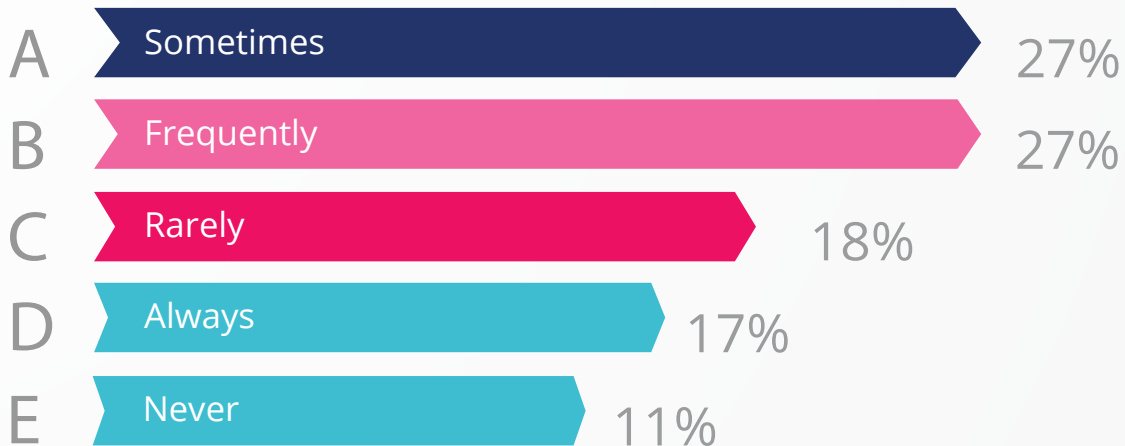
What would be your preferred departure time window(s) from California?



What would be your preferred departure time window(s) from Armenia?



How often do you send packages from the US to Armenia?



Would you choose non-stop flights from the Los Angeles area to Armenia over current options?



96%

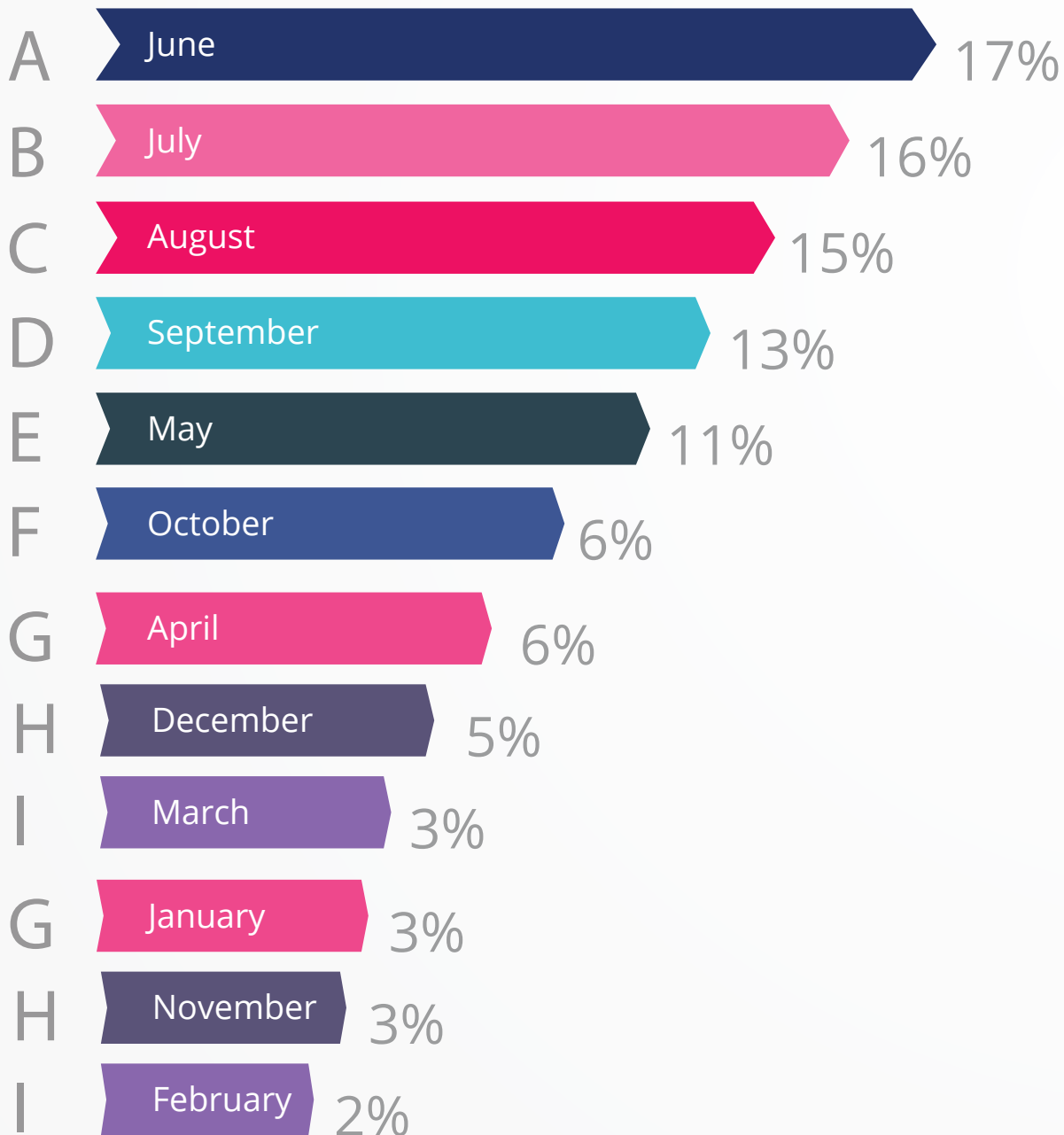
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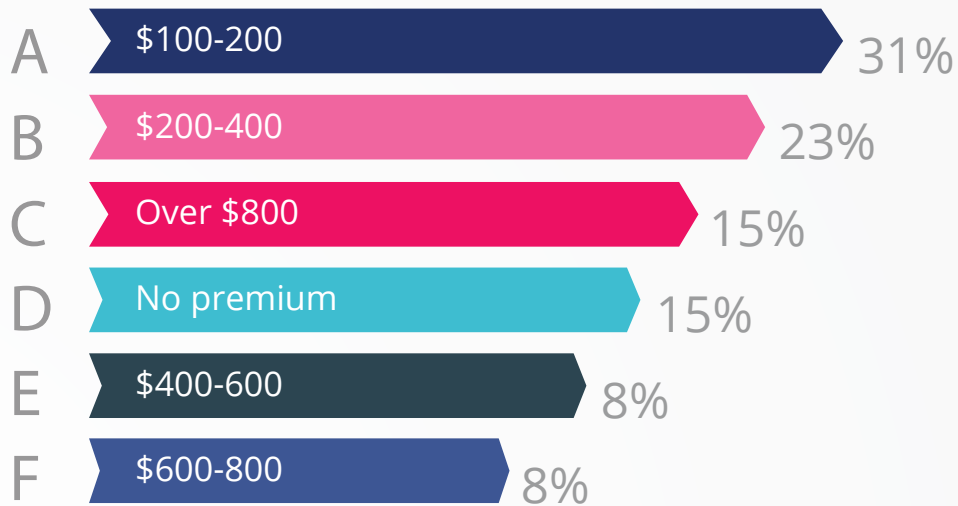
3% Unsure



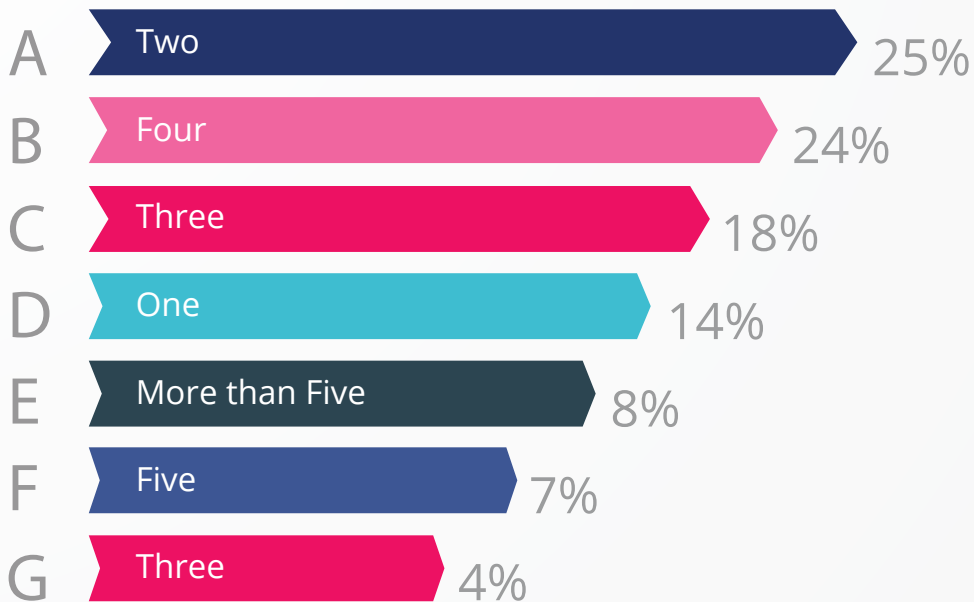
What months do you typically travel to Armenia?



How much of a premium are you willing to pay for non-stop flights to Armenia?



How many people do you typically travel with when you travel to Armenia?





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