

ADVERTISEMENT LAW FOR AIRLINES



Airlines have definitely been dealing with a lot within this past year. For starters, the rise of fuel prices has definitely been a struggle. In the meantime, there have been some regulations made for airline advertising. The announcement was made from the U.S. Department of Transportation, commonly referred to as DOT, according to Zacks Investment Research. The announcement made shows that as of January 24, 2012, airline carriers will have to incorporate all of the government taxes and any other surcharges when it comes to advertising the cost of each flight. This will be especially favorable for those who are purchasing flights and were unaware of certain taxes and surcharges that may have been added to the price of their flight. Many airline carriers have been, for the past several years, attracting their customers by showing how low the price of their flights were. However, after advertising these low prices, the airlines failed to add the taxes and other surcharges into the total amount which left a lot of people having to pay more money than they were expecting. This has definitely been a strategic move that airlines were using with their advertising. It is believed that the airline carriers were actually leaving out about 20% of the actual price of the flight, after taxes and surcharges were added. Many people believed that their flights would cost much less, as advertised on certain online websites and social networking websites. While the airline carriers may believe that they have done nothing wrong, there are a lot of consumers who have had enough with such practices. They believe the airline carriers have wrongfully misled the customers into believing their flight would cost a lot less than it actually did. Some airlines have even received fines due to misleading advertisement about the price of flights. However, while they did, in fact, mislead customers into believing that the prices for flights were much lower, there was no law against doing this. There are several airline carriers that are making attempts to work against the new law that will be enforced in the coming year of 2012. The airline carriers have made claims that these laws will be violating their freedom of speech as a commercial platform. However, it is likely that the law will still stand as it is considered wrong for people to mislead customers in such a way that they are unaware of how much they will really be paying for. The impact that this law will make has yet to be seen. Only time will tell how much of an impact this new law may possible make. Some believe that less people will buy flight tickets but the truth is, people travel and they need the flights to do so.

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