



Name

IBDP Geography - The Role of TNCs in Expanding International Tourism Destinations Ryanair & EasyJet

Watch the embedded video on ibgeographypods and complete this note taking sheet.

<p><i>How Ryanair & EasyJet have expanded international tourist destinations for travel within Europe & North Africa.</i></p>	 A side view of a Ryanair Boeing 737 aircraft. The fuselage is white with a blue stripe along the windows. The tail is blue with a yellow harp logo. The word "RYANAIR" is written in blue on the side of the fuselage.	 A side view of an EasyJet Boeing 737 aircraft. The fuselage is white with orange accents. The tail is orange with "easyJet" written in white. The website "easyJet.com" is written in orange on the side of the fuselage. The registration "G-EZGA" is visible on the rear fuselage.
<p>Founder & further details e.g. nationality & wealth.</p>		
<p>Where did the concept of low-cost airlines come from?</p>		
<p>Brief history of the airline</p> <p><i>This comes in different segments of the video so you will need to revisit this section several times to add information.</i></p>		

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Explain how the rise of stag night tourism in places like Riga has impacted on the countries.		
Which brand of plane do each fly and why?		
The use of 'smaller out of the way airports' **Ryanair only**		
How does each budget airline make money?		
How did EasyJet react to the launch of Go (British Airways) budget airlines.		

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Outline the impact of budget air travel on the area around Limoges Airport, France		
Explain how Ryanair publicize their services & spend so little on advertising.		
What are the possible dangers to the budget airline model?		

Which airline offers the best service (in your opinion and after having watched the documentary and possibly travelled on each carrier)?