Quartz: Cheap airlines are acting expensive to better compete in a new industry landscape

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Chris Hydock, assistant professor of marketing, was interviewed by Quartz for a story about how low-cost air carriers like Spirit and Southwest are trying to redefine themselves.

> Chris Hydock, an assistant professor at Tulane University's A. B. Freeman School of Business, said that budget airlines have to bounce back from rock-bottom and help consumers reimagine their services beyond a what-you-pay-for-is-what-you-get basis.

> “There has been a big push to de-bundle airline services,” he said. “The un-bundled option is so complicated that bundled options are offering new experiences.”

To read the story in its entirety, visit qz.com:

https://qz.com/spirit-southwest-budget-carriers-new-tactics-1851614931