# Ryanair CEO predicts higher airline fares this summer



This summer is set to see higher airline fares for passengers in search of holiday destinations, as predicted by Michael O’Leary, the CEO of Ryanair, Europe's largest budget airline. Speaking on an episode of The Independent’s daily travel podcast, O’Leary pointed out that demand for bookings is robust but the market remains fragile, with only about 40% of the airline’s capacity currently booked. “Bookings at the moment are strong. Fares are a little bit higher than last year,” he commented, although he noted that external factors could impact these trends. He mentioned that adverse developments, such as ongoing tensions in Ukraine and potential political upheaval in the United States, could lead to a decline in demand.

O’Leary emphasised that while fares may increase compared to the previous summer, it is crucial to consider that fares were down by 8% last year compared to the year before. Therefore, he anticipates a recovery of some fare losses. Notably, Ryanair is already witnessing substantial ticket prices; for instance, flights from Manchester to Tenerife in August are currently priced over £500 for return journeys during peak times. Conversely, during off-peak periods, such as June, tickets from Bournemouth to Palma are available for as low as £37 return.

Having celebrated his 64th birthday, O’Leary has been at the helm of Ryanair since 1994, a tenure during which the airline has seen remarkable growth. The number of passengers flown by Ryanair surged to 200 million in the month prior, marking a 120-fold increase since he took charge. When asked about any plans to step down, he firmly dismissed the idea, stating, “You’re joking me, what?” He proceeded to outline Ryanair’s ambitious aim of reaching 300 million passengers by 2034, highlighting their strategy that includes acquiring 336 new aircraft from Boeing.

In addition, O’Leary discussed Ryanair’s new subscription service, Ryanair Prime, which is currently being tested. This membership program costs £79 per year and aims to deliver significant savings for frequent travellers. According to Rob Burgess, founder of the frequent-flyer website Head for Points, many Ryanair passengers may find limited value in the scheme. In response, O’Leary stated that the model is designed to provide 12 monthly seat sales that could save subscribers over €300 relative to normal airfares, though he also acknowledged the uncertainty surrounding the success of the initiative.

The developments in Ryanair’s pricing and services reflect broader trends in the airline industry as it continues to adapt in a rapidly changing global environment.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://news.sky.com/video/michael-oleary-says-ryanair-fares-will-come-down-to-2023-levels-by-summer-2025-13206152> - This article supports Michael O'Leary's statement about the potential for Ryanair fares to revert to 2023 levels by summer 2025. It also touches on the airline's expectations and strategies.
* <https://www.euronews.com/business/2024/08/16/ryanair-boss-warns-passenger-cap-could-drive-up-air-fares-next-summer> - This source details Michael O'Leary's warning about potential fare increases due to passenger caps at Dublin airport and the airline's push for the cap to be removed to maintain affordable fares.
* <https://www.independent.co.uk/travel/news-and-advice/ryanair-flights-prices-michael-oleary-podcast-b2312121.html> - This article would likely cover Michael O'Leary's comments on Ryanair's current bookings, fare trends, and external factors affecting demand, as discussed in The Independent's daily travel podcast (though the exact article is not specified in the search results).
* <https://www.ryanair.com/en/news/ryanair-prime> - This official Ryanair link could provide details about their Ryanair Prime subscription service and its goals to offer savings for frequent travelers.
* <https://www.headforpoints.com/2023/02/ryanair-prime/> - This article by Head for Points discusses Ryanair Prime and provides analysis on its potential value for customers, as referenced in the context of Rob Burgess's perspective.