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## VUELING S.A. SWOT & PESTLE ANALYSIS

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**Company Name :** Vueling S.A.

**Company Sector :** Aviation

**Operating Geography :** Spain, Europe, Global

**About the Company :**

Vueling S.A. is a Spanish low-cost airline headquartered in El Prat de Llobregat, Greater Barcelona, with hubs at Barcelona-El Prat (main), Paris-Orly Airport in Paris, France, and Leonardo da Vinci-Fiumicino Airport in Rome, Italy (secondary). It is Spain's largest airline in terms of fleet size and number of destinations. Vueling served 122 destinations in Africa, Asia, Europe, and the Middle East as of 2022, having carried more than 34 million passengers. It has been an operating as subsidiary of International Airlines Group, the parent company of British Airways and Iberia, since 2013. Vueling was founded on February 10, 2004, and began operations on July 1, 2004, with a flight between Barcelona and Ibiza. Apax Partners (40%), Inversiones Hemisferio (Grupo Planeta) (30%), Vueling's management team (23%), and V.A. Investor (JetBlue Airways) (7%) were the company's initial major shareholders. Vueling has won the award for the “Best Low-Cost Airline in Europe 2021” at the World Airline Awards.

The USP of Vueling lies in it being the largest airline in Spain. Vueling’s mission statement states, “We love connecting people and places, creating value for our shareholders, employees, customer and society whilst shaping our future in a sustainable way.”

**Revenue :**

1016 million – FY ending 31st December 2021

574 million - FY ending 31st December 2020

**SWOT Analysis :**

The SWOT Analysis for Vueling S.A. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Spain's largest low-cost airline</li> <li>2.Diversified fare option to suit various needs of people</li> <li>3.Strong focus on continued network expansion</li> <li>4.Strong performance amongst all the subsidiaries of IAG during uncertain times like the COVID-19</li> <li>5.Strong alliances with Iberia and British Airways</li> </ol>	<ol style="list-style-type: none"> <li>1.Frequent cancellation of flights due to cabin crew strikes</li> <li>2.Frequent internal flight issues will lose customer's faith in the airline</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Rising demand of the customers for payment through cryptocurrency</li> <li>2.Launch of metaverse ticket sales to enhance customer experience</li> <li>3.Boost in connections with long-distance flights through virtual interlining service</li> <li>4.UK is the biggest market for Spanish tourism, boosting the airline service of Vueling</li> </ol>	<ol style="list-style-type: none"> <li>1.Negative impact of inflation on the aviation industry</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Vueling S.A. is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Russia-Ukraine war has led to cancellation of flights</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Impact of inflation on the aviation industry 2.Impact of COVID-19 restrictions on the flights</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Airlines are increasing their presence in metaverse to enhance customer experience</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Modern digital infrastructure for world-class service delivery 2.Use of interline technology to enhance customer experience</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Imposition of fines due to law violations</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Use of sustainable fuels in the aircrafts 2.Commitment to sustainability by implementing various initiatives</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Vueling S.A.** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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