

Lesson 18: Social Issue

Airline to Charge Passengers by Weight



Reading

Samoa Air has become the first airline in the world to base fares on a passenger's weight. The national carrier of the South Pacific island nation has discarded the traditional pricing model of asking fliers to pay for a seat and instead has moved to a price-per-kilogram structure. The airline flies domestically between the country's two main islands and has started international flights to American Samoa and Tonga. Travellers pay a price of around US\$1 per kilogram on shorter routes, and over US\$4 on longer flights. Samoa Air CEO Chris Langton said the new initiative would help promote health awareness in Samoa, which has one of the world's highest rates of obesity.

You can see the whole lesson from your teacher, please ask them to send it to you before the class.

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