

## Major airline announces new low-budget, no-frills fare



With a few additional restrictions, [United Airlines'](#) Basic Economy fare offers customers the lowest possible price. Available from January 2017 on selected routes in the United States, the fare provides the same in-flight hospitality options as other economy fares. The biggest differences with a Basic Economy ticket are that seats are assigned at check-in, with no options for an upgrade, and travelers are not allowed to bring a carry-on bag. A personal item that can be stowed under the seat in front, such as a laptop bag or backpack, will be allowed on the flight.

Passengers that are rewards members of the airline will have more flexibility with the terms of the new fare. Depending on the ticket's popularity, the airline will consider expanding the option to flights in Latin America as well.

Much of the innovation occurring in the travel industry focuses on making the booking process as simple as possible, like [this app](#) that pulls all trip details onto a single screen view. And airlines and airports are experimenting with smart options, like [this robotic check-in assistant](#). How could technology help make low-cost flights more enjoyable?

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