

**Bloomberg.com**

## Delta, American Rescind First 2010 Fare-Boost Attempt (Update1)

[Share](#) | [Email](#) | [Print](#) | [A A A](#)

By Mary Schlangenstein

Jan. 25 (Bloomberg) -- **Delta Air Lines Inc.**, American Airlines and United Airlines said they dropped a U.S. fare boost that would have been the first broad increase this year.

Delta, the world's largest carrier, rescinded the higher prices "to remain competitive," said **Susan Elliott**, a spokeswoman. **Tim Smith**, a spokesman for Fort Worth, Texas-based American, the second biggest, said it rolled back the fares after Delta. Elliott declined to say whether Delta acted first.

UAL Corp.'s United, based in Chicago, also "rolled it back to keep our fares competitive," said **Robin Urbanski**, a spokeswoman. Continental Airlines Inc. rescinded the increase for the same reason, said **Julie King**, a spokeswoman for the Houston-based company.

The carriers starting last week had added between \$6 and \$16 round trip on most domestic routes, depending on distance, said **Rick Seaney**, chief executive officer of Dallas-based FareCompare.com. The attempt followed 4 successful increases last year and 15 in 2008, according to FareCompare.

Atlanta-based Delta led the rollback yesterday, Seaney said. Airlines generally drop increases others don't adopt to avoid having higher prices.

To contact the reporter on this story: **Mary Schlangenstein** in Dallas at [maryc.s@bloomberg.net](mailto:maryc.s@bloomberg.net)

*Last Updated: January 25, 2010 18:21 EST*



© 2010 BLOOMBERG L.P. ALL RIGHTS RESERVED. [Terms of Service](#) | [Privacy Policy](#) | [Trademarks](#)