

**“THE BAGGAGE ALLOWANCE POLICIES AND ITS RELATIONSHIP TO RATES  
APPLIED ON DOMESTIC FLIGHTS”**

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**Abstract:**

The analysis of the scenario before and after consolidation of the new Brazilian civil aviation rules, with emphasis on the pricing rules that involves the check in luggage rules stipulated by airlines. It was carried out a price analysis with a weekly search into the airline web sites. After that, will be presented the pricing behavior in the context of post-consolidation of the new rules. After that data collect was statistically analyzed, indicating that, 89.5% of the routes suffered an average increase after adoption of the new pricing rules, which directly opposes to the official speech, which indicated that there would be a reduction of prices. Thus, the Brazilian civil aviation context identified could be considered a reversal of the real policy of the low cost / low fare models, becoming a different model, being then called the low cost / HIGH fare airline models.

**KEYWORDS**

Airlines, New pricing rules, Civil Aviation, Rates, Baggage fees

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