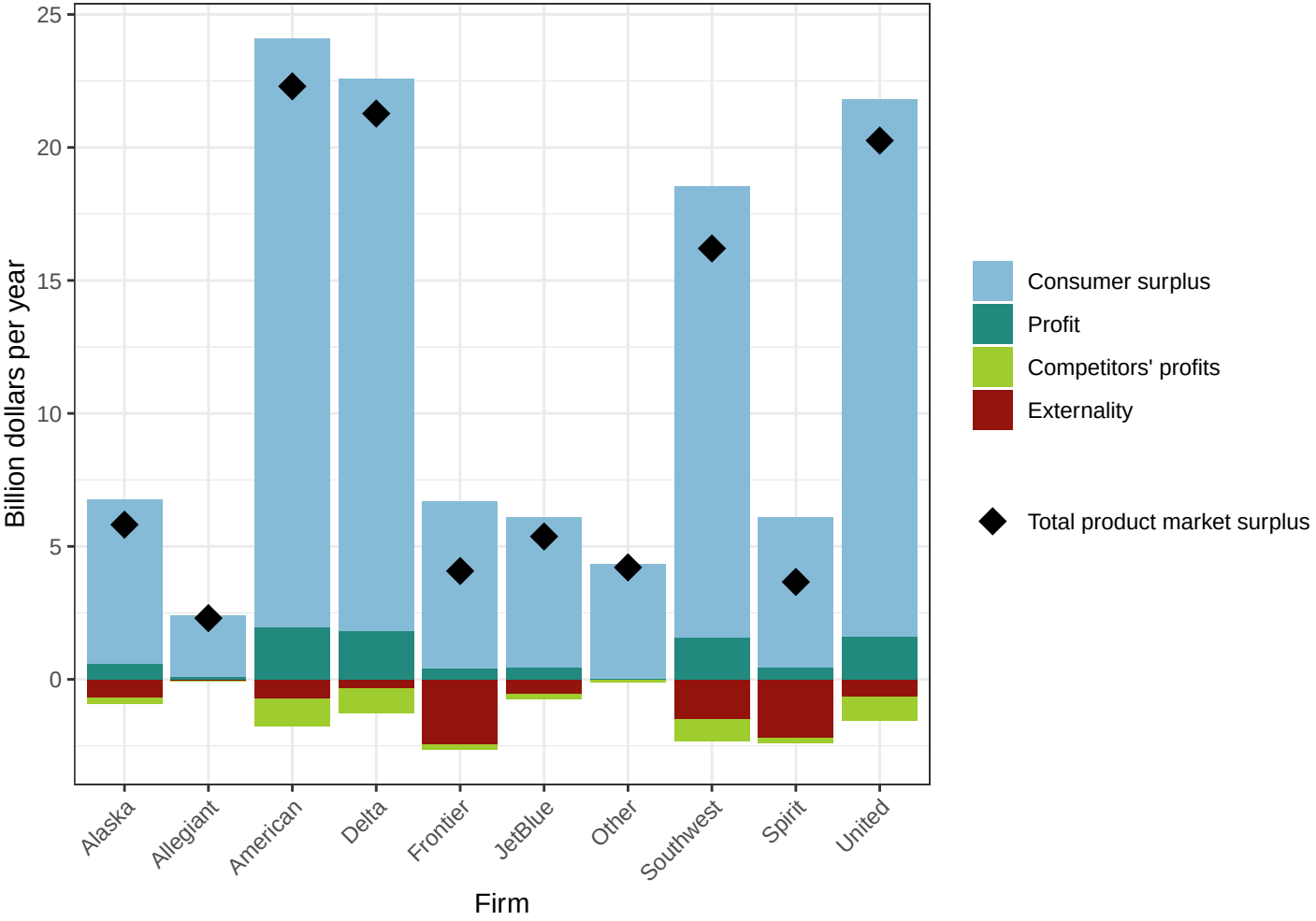
25
20
15
10
5
0
Billion dollars per year
Alaska
Allegiant
American
Delta
Frontier
JetBlue
Other
Southwest
Spirit
United
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus