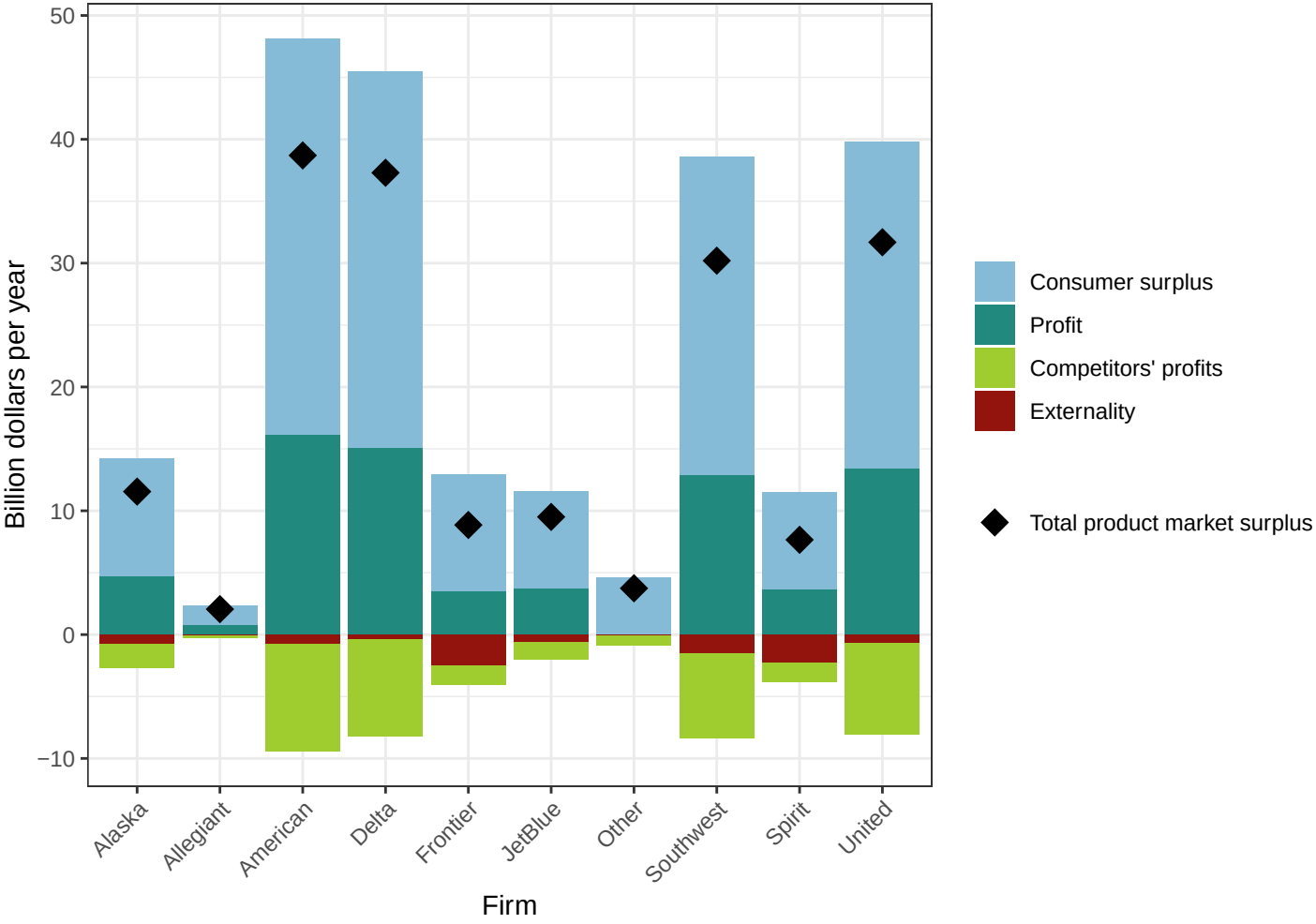
Billion dollars per year
50
40
30
20
10
0
−10
Alaska
Allegiant
American
Delta
Frontier
JetBlue
Other
Southwest
Spirit
United
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus