

If there is no future for cheap flights why are people ...

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As the [FT notes](#) this morning:

New climate-friendly biofuels will “never achieve the price of jet fuel”, Boeing chief Dave Calhoun has warned, pouring cold water on a central pillar of the aviation sector’s strategy to slash emissions. Sustainable fuels currently account for less than 1 per cent of global aviation consumption and cost twice as much as traditional jet fuel.

I asked yesterday when consumers might catch up with the fact that flying is no longer sustainable in the way we do it now.

It would seem that the answer is that they won’t need to do so. Regulation requiring net zero will do it for them as aircraft manufacturers are simply unable to imagine a world where cheap flight and net zero will ever be compatible.

So, what does that say about the economic sustainability of every airline? This is why we need [sustainable cost accounting](#).