

Why Cheapfaremart Is Becoming the Go-To Platform for Last-Minute Flight Deals in the U.S.



Orlando, Florida Nov 24, 2025 ([Issuewire.com](https://www.issuewire.com)) - Cheapfaremart, an IATAN-accredited U.S.-based Online Travel Agency (OTA), is challenging long-standing industry pricing practices that punish travelers seeking last-minute flights. As domestic airfare becomes increasingly unpredictable, the company is pushing a conversation many in the industry avoid: Are last-minute fares inflated beyond reason, and at what point does dynamic pricing cross the line?

For years, travelers have assumed soaring last-minute fares are simply a product of demand. But Cheapfaremart argues otherwise. “At the very moment when people need support the most, the travel industry often treats them as profit opportunities,” said Steve Ashdji, CEO, Cheapfaremart. “It’s painful to see businesses capitalize on emergencies and urgent travel needs just to make a few extra dollars. That’s not the kind of ecosystem we want to be part of.”

A case in point: a one-way [last-minute fare](#) from San Francisco (SFO) to Los Angeles (LAX) recently shot to \$130. On the same day, booking the same itinerary for the following week brought the fare down to around \$50. The distance is the same. The aircraft is the same. Fuel, taxes, and fees are the same. So why the dramatic jump?

According to industry data from OAG, domestic fares for this period were projected to see a slight decline—not a 160 percent surge. While demand can influence ticket prices, the difference in this case raises questions about how much of the increase is driven by algorithmic pricing models designed to capitalize on urgency.

This is where Cheapfaremart positions itself as a counterforce. The company operates with standardized GDS base fares and supplements revenue through ancillary sales—not by exploiting last-minute demand. Steve explains, “We use customer data to personalize the shopping experience, but never to manipulate prices based on intent. If someone is traveling due to an emergency, the last thing they should worry about is getting the seat not paying an inflated fare.”

The company’s stance also highlights a broader industry issue. AI-powered dynamic pricing tools now allow OTAs and airlines to identify user behavior patterns—such as searches for emergency flights or last-minute airfare savings—and adjust fares accordingly. While the practice may be legal, Cheapfaremart questions whether it aligns with ethical business conduct.

Still, even [Cheapfaremart](#) acknowledges the realities of market competition. The company advises travelers to compare fares across OTAs and pay close attention to ancillary fees, which can dramatically increase the total cost of a ticket. Travelers should also note that last-minute bookings are typically nonrefundable, and flexible fares may introduce additional costs.

“We’re continuously reviewing our fee structures. While last-minute cancellations are rare, we recognize the importance of making the process more affordable.”, said Steve.

The company stresses that the solution cannot come from a single OTA. It calls for cooperation among airlines, regulators, and the U.S. Department of Transportation to establish fair caps on last-minute pricing based on distance, route, and time of departure. The goal: ensure domestic air travel remains accessible and affordable to support travelers cope with unpredictable last-minute circumstances in life without being financially burdened.

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