



## Business Travel News

### Low-Cost Carriers Bolster Rewards Programs

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*IdeaWorks contributed information and quotes to this article*

SEPTEMBER 25, 2006 -- Several low-cost carriers in the past year have launched loyalty programs as a way to make their products more palatable to business travelers, according to analysis by IdeaWorks, a branding and marketing consulting firm. "Low-cost carriers are shedding their no-frills personalities and are adding amenities as competition increases with established airlines and even other LCCs," a report released this summer said. "These airlines are reaching out to capture business travelers with services normally associated with legacy airlines." The report notes European low-cost carriers Germanwings and Virgin Express, Australia-based Virgin Blue Airlines, Asia-based Kingfisher, Hawaii-based Go and Spirit Airlines all have rolled out loyalty programs in the past year, as have transatlantic premium class startups Eos and MaxJet. "The spurt of activity within the last 12 months suggests a trend within the LCC sector to add loyalty marketing strategies," IdeaWorks said. "They may share little in common in terms of product attributes, but the airlines share a common goal to add frequent flyer benefits as an advantageous customer amenity."