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Eight Low Cost Airlines Launch New Frequent Flier Programs All Over the Globe

Free travel benefits are now offered by eight new entrant airlines: Eos Airlines, Germanwings, go!, Kingfisher Airlines, MAXjet Airways, Spirit Airlines, Virgin Blue Airlines, and Virgin Express.

July 20, 2006, Shorewood, Wisconsin, USA. The IdeaWorks Company has analyzed the latest frequent flier programs offered by low cost carriers (LCCs) in Europe, Asia, South Pacific and the United States. LCCs are shedding their “no frills” personalities and are adding amenities as they reach out to capture business travelers with services normally associated with legacy airlines.

The eight airlines are an eclectic group and have marketing strategies and products that are as varied as their global geography. Using a creative approach to tap what they perceive to be market opportunities appears to be one of the few things they share. Here is a sampling of the observations from the analysis:

- Eos Airlines (USA) offers its Club 48 members the option to pool miles from up to nine individual accounts to earn a free reward.
- Virgin Blue Airlines (Australia) allows Velocity program members to spend points like cash with savings available for off-peak departures.
- Spirit Airlines (USA) offers five elite tiers in its Free Spirit program and plans to name an aircraft in its fleet in honor of its annual top flier.
- Germanwings (Europe) provides its Boomerang Club members an early boarding privilege after they apply for its co-branded credit card.

“Low Cost Airlines Launch a New Batch of Frequent Flier Programs All Over the Globe” was released today as a 15-page Industry Analysis. The full Industry Analysis is available at the IdeaWorks web site: <http://www.ideaworkscompany.com/news/>.

About IdeaWorks: IdeaWorks was founded in 1996 as a consulting organization building brands through innovation in product, partnership and marketing and, building profits through financial improvement and restructuring. Its international client list includes the hotel, airline, marine, railroad, consumer products and health care sectors. IdeaWorks specializes in brand development, customer service improvement, customer research, competitive analysis, creating partner marketing strategies, cost reduction programs and business restructuring. Learn more at www.IdeaWorksCompany.com.

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