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Aer Lingus, Pegasus, Spirit, SWISS, and WestJet Provide Excellent Online Examples of a la Carte Promotion

Website examples from all over the world illustrate best practices on fare displays, baggage pre-pay, seat upgrades, and other top a la carte items.

February 22, 2016, Shorewood, Wisconsin – Shopkeepers know the best store layout balances an efficient shopping experience with the placement of subtle detours that cause consumers to consider buying more. Retail methods can fill airline shopping carts too; airline websites can easily apply these practices to booking path design. This requires airline executives to think like retailers and to create websites that go beyond enabling simple transactions to becoming destinations that engage and excite consumers.

The latest report from IdeaWorksCompany reviewed the websites of airlines all over the world and details good practices regarding booking paths — and also what airlines should avoid:

- **Aer Lingus** offers a good example for airlines to follow with a clean and concise presentation of its a la carte baggage policy through the use of simple graphics and transparent pricing.
- **Pegasus** takes a robust approach to onboard catering; compelling visuals and a minimum of online space represent a good model for airlines to consider.
- **Spirit** treats seat assignment like items on a store shelf and marks every available seat with a price. Consumers reacted to this fee transparency with seat assignment sales of \$76 million for 2014.
- **SWISS** provides the best example for the presentation of branded fares, which likely encourages more than 40% of consumers to trade up to premium-priced Classic and Flex fares.
- **WestJet** packs a lot of car rental promotion into a modest amount of space with multiple brands, transparent pricing that includes all fees and taxes, and the lure of bonus frequent flier points.

“**Path to Profits: How the Best Airlines Promote a la Carte Sales in the Booking Path**” was released today as a free 16-page report available at the IdeaWorksCompany website: IdeaWorksCompany.com. The 2016 Ancillary Revenue Report series is sponsored by CarTrawler. CarTrawler provides aviation, travel, hospitality, leisure and consumer brands with a direct connection to over 1,300 leading and independent car rental agents, shuttle bus companies, limousine and chauffeur driven services in over 30,000 airport and city locations across 174 different countries in the language and currency of their choice. For more information, visit www.cartrawler.com.

About IdeaWorksCompany: IdeaWorksCompany 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 airlines and other travel industry firms in Asia, Europe, the Middle East, and the Americas. IdeaWorksCompany specializes in ancillary revenue improvement, brand development, customer research, competitive analysis, frequent flier programs, and on-site executive workshops. Learn more at IdeaWorksCompany.com.

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