



Contact: Jay Sorensen
For inquiries: 414-961-1939
Jay @ IdeaWorksCompany.com

Top 2016 Merchandising Innovations to Delight Air Travelers and Boost Profits

IdeaWorksCompany explores how American, AnadoluJet, Eurowings, Jazeera, Virgin Atlantic, and other airlines are becoming better retailers.

November 8, 2016, Shorewood, Wisconsin – We are in an era in which airlines have the technological freedom and the willingness to dismiss tradition and seek seemingly limitless revenue opportunities. The most retail-savvy are in continuous pursuit of what works and discarding what no longer sells. Adding to this vortex, and to the blurring of traditional methods, is the expansion of mobile technology, metasearch sites, direct connect, and enhanced GDS capabilities. The world of commerce rewards retailers who adjust the mix of product, pricing, and promotion to stimulate consumers to spend more.

The latest report from IdeaWorksCompany provides a wide variety of examples – covering traditional airlines, low cost carriers, and suppliers from all over the world – to demonstrate unique methods that generate more revenue from the sale of tickets and ancillary revenue activities:

- Asia's **Value Alliance** and technology partner Air Black Box have created an online booking platform allowing individual airlines to choose how to interline with other members of the alliance.
- **Jazeera** boosts customer loyalty and generates ancillary revenue at its new exclusive 500 car Park & Fly facility at Kuwait Airport.
- **AnadoluJet** generated 100,000 new passenger trips from a campaign that provided \$5 (TRL 14.90) airport transfers at its Istanbul and Ankara airport hubs.
- **Virgin Atlantic** increased online sales by 5% through a service making it easy for consumers to resume their booking days after visiting the site.
- **American** and its AAdvantage program are expected to pick up an additional \$1.6 billion over three years through new credit card deals offered by two banks instead of one.
- **Eurowings** encouraged 45% of its consumers to upgrade to a higher fare and more frills by offering branded fares.

“**Top Merchandising Innovations to Delight Air Travelers and Boost Profits**” 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 1,600 leading and independent car rental agents, shuttle bus companies, limousine and chauffeur driven services in over 43,000 airport and city locations across 195 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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