



Top Ten Airlines Generated \$35.2 Billion from Ancillary Revenue in 2018

CarTrawler-sponsored analysis shows ancillary revenue continues steady advance by every measure, and asks the question, can too much of a good thing be a bad thing?

Dublin, Ireland & Shorewood, Wisconsin, USA, 24 July 2019: Every year IdeaWorksCompany searches for disclosures of financial results which qualify as ancillary revenue for airlines all over the globe. Annual reports, investor presentations, financial press releases, and quotes attributed to senior executives all qualify as sources in the data collection process.

These results are contained in the new report, *2018 Top 10 Airline Ancillary Revenue Rankings*. Of the nearly 150 airlines reviewed, 70+ reveal figures related to ancillary revenue. The following is a sampling of the 2018 financial year results found in the report:

- Back in 2007 the top ten airlines, as rated by total ancillary revenue, generated \$2.1 billion. Fast forward to 2018 and the top ten tally has leapt more than 16X.
- The top “% of revenue” producer for Europe & Russia was Wizz Air at 41.1%, for the Americas was Viva Aerobus at 47.6%, for Asia & South Pacific, AirAsia at 29%; the Middle East/Africa region did not make the top 10 ranking.
- The top performing US-based airlines as a group achieved revenue of more than \$17.5 billion from frequent flyer programs, that’s an average of \$25 per passenger.
- Top “ancillary revenue per passenger,” mostly from a la carte activities, by global regions: Jet2.com \$43.91 (Europe & Russia), Spirit \$50.94 (Americas), and Virgin Australia \$34.74 (Asia & South Pacific). The Middle East/Africa region did not make the top 10 ranking.

“The exponential growth of ancillary revenue among carriers is yet another indication that the airline experience now goes far beyond the flight itself. Customers want choice for every part of their journey and need a one-stop-shop to get them from door to door, not just from airport to airport. It is crucial that airlines ‘own the last mile’ and offer customers everything they are looking for, wherever they are in the world. Mobility is king in the travel marketplace, and airlines need to take advantage of the opportunity they have at the top of the purchasing funnel to maximise revenues from this trillion-dollar marketplace and not get left behind by their competitors,” says Aileen McCormack, Chief Commercial Officer at CarTrawler.

To view results for the top ten airlines in three categories (overall ancillary revenue, as a percentage of company revenue, and on a per passenger basis), please visit IdeaWorksCompany.com or CarTrawler.com for the new 15-page report.

The results for all 70+ disclosing airlines will be released in September 2019 as the 12th annual *CarTrawler Yearbook of Ancillary Revenue by IdeaWorksCompany* (100+ pages). A companion release, scheduled for November 2019, will use these results to extrapolate total ancillary revenue generated by 180 airlines around the world.

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About CarTrawler: CarTrawler is the world's leading B2B travel technology platform. Its award-winning technology brings opportunities to life by creating global online marketplaces for its 4,000 travel partners, 2,500 transport suppliers and 1 billion end customers. CarTrawler acts as a facilitator of relationships by connecting in real time to every significant transport supplier globally. These include car rental, on-demand and pre-booked taxis, shared shuttle services, bus and rail products. CarTrawler's partners include over 100 airlines, 53 of which are in the top 100 largest globally. CarTrawler is private equity-backed by BC Partners and Insight Venture Partners. For more information visit www.CarTrawler.com.

About IdeaWorksCompany: IdeaWorksCompany boosts airline profits through innovations in ancillary revenue, a la carte pricing, and loyalty marketing. The firm was founded in 1996 and has an international client list of airlines and other travel industry firms in Asia, Europe, the Middle East, and the Americas. IdeaWorksCompany enjoys a reputation as a global resource for ancillary revenue strategy, on-site executive workshops, and research reports. Learn more at IdeaWorksCompany.com.

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