



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

Brussels Airlines, JetBlue, KLM, and United Rev Up Their Ancillary Revenue Engines

*The best airline merchandisers know a la carte revenue is boosted by
a magical combination of human support and distribution technology*

June 2, 2015, Shorewood, Wisconsin – The most recent ancillary revenue report sponsored by CarTrawler celebrates retail and merchandising innovations that support ancillary revenue. It offers a collection of examples that rely upon technology and training to create a type of mercantile seduction that encourages consumers to open their wallets and spend.

Vendors were invited to share details of client success stories. These were included with other examples, such as JetBlue and Tuifly.com, to create a report filled with services and products that stimulate the imagination and a carrier's income. The examples in this report demonstrate the revenue power harnessed when companies engage their customers with attractive storefronts, be they in the city center, online, or up in the air:

- We buy more when we see others buying. Professor Pedro Gardete of Stanford analyzed data from 2,000 flights and found that a passenger observing another passenger making a purchase is 30% more likely to make a purchase themselves.
- Gate Retail Onboard offers a mobile application to its client airlines designed to train and motivate flight attendants to sell more onboard. Sales have been lifted by 13% among cabin crew who traditionally had sales lower than their peers.
- Brussels Airlines added branded fares capability to its website courtesy of a merchandising engine provided by Datalex. The carrier disclosed that website revenue jumped by 30% within a month of introduction.

“Brussels Airlines, JetBlue, KLM, and United Rev Up Their Ancillary Revenue Engines” was released today as a free 14-page report available at the IdeaWorksCompany website: IdeaWorksCompany.com. The 2015 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 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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