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Aer Lingus, Pegasus, Spirit, SWISS and WestJet provide excellent online examples of a la carte promotion

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This article is based upon a report issued by IdeaWorksCompany.

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.

DUBLIN, IRELAND - 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, sponsored by CarTrawler, 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 as a free 16-page report available at the IdeaWorksCompany website. The 2016 Ancillary Revenue Report series is sponsored by CarTrawler.