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Cover picture: Delta Air Lines new Comfort+ cabin

Airline Ancillary Revenue and Loyalty Guide for 2016

The best single resource in your quest for revenue success

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Edited by Eric Lucas

IdeaWorksCompany

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CELEBRATING 20 YEARS



The 2016 Airline Ancillary Revenue and Loyalty Guide

The best single resource in your quest for revenue success

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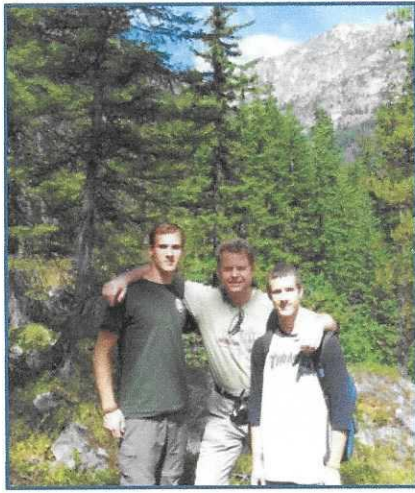
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About Jay Sorensen, Writer of the Report



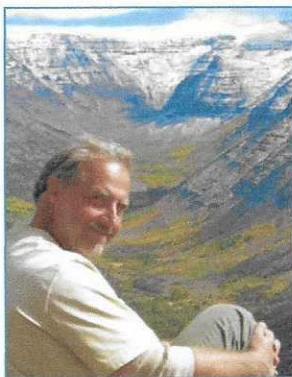
Jay, with sons Anton and Aleksei, on the North Fork Trail in North Cascades National Park in Washington.

Jay Sorensen's research and reports have made him a leading authority on frequent flier programs and the ancillary revenue movement. He is a regular keynote speaker at the annual MEGA Event, spoke at IATA Passenger Services Symposiums in Abu Dhabi and Singapore, and has testified to the US Congress on ancillary revenue issues. His published works are relied upon by airline executives throughout the world and include first-ever guides on the topics of ancillary revenue and loyalty marketing. He was acknowledged by his peers when he received the Airline Industry Achievement Award at the MEGA Event in 2011.

Mr. Sorensen is a veteran management professional with 30 years experience in product, partnership, and marketing development. As president of the IdeaWorksCompany consulting firm, he has enhanced the generation of airline revenue, started loyalty

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Eric Lucas is an international travel, natural history and business writer and editor whose work appears in Michelin travel guides, *Alaska Airlines Magazine*, *Westways Magazine* and numerous other publications. Founding editor of *Midwest Airlines Magazine*, he is the author of eight books, including the 2013 *Michelin Alaska* guide. Eric has followed and written about the travel industry for more than 25 years. He lives in Seattle, Washington, where he grows organic garlic and heirloom corn; visit him online at TrailNot4Sissies.com.

Eric, at his favorite summer retreat, Steens Mountain, Oregon.

Much of the material in this Guide is based on reports originally commissioned by CarTrawler and Switchfly. The views expressed in this Guide are the views of the author, and do not represent the official view of CarTrawler and Switchfly.