



Key Mobile App Features for Top 15 Low Cost Carriers: Assigned Seating, Trip Protection, and Pre-Pay Baggage

IdeaWorksCompany finds Norwegian, Pegasus, Ryanair, and Wizz Air provide great mobile retailing examples.

Dublin, Ireland & Shorewood, Wisconsin, March 20, 2018 – The ever expanding capability and portability of mobile devices ensures smartphones and tablets are becoming trusted travel companions. That’s because mobile literally covers the earth, with a mobile phone subscription for every person, according to data from the United Nations. No leap of faith is required to assume mobile will overtake personal computers as the primary choice for self-booking personal and business travel. Statistics indicate we are very nearly at that point of transition.

The latest report from IdeaWorksCompany reviews the mobile applications offered by the world’s largest LCCs as measured by passengers flown. Theoretically, the mobile applications evaluated should represent state-of-the-art examples of ancillary revenue excellence. After all, the LCC category should naturally excel in the art of ancillary revenue. Here are a few observations from the report:

- **14 of the 15 airlines** have in-app flight booking capability for Android phones.
- The mobile apps from **Jetstar, Ryanair, and Wizz Air** offer seven to nine a la carte options in their booking paths.
- **Ryanair** was found to have the best overall mobile app with excellent capabilities related to pre-paid baggage, seat assignment, and car hire.
- **Pegasus** delivers the most thorough meal descriptions we’ve seen at a website or in a mobile app.
- 56% of visitors to the **Wizz Air** website use mobile phones, which the airline says is among the highest ratios on the world.
- Lack of financial disclosure is a problem; word searches for “mobile” and “app” delivered zero results in recent financial disclosures for **13 of the 15 airlines**.

“Airlines that have a centralised ancillary offering within their app, providing their customers with reasons to frequently return, are reaping the rewards. The airlines that are truly thinking about the mobile experience and offering the right product at the right time from within their app, are the ones that will win the customer,” says Aileen O’Mahony, Chief Commercial Officer at CarTrawler.

“**LCC a la Carte Goes Mobile: A Review of the Top 15 Low Cost Carriers**” was released today as a free 15-page report available at the IdeaWorksCompany website: IdeaWorksCompany.com. This report is part of the CarTrawler Airline Intelligence Series for 2018.

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Members of the public should be directed to the following link if they wish to view this release: <http://info.cartrawler.com/a-la-carte-goes-mobile>

About CarTrawler: CarTrawler is the world's leading B2B travel technology platform providing multimodal transport solutions to almost one billion passengers annually. Utilising our network, which spans over 50,000 international locations, we connect travellers in real time, on any device, to every significant transportation supplier. CarTrawler's unique technology is an easy to implement platform, personalised based on your customers' trip details. Our technology provides our customers with higher conversion rates and increased revenue. 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 flyer programs, and on-site executive workshops. Learn more at IdeaWorksCompany.com.

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