



Top Ten Airlines Generated \$29.7 Billion from Ancillary Revenue in 2017

CarTrawler-sponsored analysis shows ancillary revenue has gone beyond tilting the bottom line toward profitability and is now a core component of revenue for fiscally healthy airlines.

Dublin, Ireland & Shorewood, Wisconsin, USA, 17 July 2018: 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, *2017 Top 10 Airline Ancillary Revenue Rankings*. Of the 143 airlines reviewed, 73 reveal figures related to ancillary revenue. The following is a sampling of the 2017 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 2017 and the top ten tally has leapt more than 1,300%.
- The top “% of revenue” producer for Europe & Russia was Wizz Air at 41.6% and for the Americas was Spirit at 46.6%; the regions of Asia/South Pacific and Middle East/Africa did not make the top 10 ranking.
- Qantas Loyalty achieved revenue in excess of AUD \$1.5 billion (nearly \$1.16 billion) for fiscal year 2017; that’s a notable \$98 per member or almost \$39 per passenger.
- Top “ancillary revenue per passenger,” mostly from a la carte activities, by global regions: WOW air \$48.87 (Europe & Russia), Spirit \$50.97 (Americas), and AirAsia X \$33.12 (Asia & South Pacific). The Middle East/Africa region did not make the top 10 ranking.

“Ancillary revenue keeps on growing and has become a mandatory component for the revenue mix of all airlines. Investors were first delighted by it, and now have come to expect it. That expectation also occurs with consumers who appreciate the flexibility and array of services delivered by airlines. The best producing airlines have become expert retailers of travel-related services, which includes the ability to book hotels, attractions, and of course ground transport,” said Michael Cunningham, Senior Vice President of Distribution 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 14-page report.

The results for all 73 disclosing airlines will be released in September 2018 as the 11th annual *CarTrawler Yearbook of Ancillary Revenue by IdeaWorksCompany* (100+ pages). A companion release, scheduled for November 2018, will use these results to extrapolate total ancillary revenue generated by 180 airlines around the world.

Disclaimer: IdeaWorksCompany makes every effort to ensure the quality of the information in this report. Before relying on the information, readers should obtain any appropriate professional advice relevant to their particular circumstances. Neither IdeaWorksCompany nor CarTrawler guarantee, or assume any legal liability or responsibility for, the accuracy, currency or completeness of the information.

About CarTrawler: CarTrawler is the world's leading B2B travel technology platform. Its award-winning technology platform brings opportunities to life by creating global online marketplaces for its 4,000 travel partners, 2,500 transport suppliers and one 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.

Contacts:

IdeaWorksCompany
Jay Sorensen, President
1-414-961-1939
jay "at" ideaworkscompany.com

CarTrawler
Evelyn Byrne, Communications Manager
Tel: +353-1-218-3843
ebyrne@cartrawler.com