



## **Women Leaders Boost Ancillary Revenue Profits at Alaska Airlines, Finnair, Jetstar, and WOW air**

*CarTrawler-sponsored analysis presents the ancillary revenue philosophies of four women leaders and the compelling features of the a la carte initiatives they lead.*

October 2, 2018, Shorewood, Wisconsin – In the 21st century, airline revenue leadership relies on the perspectives of female executives responsible for ancillary revenue and a la carte strategies. They are key members of ancillary revenue teams composed of bright, innovative, and hard-working men and women. This report describes strategies contributed by each female leader—ideas that can be embraced by any airline wishing to give its ancillary revenue a boost.

- **Alaska:** Don't just add fees to existing products, but rather enhance the service to create a new product. Then customers will more readily accept the change.
- **Finnair:** Strive to design a la carte services that are supported through all channels: web, mobile, and global distribution systems.
- **Jetstar:** The loyalty created by subscription programs exceeds the power of frequent flyer programs, while delivering reliable revenues from membership fees.
- **WOW air:** Keep the rules simple so they are more easily implemented by customer service staff and understood by customers.

The ***Leading Ancillary Revenue Airlines and the Women Who Boost Their Profits*** was released today as a free-of-charge 16-page report sponsored by CarTrawler. The full report is available at <http://www.ideaworkscompany.com/category/current-reports>

*“Ancillary revenue has become a universal benefit for all successful airlines, from global network giants to low cost carriers, because it provides protection against the unpredictability of airline fares and the risk of rising fuel costs. The four ancillary revenue leaders presented in this report, along with the four airlines, demonstrate what occurs when people are selected and promoted on the basis of their ability, passion, and results,”* says Aileen O’Mahony, Chief Commercial Officer at CarTrawler.

**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 1 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](http://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](http://IdeaWorksCompany.com).

**Contacts:**

IdeaWorksCompany  
Jay Sorensen, President  
1-414-961-1939  
[jay "at" ideaworkscompany.com](mailto:jay@ideaworkscompany.com)

CarTrawler  
Evelyn Byrne, Communications Manager  
Tel: +353-1-218-3843  
[ebyrne@cartrawler.com](mailto:ebyrne@cartrawler.com)