



Allegiant Airlines' Ancillary Revenue Initiatives are Among the Most Effective and Innovative in the World

CarTrawler-sponsored report describes how Allegiant is mastering the art of a la carte and seeks to capture even more of a consumer's leisure and entertainment spending.

March 19, 2019, Shorewood, Wisconsin – Allegiant is based in Las Vegas, but it has never relied upon the notion of “luck” as part of its business strategy. The airline was born in 1997 and immediately challenged all the rules of how to start an airline. Allegiant maintains its industry leading margins by distancing itself from competitors, and as you will read in this latest report, by being very different from everyone else. This distinctive style includes innovative ways to generate ancillary revenue:

- Allegiant's Sunseeker Resort development in Florida is projected to contribute ancillary revenue in excess of **\$6 per passenger** on a systemwide basis.
- The carrier's new family entertainment centers allow it to build deeper customer relationships and **capture more leisure** spending within Allegiant's network of smaller cities.
- More than **\$16 per passenger** is generated by baggage revenue policies, which include fees for large carry-on bags, and allow those without large carry-on bags to board first.
- The Allegiant World Mastercard provides a free inflight beer or wine for cardholders and is expected to generate annual earnings (EBITDA) of **\$50 million by 2020**.
- The installment payment option (pay monthly) yields online shopping carts **nearly 300% larger** than those paid in full.

Allegiant Flies Its Own Route to Revenue Success was released today as a free 16-page report sponsored by CarTrawler. The full report is available at <http://www.ideaworkscompany.com/category/current-reports>

“Airlines that succeed in the ancillary space maximise their revenue by offering a larger array of travel products, including hotels, car hire and car transfer. It's important for airlines to focus their efforts on where customers are willing to spend, presenting them with products relevant to their booking through personalisation of content. Airlines have access to all of this content easily, but displaying everything doesn't guarantee conversion. It needs to be specific to that passenger's needs,” says Aileen McCormack, Chief Commercial Officer at CarTrawler.

Members of the public should be directed to the following link if they wish to view the report: <http://info.cartrawler.com/allegiant-ancillary-rev-download>

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.

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.

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