



Becoming the “Amazon of Travel” Should Not Be a Goal for Airlines

CarTrawler-sponsored analysis shows airlines how to stop treating air travel as a commodity and dominate the travel planning process.

October 15, 2019, Shorewood, Wisconsin and Dublin, Ireland – It’s hard to believe we are nearing the 24th anniversary of airline websites – Alaska Airlines sold the first air travel ticket online in December 1995. Fast forward to today, airline websites still promote two core functions: transactions and information retrieval. At present, airline websites are little more than cash registers surrounded by shelves of merchandise. This report encourages airlines to move from a transaction focus to become robust retailers of travel. Here are some of the findings and recommendations from the report:

- Some airlines, such as Allegiant in the US and Jet2.com in the UK, have websites that entice robust holiday bookings. For example, package holiday passengers represent 48.3% of all Jet2.com passengers.
- But the results disclosed by JetBlue in the US exemplify typical results for airlines. Among all customers buying air travel directly from JetBlue, approximately 1.4% book a JetBlue Vacation.
- Tech giants, such as Google and Amazon, do have disadvantages. They find themselves in a constant race with scammers who use all sorts of tricks to try to game systems, and they struggle to keep up with removal of fraudsters.
- To compete online, airlines should establish a presence at every step in a travel storytelling process from choosing to travel, inspiration, and taking action. They need to make a much greater effort if they wish to be thought of as trusted resources for travel inspiration.

Finding the Path to Fix Airline Retail 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>

“It is obvious that airlines can no longer afford to offer customers a one-dimensional flight experience,” says Aileen McCormack, Chief Commercial Officer at CarTrawler. “The era of the frustrated passenger is swiftly coming to an end – now, a select few trailblazing airlines are providing a better customer experience that other carriers must emulate if they are not to be left behind. Customers now expect superior choice and a compelling value proposition, and by owning the last mile and offering them exactly what they desire, airlines can utilise the sophisticated data insights they generate to improve the customer experience even further.”

Members of the public should be directed to the following link if they wish to view the report: <http://bit.ly/33lgaJq>

About CarTrawler: CarTrawler is the world's leading B2B travel technology platform. Its award-winning technology 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 travel. 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
Laura Ryan, Marketing Manager
Tel: + 353-1-218-3847
lryan@cartrawler.com