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Profit From Innovation: Benefits of Ancillary Revenue Reach All Over the World

*New report identifies innovators such as Disney, Norwegian Cruise Line, and Starbucks,
along with AirAsia, KLM, and Virgin America.*

November 14, 2012, Shorewood, Wisconsin – The quest for ancillary revenue, and the innovation associated with it, is creating a cavalcade of concepts that reach far beyond the route maps of the world's airlines. Ancillary revenue has become popular with companies for good reason; it delivers billions of dollars, euros, and kopeks to industries starved for cash. When coupled with an a la carte method that acknowledges the consumer's right to choose, it takes on an allure that any business - - be it a theme park, retail coffee purveyor, live concert venue, or global airline - - can make profitable use of.

It's true, not all aspects of ancillary revenue are loved by consumers. But airlines are becoming better retailers, and retailers are learning along with them. The best are taking innovation to new heights with services that deliver more comfort and convenience for a price. IdeaWorksCompany has identified many examples from within and outside the airline business, such as:

- **Disney Parks and Resorts** derives more than 49% of revenue from activities beyond the sale of park admission and hotel rooms, such as revenue from merchandise, food, and beverages.
- **Norwegian Cruise Line** offers "Faster to the Fun" for \$49.95 per cabin, which provides early boarding, priority dinner reservations, faster luggage delivery, and other services.
- **American Airlines** provides Luggage Delivery Service at 200 US airports. Starting at \$29.95, the service will deliver a bag within 4 hours to an address up to 40 miles from the arrival airport.
- **KLM** highlights seating for couples with its "Seat in a Row of 2" optional extra. Side by side seats, with no middle seat, can be assigned for €30 per person.

Profit From Innovation: Benefits of Ancillary Revenue Reach All Over the World was released today as a free 14-page report sponsored by Amadeus. It is available at the IdeaWorksCompany website: www.IdeaworksCompany.com.

About IdeaWorksCompany.com LLC: IdeaWorksCompany was founded in 1996 as an airline consulting organization building revenue through innovation in product, partnership and marketing. 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 flier programs, and on-site executive workshops. Learn more at IdeaWorksCompany.com.

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