



Contact: Jay Sorensen
For inquiries: 414-961-1939
Jay @ IdeaWorksCompany.com

VIP for a Fee: Eleven Airlines Now Sell Airport Services Designed for High Value Customers

Airlines generate ancillary revenue with extra pampering and perks

February 4, 2014, Shorewood, Wisconsin – At the highest level of service and status, airlines will meet and greet passengers at the curb, provide private screening, and whisk them to planeside in a sedan car on the ramp. This level of service eludes most elite-status travelers but is now within the grasp of anyone with the swipe of a credit card. The latest report from IdeaWorksCompany reviews how airlines all over the world now sell extra pampering to passengers for a profit. VIP treatment, such as early boarding, bonus miles, fast track screening, and first class upgrades, has proven to produce the revenue payback eagerly desired by airline management.

The eleven airlines reviewed in this report (Air Asia, Air France, American, Delta, Emirates, Etihad, Hawaiian, LOT Polish, Lufthansa, Qatar, and Virgin Atlantic) provide personalized one-on-one airport service that often stretches from curbside to the aircraft door. The report describes how these airlines allow consumers to buy the package of goodies once reserved for travelers having gold and platinum status:

- American's Five Star service is the most prolific with service offered at 14 airports worldwide.
- Lufthansa's Guide Service supports travelers in more than 50 languages at its Frankfurt hub.
- Red Carpet by Air Asia (Jakarta departures) is the most modestly priced at \$15 and provides priority check-in, baggage handling, and boarding, lounge access, fast track immigration and screening.
- Al Mahar service from Qatar Airways offers an Elite departure and arrival service for \$412 which features private terminal access and ramp level transfer via a BMW 7 Series automobile.

VIP for a Fee: Airport Services Designed for High Value Customers was released today as a free 14-page report and is available at the IdeaWorksCompany website: www.IdeaWorksCompany.com. The 2014 Ancillary Revenue Report series is sponsored by CarTrawler, one of the most widely distributed car rental booking engines in the world. For information visit www.cartrawler.com.

About IdeaWorksCompany: IdeaWorksCompany was founded in 1996 as a consulting organization building brands through innovation in product, partnership and marketing, and building profits through financial improvement and restructuring. 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.

About CarTrawler: CarTrawler powers car rental partnerships worldwide, working with some of the biggest names in travel including more than 50 airline partners around the world; plus industry-leading OTAs and top global hotel groups. The CarTrawler booking engine connects customers with more than 800 car rental agencies at 30,000 locations in 174 different countries in the language and currency of their choice. That's more cars in more cities than are available anywhere else. By satisfying customer demand for choice and convenience, CarTrawler consistently delivers profitable growth for its partners. For more, visit www.cartrawler.com

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