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Frequent Flier Benefits Now Offered by 8 Top European LCCs: Aer Lingus, Air Berlin, Air Europa, Condor, flybe, Hapag-Lloyd, LTU and Monarch

Among the more than 55 low cost carriers analyzed, only 12 provide frequent flier programs.

April 5, 2005, Shorewood, Wisconsin, USA. The low-cost carrier revolution continues to grow in Europe, the Americas and Asia. Low-cost carriers (called "LCCs") serving the United States have long offered frequent flier benefits, and now more of Europe's airlines are doing the same. IdeaWorks analyzed over 55 low cost carriers to determine how frequent flier programs are developing in the highly competitive European market. Here is a sampling of the observations from the Industry Analysis:

- Europe's top two LCC giants - - Ryanair and easyJet - - don't have frequent flier programs; while all of the top nine low cost carriers in the United States offer frequent flier benefits.
- The number of paid roundtrips required for a free ticket ranges from as few as four to as many as 32, with most requiring 10 to 20 roundtrips for a reward.
- Participation in major airline programs such as Lufthansa and Scandinavian is possible through their low cost affiliates: Condor, Blue 1 and air Baltic.
- Frequent flier program relationships with hotels, car rental companies and retailers among Europe's LCCs are limited when compared to the scope of partners offered by programs in the U.S. market.

These findings are based upon a review by the IdeaWorks Company of the frequent flier programs offered by the top LCCs in Europe which describes their unique qualities and compares them to their U.S. counterparts. "**European Travelers Get the Point: Low Cost Carriers Add Frequent Flier Benefits**" was released today as a 9-page Industry Analysis. The report is available at the IdeaWorks web site: <http://www.ideaworkscompany.com/news/>.

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