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Buckle Your Seat Belts - Airline Executives Predict More Fees and Plan to Sell More Services via Their Web Sites

63% of airline executives in a worldwide survey say charging fees for services - - instead of including benefits in the price of a ticket - - will become more prevalent.

August 27, 2007, Shorewood, Wisconsin. Today's consumers might be reminded of in-flight turbulence when contemplating the fees they might be asked to pay in the future for assigned seats, checked baggage, and paying by credit card. Most airlines currently don't charge extra for these benefits. But survey results suggest airline executives will charge for these, and other services, in the future. While frequent travelers may consider extra fees a major annoyance, airline executives call these fees ancillary revenue.

How far has this practice spread among airlines? What new fees are airline executives planning for the future? To answer these questions, IdeaWorks surveyed airline executives all over the globe. Here is a sampling of observations from the analysis:

- 63% of airline executives predict unbundling (charging for amenities) is becoming more prevalent.
- 39% indicate their airlines now sell meals and sandwiches on board aircraft.
- 80% indicate fees are currently charged for call center bookings or are anticipated to be charged in the future.

Buckle Your Seat Belts - Airline Executives Predict More Fees and Plan to Sell More Services via Their Web Sites was released today as a 8-page Industry Analysis. The full report is available at the IdeaWorks web site:
<http://www.ideaworkscompany.com/news/>.

About IdeaWorks: IdeaWorks 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 the hotel, airline, marine, railroad, consumer products and health care sectors. IdeaWorks specializes in brand development, customer service improvement, customer research, competitive analysis, creating partner marketing strategies, cost reduction programs and business restructuring. Learn more at IdeaWorksCompany.com.

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