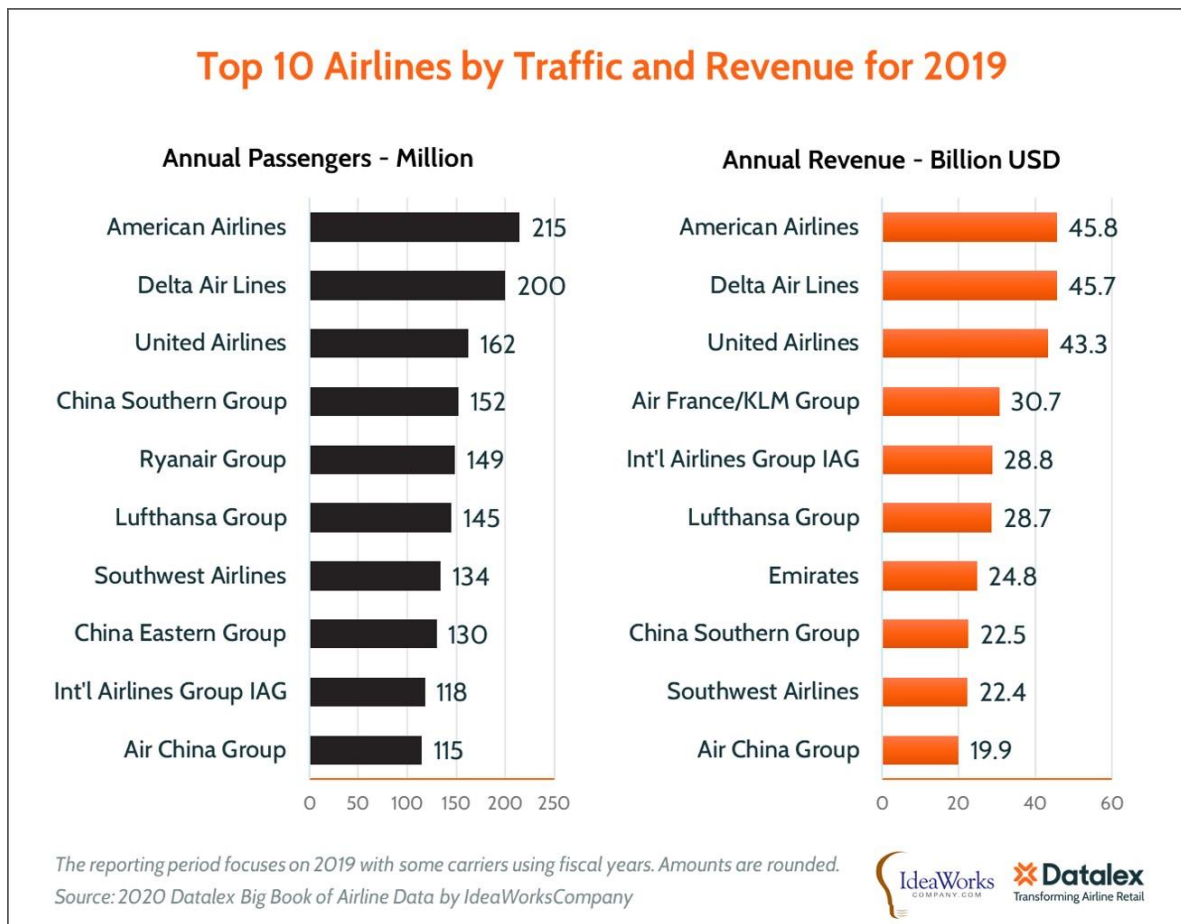




Low Cost Carriers Fly 27% of World’s Passengers and Global Alliances Generate \$483 Billion in Revenue

The new Datalex Big Book of Airline Data by IdeaWorksCompany offers passenger traffic, airline revenue, and frequent flyer info for 221 airlines from Aegean to Zhuhai

Dublin, Ireland & Shorewood, Wisconsin, 27 October 2020: Datalex, a market leader in digital commerce for travel retail, and IdeaWorksCompany, the foremost consultant on ancillary revenue, released a new publication providing a world of data collated by alphabetical order, size, airline type, region, and alliance. **The Datalex Big Book of Airline Data by IdeaWorksCompany** is a new 77-page publication available free of charge via download at Datalex.com and IdeaworksCompany.com. The table below summarizes results for the largest airlines ranked by passenger traffic and revenue for 2019:



“When we began working on this concept with the IdeaWorksCompany team – pre-Covid-19 – we did so because we had our own questions about airline revenue, traffic, and frequent flyer programme membership; we knew this data was important and that it was difficult to source. The 2020 Datalex Big Book of Airline Data is a snapshot in time and is based on the 2019 reporting period. Little did we know what 2020 would bring. As our industry deals with the ongoing impact of Covid, we are confident there will be an inevitable recovery over time which will in turn be positively reflected in traffic and revenues. Those airlines that engage well with customers during this period will also retain their loyalty. We hope this Big Book will be a useful resource for anyone interested in airline performance and we are happy to share it,” says Alison Bell, SVP Global Sales & Marketing at Datalex.

The data collection process for the report began in January of this year and was completed in August. It’s a significant undertaking with a review of nearly 300 airlines to find traffic, revenue, and membership numbers for inclusion in the report. The information is presented in multiple formats to create user-friendly access to the data.

The first part of the Big Book contains passenger traffic results for 208 airlines. The second part of the report contains revenue results for 180 airlines. The final section provides membership data disclosed by 42 frequent flyer programs; the table below provides a sampling of information from that section:

Top 10 Airlines Disclosing Frequent Flyer Enrollment			
Rank	Airline	Program Name	Members
1	Delta Air Lines	SkyMiles	128 million
2	American Airlines	AAdvantage	100+ million
3	United Airlines	MileagePlus	100+ million
4	Air China Group	Phoenix Miles	64 million
5	China Southern Group	Sky Pearl	49 million
6	China Eastern Group	Eastern Miles	43 million
7	Japan Airlines Group	JAL Mileage Bank	33 million
8	LATAM	LATAM Pass	33 million
9	Lufthansa Group	Miles & More	26 million
10	AirAsia Group	BIG Loyalty	25 million

*The reporting period focuses on 2019 with some reporting during 2020. Amounts are rounded.
Source: 2020 Datalex Big Book of Airline Data by IdeaWorksCompany.*

The report relies upon a number of sources and methods to determine the results presented for each airline. Most often this consisted of financial documents at airline websites, while for others the sources include press releases, industry articles, and materials published by a global alliance. IdeaWorksCompany also calculated traffic and revenue for carriers for primary and subsidiary airlines. The Big Book will be released on an annual basis during the fall of each year.

The graphic on page one, along with a collection of additional graphics, are available as a JPG file at the press release section of IdeaWorksCompany.com and on Datalex.com.

About Datalex: Datalex is a market leader in digital commerce for travel retail. The Datalex Digital Commerce Platform provides airlines with a unique solution to drive revenue and profit as digital retailers. Today the platform enables a travel marketplace of over one billion shoppers covering every corner of the globe, driven by some of the world's most innovative airline retail brands. Datalex's customers include Air China, JetBlue Airways, Hainan Group, SAS, Philippine Airlines, Aer Lingus, Brussels Airlines, Air Transat and Trailfinders. The Group is headquartered in Dublin, Ireland, and maintains offices across Europe, the USA and China. Datalex plc is a publicly listed company on Euronext Dublin (DLE).

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.

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