



Consumers Will Return to the Skies in Large Numbers When the Reward of Travel is Greater Than the Risk & Hassle

*Covid-19 testing and health passports will help boost traveler confidence,
but a well-vaccinated world is the most certain way to restore air travel.*

Dublin, Ireland & Shorewood, Wisconsin, Wednesday, 16 February 2021: CarTrawler and IdeaWorksCompany introduce the “Transformation 2021” series of reports as a yearlong effort to guide the airline and travel industries to the light at the end of the pandemic tunnel. **Transformation 2021: How Airlines and Travelers Will Adapt as the Pandemic Recedes** is sponsored by global travel tech provider CarTrawler and was released today. The IdeaWorksCompany 17-page analysis evaluates how airlines are affected by vaccines, Covid-19 testing, and health passports and how consumer perception of everyday threats likely plays a large role in the return of travel.

Key findings from the report:

- The early phase of the travel recovery will literally be driven – by personal or rented automobiles.
- Airline travel recovery will be subdued and will be led by flights of less than 4 hours to reach close-to-home destinations.
- Health passports are an admirable and beneficial objective, but won’t be meaningfully achieved during 2021.
- Covid-19 testing is a big challenge; checking every international passenger at Heathrow Terminal 5 would require nearly 500 staff for a pre-departure regimen.
- When consumers treat Covid-19 as a background threat, the airline recovery will start in earnest.
- Airlines should focus on changing the things they can (a sampling from the report):
 - Simplify change policies.
 - Support industry-wide health passports.
 - Shepherd consumers through the travel restriction maze.
 - Work to create testing solutions.
 - Make maximum effort to encourage vaccination.

“At CarTrawler, we are driving recovery in the travel sector and now we can see light at the end of the tunnel,” said Aileen McCormack, Chief Commercial Officer at CarTrawler. “There will be significant challenges to face as the travel industry reopens following Covid-19, but we are prepared for any eventuality and will respond accordingly. The customer experience will pivot to encompass new realities such as innovative testing solutions and simple change policies, and airlines need to be proactive to stay ahead of the curve.”

The report includes an 8-point checklist advising airlines on the factors that will move consumers to feel the reward of travel is greater than the risk. The full report is available to view at <https://ideaworkscompany.com/reports/>

About CarTrawler: CarTrawler is the leading B2B provider of car rental and mobility solutions to the global travel industry. We bring opportunities to life through an online marketplace connecting our partners, customers and mobility suppliers. CarTrawler's end-to-end technology platform expands our airline and travel partners' offering to their customers, creating substantial ancillary revenue opportunities. We provide unrivalled breadth and depth of content worldwide, including car rental, private airport transfer and ride-hailing services. CarTrawler creates innovative, data-led solutions for some of the largest travel brands in the world, including American Express, Alaska Airlines, easyJet, eDreams ODIGEO, Hotels.com, KLM, TravelStart and Emirates. As a B2B company we focus solely on helping our airline and travel partners build their brands, not our own. CarTrawler was established in 2004. Our headquarters are in Dublin, Ireland, with an office in New York. For more information visit www.cartrawler.com.

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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