



## 80% of Leading Network Airlines Rely on a la Carte Fees from Standard Seat Assignments

*Big global airline brands such as Air Canada, Air France, American, Cathay Pacific, Emirates, and Singapore generate ancillary revenue from advance seat assignment across their entire networks.*

**Dublin, Ireland & Shorewood, Wisconsin, Wednesday, 08 June 2021:** For many airlines, revenue from seat assignment sales has moved up the income statement from a minor presence to a strong #2 spot. For some, this can be a billion-dollar result, and for every other airline it's a multi-million-dollar business. **Seat Assignment Fees Firmly on Airline Radars** is sponsored by global travel tech provider CarTrawler and was released today. The IdeaWorksCompany 16-page analysis describes the methods deployed by airlines to encourage consumer acceptance and recommends four tools to maximize seat assignment revenue.

### Key findings from the report:

- More than half of leading airlines offer **basic economy style fares** which require payment of a fee to check a bag and very often for pre-assigned seating.
- **Southwest Airlines** is unique among leading airlines for not offering seat assignments, instead allowing passengers to choose seats as they board aircraft.
- **Alaska Airlines** breaks from US network airline practice by offering a limited number of pre-assigned seats to its saver fare (basic economy) travelers.
- Seat assignment revenue disclosures were found to range from \$6.63 per passenger on **Spirit** to \$0.62 per passenger on **Jin Air** among LCCs.
- **Ryanair** accommodates families by providing no-charge seat assignments for children when the adult pays a modest €4 to €6 fee; **Singapore** waives all standard seat fees for itineraries with children.

“As we emerge from the pandemic, our data insights tell us that ancillary revenue is taking on even more importance,” said Aileen McCormack, Chief Commercial Officer at CarTrawler. “More than ever before, customers will pay to travel in comfort and safety, and will prioritise airlines based on how well they can meet their needs. Seat assignment is a critical part of an airline’s ancillary revenue strategy, but for maximum benefit, airlines must complement this with a memorable and seamless customer experience across the board.”

The report includes a table summarizing the standard seat assignment fee policies for 20 top carriers. 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](http://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](http://IdeaWorksCompany.com).

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