



## 6 Ways the Airline Business Has Changed; Border Closures Pose the Greatest Risk

*CarTrawler-sponsored analysis describes how convenience and predictability must be restored for air travel to prosper again.*

**Dublin, Ireland & Shorewood, Wisconsin, Wednesday, 30 November 2021:** The pandemic has taught us that competition does exist for the air travel spending by leisure and business travelers. Airline consumers identified alternatives during the pandemic and the best of these solutions will have staying power for the future. **The Airline Industry Has Changed – Convenience and Predictability Are Missing** is sponsored by global travel tech provider CarTrawler and was released today. This IdeaWorksCompany 15-page report describes how the industry has changed and provides ideas on how revenue can be increased and more traffic can be captured.

Many of the habits formed by travelers during the pandemic will be enduring and are reflected in the perspectives covered in this report:

1. Network airlines will focus on **leisure travel**.
2. Business will be more a la carte and **premium economy** will grow.
3. Airlines will be enticed by **branded fares and dynamic pricing**.
4. More effort will be made to improve **buy-on-board food**.
5. Carriers need to provide **protection from uncertainty**.
6. **Border closures** are here to stay.

“While airlines have proven their resilience over the past year, in 2022 brands must evolve the consumer experience to stay competitive in the market,” said Aileen McCormack, Chief Commercial Officer at CarTrawler. “Airlines will need to shape offerings around what consumers really want – convenience and predictability – whether it’s through their pricing models, a la carte offerings or approach to travel insurance.”

Airlines will face moments during 2022 that define whether they continue to struggle or return as robust providers of service to leisure and business travelers. The magic of surviving, and even thriving, is determined by how airlines adapt to what is new and maximize what will remain the same. 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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