



## 5 Ways Airlines Can Prevent Being Paralyzed by the 2022 Consumer Challenge

*CarTrawler-sponsored analysis describes how the airline industry must move past being a “deer in the headlights” and accept that the business of travel has changed.*

**Dublin, Ireland & Shorewood, Wisconsin, Wednesday, 01 March 2022:** “I remain quite optimistic for the summer of 2022,” is a quote you will likely hear from dozens of airline CEOs this winter. It’s human nature to hope for the best, and one can hardly fault a CEO for declaring brighter skies are ahead. However, the pandemic has been a painful episode of advances and withdrawals. But off camera, these CEOs should be pushing their teams to improve traveler confidence.

**Advice to Airline Managers – Don’t be Paralyzed by the 2022 Consumer Challenge** is sponsored by global travel tech provider CarTrawler and was released today. The report includes a chart listing the Covid era change and cancellation policies for 25 leading global network and low cost carriers. The 14-page report by IdeaWorksCompany is a call to action to help savvy airlines navigate a path to better serve consumers and improve financial sustainability during this period:

1. Protect consumers from today’s travel uncertainty. For instance, Air Canada has no expiration date for Covid change and cancellation protections.
2. Improve clarity of fare restrictions. Low cost carriers typically do a better job than traditional airlines of presenting fare conditions.
3. Allow friends and families to pool frequent flyer points. Singapore Airlines now allows family members to aggregate frequent flyer miles.
4. Promote flexible holiday packages. EasyJet holidays provides a good example of a thorough and well-conceived policy for consumers.
5. Be more generous and kind to your consumers. Icelandair will fly passengers delayed by mandatory self-isolation home at no additional expense.

“Customers are the lifeblood of the travel industry and knowing how to adapt to their concerns around potential future restrictions or cancellations due to Covid is an essential part of the industry’s recovery,” said Aileen McCormack, CarTrawler’s Chief Commercial Officer. “At CarTrawler, we know from our own research that these customer-centric initiatives will all work together to support the continued return to travel.”

The pandemic has proven the airline industry can meet very stiff challenges. That same effort is now required to win back consumers to the joy and magic of airline travel. The desire to travel is strong, but the impediments to travel have never been greater. For many, it will take a mighty push to get off the couch and into an airplane seat. The full report is available to view at <https://ideaworkscompany.com/reports/>

**About CarTrawler:** CarTrawler is the leading global B2B provider of car rental and mobility solutions to the travel industry. Our purpose is to drive successful partnerships.

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 United Airlines, American Express, easyJet, Alaska Airlines, SWISS, Hotels.com and Emirates. As a B2B company we focus solely on helping our airline and travel partners build their brands, not our own.

**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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