



Changes to Airline Business Travel Prompt Focus On Premium Leisure as a New Post-Pandemic Opportunity

CarTrawler-sponsored analysis describes how the pandemic, technology, and environmental concerns have changed airline business travel.

Dublin, Ireland & Shorewood, Wisconsin, Wednesday, 29 March 2022: It could be a year in which the airline industry recovers some of the profits lost during the pandemic. That's the picture for leisure travel, especially in the burgeoning premium leisure sector. The recovery of business travel is complex and largely unwritten. Online meeting technology continues to march ahead, company employees are still working from home, corporations are setting carbon reductions tied to business travel, and the airline industry still struggles to find firmer footing.

Innovation and resilience saved airlines during the pandemic, and these same traits will allow airlines to adapt to the changes wrought by new communication technologies and carbon emission concerns. **The Pandemic, Technology, and the Environment Are Changing Airline Business Travel** is sponsored by global travel tech provider CarTrawler and focuses on the new category of premium leisure travel as a market offering tremendous potential to fill the business travel gaps that may persist. The 14-page report issued today offers the following key findings:

- 65% of business travel is customer facing, with 25% linked to “sales and securing clients” alone.
- **Delta’s** president believes it has identified high-end leisure travelers as a “new class of customer” with early returns that are “phenomenal, far above expectations.”
- **Lufthansa’s** financial margin provided by premium economy is 39% higher per square meter of cabin configuration compared to business class.
- Global airlines are adding premium economy seats in anticipation of industry changes: **British Airways, Delta, Emirates, Lufthansa, and Singapore.**
- Global corporations, such as **Bain, Deloitte, PwC, and Zurich Insurance**, seek to reduce by 25% to 70% the carbon footprint of their business travel.

Aileen McCormack, Chief Commercial Officer at CarTrawler, said, “While both business and consumer travel are rebounding strongly in 2022, it’s clear that the pandemic will impact the industry for some time to come -- and many of the advancements made then will become permanent. This push toward digitisation and technological improvement will help the aviation industry in the long run, especially if airlines are willing to make the changes and investment needed to keep up with consumer trends.”

The challenge for the airline industry is to emphasize those activities for which “being there” offers advantages far beyond the digital alternative. 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.

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