



More Airlines Adopt Carry-On Fees

This CarTrawler analysis reviews the baggage fee methods embraced by 18 carriers leading the pack.

Dublin, Ireland & Shorewood, Wisconsin, Wednesday, 24 May 2022: From global network airlines to low cost carriers, baggage is the top a la carte revenue performer. The latest report from IdeaWorksCompany describes innovations focusing on carry-ons, baggage check-in, and booking path displays. Fees for carry-on bags are the latest development in the global quest for ancillary revenue. Low cost carriers have always led the way here and this encouraged more and more traditional airlines to adopt fees.

The global estimate of baggage fee revenue was \$20.9 billion for 2021. The potential exists for much more revenue when airlines apply a business-sense approach and abandon old methods. Smart airline management teams also acknowledge new baggage services must improve the journey for passengers. **Baggage Belts Deliver Cash for Smart Airlines** is sponsored by global travel tech provider CarTrawler and encourages airlines to build better baggage businesses. The 20-page report issued today includes the following key findings:

- **Aer Lingus** introduced a new baggage policy June 2021 which includes a checked bag for its lowest Saver fare (intra-Europe) but excludes a large carry-on.
- **AirAsia** allows travelers to double the regular 7 kg carry-on limit to 14 kg for a fee.
- **American Airlines** generated baggage revenue of \$1.22 billion in 2021, and a record \$7.42 per passenger for the carrier.
- **EasyJet** now combines the benefit of a large carry-on with select assigned seats, such as extra leg room and front-of-cabin zones.
- **Spirit Airlines** has one of the highest baggage revenue rates in the world: \$21.51 per passenger in 2021.
- **Volaris** offers a baggage delivery guarantee with a payout of MXN \$1,000 or US \$80 when bags don't arrive on the same flight as the passenger.

Laura Demery, Interim Director of Partnerships, CarTrawler, said, "This report shows that baggage fee revenue is a strong component of airlines' ancillary revenue drivers and one that can continue to be optimised as airlines respond to changing customer needs and provide options that best suit their clientele. As shown by global baggage fees reaching \$20.9 billion in 2021, there is scope for airlines to optimise this revenue stream as well as deliver an improved experience to their customers."

In addition to the airlines listed above, the report includes better baggage business examples from these carriers: Air France, Delta, Frontier, JetBlue, Jetstar, Qantas, Ryanair, United, and Volotea. 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' offerings 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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