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Ethiopian becomes a tour broker

The revenue from additional offers already makes up a large part of the sales cake for many airlines. Ethiopian Airlines now also wants to benefit from this – and is now arranging offers from Get Your Guide.

Translated from German using Google Translate.

By Rita Munck

IdeaWorksCompany contributed information to this article - - see italics.

The airline, a member of the Star Alliance, has partnered with the online booking platform Get Your Guide, which it says is one of the world leaders in tours and activities. As a result, customers of the airline can book excursions at the destination in addition to a ticket and extras related to the flight.

The airline reports that this can be done online directly when booking the flight or at a later date. "Ethiopian strives to offer its passengers a service that goes beyond just travel," Lemma Yadecha, Chief Commercial Officer, who explained the new partnership with the tour operator.

Ethiopian Airlines is not the first airline that Get Your Guide has partnered with in this way. Among others, the British low-cost airline Easyjet, Icelandair and Emirates Airline are already working with the tour operator. These partners can also be found on the Get Your Guide website. Airlines typically benefit from every booking Get Your Guide receives through the airline partner websites.

According to a regular study by Idea Works Company on the additional revenues of airlines, in 2021 the airlines averaged 27.60 US dollars per passenger. In 2019, before the corona pandemic, the value was USD 23.91 per airline.