



Airlines Innovate with Lounges, Branding, Ancillary Revenue, and Partnerships as Passengers Return

IdeaWorksCompany identifies eight ideas by airlines all over the globe: AirAsia, Cathay, Delta, easyJet, Eurowings, Emirates, Jetstar, United.

Dublin, Ireland & Shorewood, Wisconsin, 21 March 2023: The desire to do something new, better, or unique, will almost always create disruption for competitors. Better yet, innovation can also be designed to please passengers and boost revenue. This is something the eight airlines featured in the latest report sponsored by global travel tech provider CarTrawler already know. **Airline Revenue Innovations: A Global Sample of the Coolest Products and Services** describes how the carriers in the report are reinventing their services to be distinctive, more profitable, and industry leading. The 16-page report issued today includes the following key examples:

- **AirAsia** and its parent **Capital A** want to go beyond a loose-knit affiliation of companies to become a customer-facing powerhouse and top online travel agent.
- **Cathay Pacific** is creating a premium travel lifestyle “Cathay” brand with shopping, dining, and health insurance elements, and a branded retail location in Hong Kong.
- **Delta** has a mileage and points partnership with Starbucks to reach the 58 million members of Starbuck Rewards.
- **Eurowings** has automated the booking path process of allowing travelers to block an empty middle seat with any of its branded fares from Basic to Smart.
- **United** introduced the Club Fly grab-and-go concept at Denver Airport which offers non-alcoholic drinks, premium snacks and barista-made coffee beverages.

“Innovation is essential in any industry, but particularly in an industry such as aviation, operating in such a highly competitive and important space,” says Aileen McCormack, Chief Commercial Officer, CarTrawler. “Innovation is at the centre of everything we do and a key pillar of our overall business strategy. Supporting our partners with world-class tools and technology is the heart of our business and we’re delighted to see the wider aviation industry being such a leader in innovation.”

The report closes with “7 Steps on the Path to Innovation” which offers practical advice to airlines. This includes a reminder to test on a small scale to assess actual consumer responses and perfect service delivery; this also mitigates the size and expense of mistakes.

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, loyalty marketing, and airline retail. 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.

Contacts:

IdeaWorksCompany
Jay Sorensen, President
1-414-961-1939
jay "at" ideaworkscompany.com

CarTrawler
Edel Corrigan, Content Strategist
ecorrigan@cartrawler.com