



Buckets of Cash: Airport Lounges Are Big Business, With Delta Sky Clubs Serving More Than 30 Million Guests Annually

CarTrawler sponsored report describes how lounges are a “must have” amenity for millions of travelers and for millions in airline revenues.

Dublin, Ireland & Shorewood, Wisconsin, 21 May 2024: The pandemic unleashed consumer craving for amenities to relieve the little miseries that can accompany travel today. Airport lounges have become a hugely popular answer. Today, lounge operators are the beneficiaries of hordes of travelers seeking premium experiences—so much so that overcrowding is a thorny issue, with social media documenting long lines in airport concourses. This is partly because higher fee co-branded credit cards now feature lounge access. Airlines are understandably excited by the revenue stream provided by these upscale sanctuaries, and new lounges are appearing in airports around the world.

Airport Lounges Are the Hottest Ticket was issued today as an 18-page report to describe the economics of lounges and consumer fascination with these airport retreats. The following are key findings from the report:

- **Co-branded credit cards** contribute 40% of guests for airline-operated lounges in the US, with just 5% of guests purchasing single visit passes.
- **Oneworld, SkyTeam, and Star Alliance** together offer access to more than 2,300 lounges worldwide.
- **Delta’s Sky Clubs** likely generated more than \$772 million for the airline in 2023.
- **Capital One**, which is set to add 300 million customers with its purchase of Discover Card, operates 50+ Capital One Cafes in urban settings, and airport lounges at Dallas/Ft. Worth, Denver, and Washington Dulles.

Aileen McCormack, Chief Commercial Officer at CarTrawler, commented on the report; "We know that travellers are increasingly focused on comfort and convenience, turning to airport lounges for a relaxing escape from the fast-paced world of modern travel. It's becoming more common for our airline partners to offer lounge access as part of their loyalty programmes, highlighting the importance of these programmes in shaping consumer choices.

"Beyond lounge access, these loyalty programmes also offer perks like room upgrades and car rentals, making them popular with travellers looking for practical and beneficial experiences.

"As the travel industry evolves to meet changing consumer demands, CarTrawler remains committed to collaborating with global airlines and car rental suppliers to develop innovative offers that resonate with users, including the ability to seamlessly pay for car rentals using loyalty points."

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. Recognised for its innovative technology solutions, CarTrawler is the partner of choice for the world's leading travel brands, enabling them to offer car rental, airport transfer and ride-hailing services to their customers. CarTrawler's purpose is to drive successful partnerships, by creating substantial ancillary revenue opportunities for the travel and airline industry.

Founded in 2004 in Dublin, Ireland, CarTrawler's proprietary technology platform connects customers to more car rental options than anyone else in the world. Their team of in-house experts designs, builds and powers tailored software solutions which are easily integrated into partners' websites and intuitive to use. Developed over 18 years, CarTrawler's innovative, bespoke and data-led solutions have proven conversion rates and measurable returns.

CarTrawler's global network connects more than 50,000 car rental locations worldwide, working with the biggest industry players including United Airlines, American Express Travel, easyJet, Uber, Hotels.com and Emirates. Find out more at cartrawler.com.

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.

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