



Low Cost Carriers Surrender to FFP Popularity

CarTrawler sponsored report reveals how ten top LCCs have embraced full-feature loyalty programs with partner networks, elite tiers, and co-branded credit cards.

Dublin, Ireland & Shorewood, Wisconsin, 03 December 2024: Low Cost Meets Loyalty was issued today as a 15-page report to analyze the FFPs of these ten airlines: Air Arabia, AirAsia, Azul, Frontier, GOL, IndiGo, JetBlue, Pegasus, Viva Aerobus, and Vueling. Decades ago airline executives predicted “low cost” and “loyalty” were an impossible combination. But today, loyalty is now firmly embraced by LCCs. The following are key findings from the report:

- **JetBlue and GOL are co-branding champs** with more than \$1 billion from co-branded credit cards and other activities in 2023.
- **Revenue-based accrual prevails**; all ten programs apply a multiplier to fares to determine the number of points earned for a trip.
- **Ryanair, easyJet, and Wizz Air** are notable holdouts for not having FFPs.
- **Azul** has the largest collection of retail-oriented partners with approximately 40 brands.
- **GOL** has more than 50 partner airlines, such as Air Canada, American, Avianca, Emirates, TAP, and Turkish.
- **Frontier** offers 4 elite tiers (the largest number) with 8 of the airlines offering elite tier benefits.
- **Air Arabia’s** MasterCard provides a free roundtrip ticket to any destination, with all ten airlines promoting co-branded credit cards.

“The findings in this report demonstrate a significant evolution in the way low-cost carriers approach loyalty. What was once seen as an unlikely pairing is now a core driver of customer engagement and diversified ancillary revenue streams,” says Aileen McCormack, Chief Commercial Officer at CarTrawler.

“With over 20 years of experience providing car rental solutions to airlines globally, CarTrawler has seen first-hand how integrating car rental into loyalty programs enhances the customer journey and delivers significant value to airlines. To support this, we work with the world’s leading airlines to offer dynamic, bespoke loyalty offerings featuring earn-and-redeem car rental functionality tailored to tier, membership status, or fare class. These programs don’t just deliver rewards, they build meaningful connections with customers, keeping them engaged while driving incremental revenue growth.”

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, the Connect 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 20 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, American Airlines, 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.

Contacts:

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

CarTrawler
Sodali: cartrawler@sodali.com
Eavan Gannon on +353 87 236 5973