



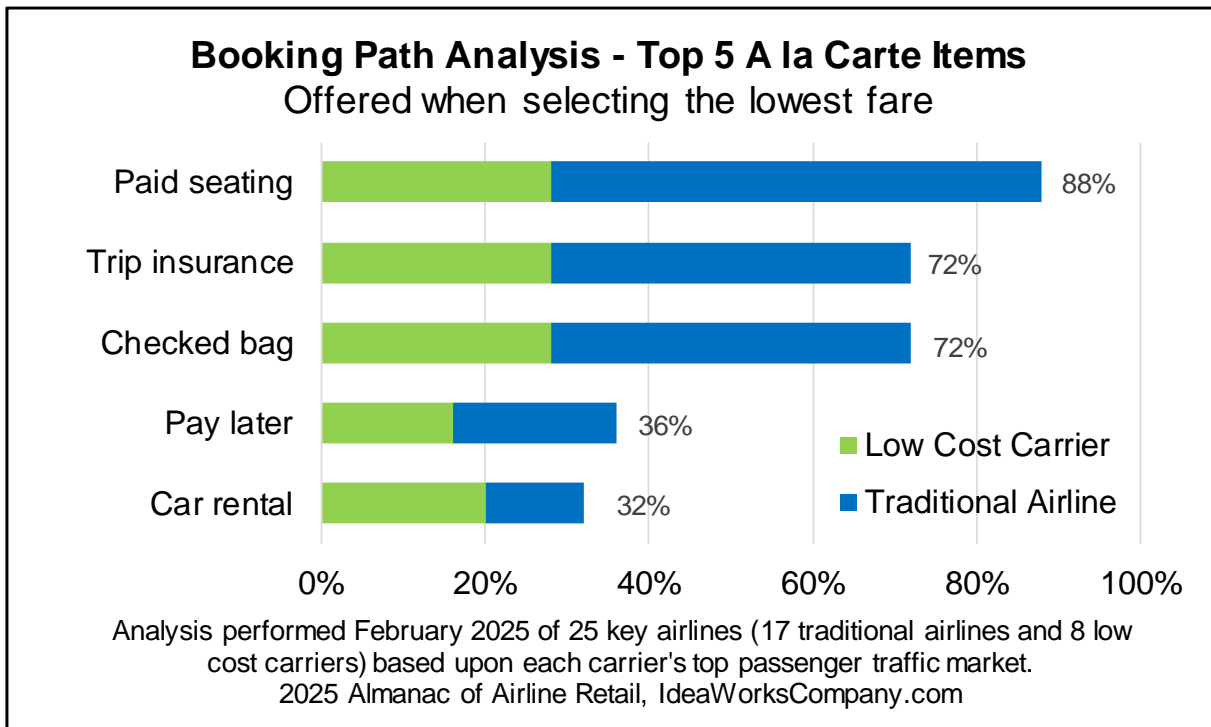
Paid Seating Becomes Most Prevalent Offer in the Booking Paths of 25 Airlines

The 2025 Almanac of Airline Retail navigates booking complexity and is the first Pro Series Report by IdeaWorksCompany.

Shorewood, Wisconsin, 18 February 2025: "Take your seat, please."

The standard boarding instruction airline passengers hear is now the #1 item they find in online ticket booking paths, according to the new **IdeaWorks Almanac of Airline Retail**. Paid seating tops the list of a la carte items for sale at 25 leading global airlines – and it's no wonder. Seat assignments are the most conspicuous aspect of flying today, outstripping the top item a decade ago, checked baggage.

Paid seats represent a high-margin revenue boost for airlines, yielding extra revenue at virtually no cost. Trip insurance is a challenging service to sell due to country-by-country and individual US state regulations. "Pay later" is a relatively new feature appearing on airline websites all over the world. This function provides payment by installment, almost always through a 3rd party such as Flexpay or PayPal.



“Airlines risk leaving consumers bewildered when layering on too much product complexity,” said Jay Sorensen, President of IdeaWorksCompany and author of the almanac. “The trouble is magnified for airlines that force self-service as the primary point of customer contact. A confused consumer is a reluctant spender.”

The Almanac offers 52 pages of booking path (web, Apple, Android) data and analysis; here are some unique features associated with several of the airlines:

- **Air Canada and Ryanair** offer 5 bundled fares – the highest number found.
- **Air France** provides elite status points when its Flying Blue members contribute to carbon reduction efforts.
- **Frontier and Spirit Airlines** are tied for the biggest shopping carts. Each offers 10 a la carte items in their booking paths; Ryanair appears in 3rd place with 9.
- **Frontier** inserts a 30-day All-You-Can-Fly pass into its booking path.
- **Korean Air** was the only airline not offering bundled fares among the 25.
- **Ryanair** gives free seat assignments to kids with the Family Plus bundle.
- **Spirit Airlines** has consumers “toggle” between checking a bag or bringing a larger carry-on bag when buying the Go Savvy fare.
- **Turkish Airlines** offers the ability to block a middle seat for a fee.

The **2025 Almanac of Airline Revenue** is a 52-page Pro Series Report from IdeaWorksCompany and is designed for airline and travel industry professionals. It's available for sale at the IdeaWorks store: <https://ideaworkscompany.com/store/>

25 airlines in the report: Air Canada, Air France, AirAsia, Alaska Airlines, American, Avianca, British Airways, Cathay Pacific, Delta, easyJet, Emirates, Frontier Airlines, IndiGo, JetBlue, Korean Air, LATAM Airlines, Lufthansa, Qantas, Qatar Airways, Ryanair, Singapore Airlines, Southwest Airlines, Spirit Airlines, Turkish Airlines, and United.

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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