



Baggage Compliance is the #1 Problem Facing Airlines

IdeaWorksCompany is the first to offer on-site consulting and specialized reports to generate millions in new ancillary revenue.

Shorewood, Wisconsin, 08 April 2025: The chaos occurring at departure gates around the world is now too obvious to ignore. Some passengers follow the rules for the fares they have purchased; they pay fees to check large bags and only bring smaller carry-ons to the gate. Others have learned the financial reward of flouting the rules. They don't pay to check any bags and take every bag to the gate knowing most airlines will accept their bags free of charge. Some consumers are simply bewildered by the complexity of fare rules and baggage fees and hope for empathy from the airline and its agents. This is a terrible way to run an airline.

For more than a decade, traditional airlines have embraced low cost carrier (LCCs) methods by adding bag and seat assignment fees and introducing bundled fares. Meanwhile, ancillary revenue jumped and the distinction between global network carriers and LCCs was whittled away. LCCs generally avoid baggage chaos (some do struggle), but it's traditional airlines that face a long line of troubles from frustrated agents, overwhelmed cabin crew, late flights, unhappy passengers, and waived revenues in the hundreds of millions.

"It's beyond time for traditional airlines to fix this problem," says Jay Sorensen, President of IdeaWorksCompany. "Our ancillary revenue work uses one-week modules based upon 6 compliance methods that ensure airport operations and commercial objectives work together, rather than in conflict."

Carry-On Baggage Compliance Methods		
Method	Revenue Collection	Method
1	Most Strict	Automatic charge upon boarding.
2	Strict	Speedy Boarding group.
3	Moderate	Roving fee collection team.
4	Moderate	Dedicated staff at gate and waivers.
5	Moderate	Gate agent incentives.
6	Lenient	Controlled boarding.
<i>2025 Carry-On Baggage Compliance Methods Report</i>		

IdeaWorks is the first consulting firm to offer a packaged solution to help all airlines untangle their baggage problems with 2 on-site consulting products and the only publication that specifically addresses the problem of baggage compliance:

- **Ancillary Revenue Assessment:** This one-week project combines the best of IdeaWorks' consulting work: qualitative and quantitative observations of customer behavior; building teamwork and advancing ancillary revenue expertise through a workshop; and providing a concise 6-page summary of the assessment work.
- **Carry-On Baggage Revenue Strategy:** This one-week project is a continuation of the Ancillary Revenue Assessment and develops baggage policies that maximize revenue and create smoother customer service operations. It uses a collaborative process to create alignment between the commercial departments and airport operations.
- **2025 Carry-On Baggage Compliance Methods Report:** This 20-page Pro-Series report analyzes 6 distinct policies used by traditional and low cost carriers. It identifies 6 methods which raise the bar on baggage compliance. These methods can be combined to create an even higher standard of revenue collection.
- **2025 Almanac of Airline Retail:** The Almanac is a first-ever resource providing a concise review of booking paths for 25 airlines. This 52-page Pro Series report describes checked and carry-on bag policies, as well as other initiatives, to include branded fares.

The methods recommended by IdeaWorks are based upon real world settings faced by airport agents, cabin crew, and passengers. It delivers revenue results based upon our product development mantra: An educated customer is the best customer.

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 <https://ideaworkscompany.com/>

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