



Not Everyone is Cheap, Honor Your Customers, and 8 Other Ideas for Travel Executives

Ten Lessons for Success in Business and in Life.

Shorewood, Wisconsin, 15 July 2025: In one sense, the travel industry is built to serve its investors by delivering profits. A more balanced approach would have airlines, hotels, car rental firms and more seeking to well serve investors, employees, and customers. The industry has been inconsistent – but it need not be.

“This report is offered to those working in the airline industry, but its ideas certainly have applicability far beyond it,” said Jay Sorensen, President of IdeaWorksCompany and the author of the report. “I am fortunate to be part of an industry which brings the world together through the magic of air travel. We enable global commerce, deliver leisure experiences, and connect families and friends. I’ve been lucky to learn from others, and this report honors their wisdom.”

Fly High, Land Right is based on Sorensen’s 4+ decades in the air travel business. The 20-page report issued today includes the following advice:

- **People are hungry for wisdom;** the airline industry is best served when its people respect each other, make a good profit, and treat passengers as guests.
- **Honor your customers;** an educated consumer is your best customer.
- **Your workers are wiser than you;** please talk to your front line employees to seek their perspective.
- **Above all else be honest;** employees know when a company relies on honesty to generate more revenue.
- **Not everyone is cheap;** many are willing to spend more for better comfort and convenience.
- **Listening tells you more;** interviewing 100 customers at an airport gate over the course of 3 days garners more wisdom than any survey or focus group can deliver.

“Not all travelers seek the lowest price, and this truth unlocks the cashflow potential of ancillary revenue for airlines all over the world,” said Sorensen. “Branded fares, which bundle extra conveniences for airline travelers, are a method that’s also easily understood by consumers. Another lesson encourages managers to focus on feedback from front line staff so new products deliver maximum revenue with minimum fuss. These are just a few examples of the common sense ideas offered by the first in our 2025 Free Report Series. Next up is Eight Ideas to Boost Ancillary Revenue, available in August.”

The full report is available to view at <https://ideaworkscompany.com/reports/>

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 the leading global resource for ancillary revenue strategy, on-site executive workshops, and research reports. Learn more at <https://ideaworkscompany.com/>

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