

# Ancillary Revenue Has Arrived

ARRIVING FROM	REVENUE STATUS
INSURANCE	INCREASED
LOUNGES	INCREASED
PARTNERSHIPS	INCREASED

20 years of creating new revenue for airlines



# New revenue from three core areas

**Helping airlines generate ancillary revenue is something The Collinson Group has been doing for over 20 years. Whether it's providing opportunities for airlines to earn new revenue from group owned products, such as Columbus Direct, Priority Pass, and IAPA, or helping drive partner revenue via agency brands, ICLP, the global loyalty agency and Vivid Lime – digital direct agency, The Collinson Group boasts an enviable travel industry track record.**

**Across The Collinson Group, companies bring value in designing, implementing and operating product and marketing innovations, which create ancillary revenue from these three commercially valuable sources:**

- Insurance
- Lounges
- Partnerships

## Insurance

Travel insurance has increasingly become a crucial ancillary revenue source for both new world and established airlines. It is estimated that easyJet alone gained almost £30m last year from their insurance sales (source Annual Report). Through extrapolation, it can be estimated that from 10m bookings, with an integrated system, you'd expect 3 million insurance bookings (30% take up if priced sensibly). At an average insurance order value of £20, and a margin of 30%, an airline would be looking at £18 million revenue.



Through Columbus Direct, The Collinson Group provides an attractive channel to drive incremental sales from your existing and newly acquired customers by offering travel insurance from a proven, established brand within the travel insurance industry.

Columbus Direct brings a track record of integrating travel insurance and related products with travel companies' sales systems, making purchase and customer understanding as simple as possible. Some current programs generate thousands of policies every day.

**Working together** – With the ability to sell into 46 countries through its Lloyds facility, Columbus Direct's products are available in 6 languages including English, French, German, Dutch, Spanish and Italian, with fully translated documentation and call centre customer support. In addition to this, there is the flexibility of developing specific white labeled travel insurance schemes, which tailor benefits to suit individual airlines and their customers' needs in order to increase uptake of travel insurance, (e.g. free Golf club or business cover).

Ancillary revenue streams from Columbus Direct are already being enjoyed by international airlines. Lufthansa, Air Canada, Olympic Airways, City Jet, Aurigny Airways, South West Airways, SAS Airways, GB Airways have reaped the benefits, as has the Youth Hostel Association, demonstrating that Columbus Direct has proven international travel insurance experience.

By working with you, Columbus Direct can help you realise the true value of your customer base.

# Lounges

**The Collinson Group offers airlines significant opportunities to earn incremental revenue from spare airport lounge capacity by joining our two international networks: Priority Pass & Lounge Pass.**

*Priority Pass*<sup>™</sup>

 **LOUNGE PASS**<sup>®</sup>  
AFFORDABLE VIP INDULGENCE

## Priority Pass

Priority Pass is the world's largest independent airport VIP lounge access programme, providing annual membership options that allow access to over 500 VIP airport lounges, irrespective of class of travel. Launched in 1994, Priority Pass now operates in 90 countries and is enjoyed by over 1.5 million members. Membership can be purchased by passengers at [www.prioritypass.com](http://www.prioritypass.com)



**Working together** – Priority Pass welcomes airlines with existing lounges to join the global network of VIP lounges and earn a fee for each entry. In return Priority Pass provides traffic to the lounge and manages all the related operations processes associated with being an airline member. Our tried and tested processes mean that you maximize value of your lounge space at minimal incremental cost. Airlines that have benefited from this relationship include: Northwest, Delta, Continental, United, American, Alaskan, Avianca, US Airways, Mexicana, TACA, Swiss International Airlines, Olympic Airways, Air China, Kuwait Airways, Luxair, Oman Air and Virgin Blue

## Lounge Pass

Lounge Pass provides “pay as you go” lounge access for leisure travelers at 130 VIP lounges worldwide. Lounge Pass lets the growing leisure segment gain access to an extra touch of luxury making the travel experience more comfortable. Lounge access is booked in advance, giving the traveller peace of mind on arrival.

[www.loungepass.com](http://www.loungepass.com)

**Working together** – Lounge Pass provides a unique pre-booking facility which enables the Lounge operator to receive forward notice of visitors due at the lounge and pre-payment guaranteed via Lounge Pass's proprietary booking engine. The Lounge Pass network is continually seeking to expand its leisure locations, so if you are operating a lounge at a leisure based destination, we should be talking. Airlines that have benefited from this relationship include: Continental, Delta, Alaskan and American Airlines.

Make commissions from Priority Pass & Lounge Pass sales. Under partnerships below, you will see that you can also earn new revenue from selling our lounge programmes.

## Partnerships

**Building innovative partnerships is at the heart of The Collinson Group's heritage in the travel sector. The opportunities for new revenue are significant and our track record includes:**

### Frequent Flyer Programmes

For over 20 years the global loyalty agency, ICLP has been helping airlines and other clients maximize revenue from FFPs through:

◆ **Mileage sales** – a fully outsourced service to identify, negotiate, manage relationship and end user communication as well as collect money for mileage sales. Partners include traditional credit card & non air partners and new channels

◆ **Advertising revenue** – facilitating contra deals with third parties for media space



[www.icplloyalty.com](http://www.icplloyalty.com)

### Brand Matching

The art of bringing your brand together with other brands to create greater value than the two parts. Partnership Marketing Agency specialises in planning, negotiating and managing promotional and strategic partnerships.



[www.partnershipmarketing.com](http://www.partnershipmarketing.com)

### Affiliate Marketing

Vivid Lime helps clients extend their website's reach via international affiliate marketing networks, bringing new revenue in return for commercially viable commissions.

It also handles our own affiliate marketing programme, which pays out commissions for referred sales on group product.



[www.vividlime.com](http://www.vividlime.com)

### Affinity Marketing

Helping airlines unlock the power of their databases and earn new streams of revenue from selling relevant & motivating products & services to existing databases. Opportunities to earn commission include offering the following benefits or memberships to your base:

◆ **Priority Pass**, the world's largest independent airport VIP lounge access programme provides annual membership options that allow access to over 500 VIP airport lounges, irrespective of class of travel. Launched in 1994, Priority Pass now operates in 90 countries and is enjoyed by over 1.5 million members. Offer this membership to your passengers and enjoy attractive commissions.

*Priority Pass*<sup>™</sup>

[www.prioritypass.com](http://www.prioritypass.com)

◆ **Lounge Pass** provides pay as you go lounge access for leisure travelers at 130 VIP lounges worldwide. Lounge Pass lets the growing leisure segment gain access to an extra touch of luxury and make the travel experience more comfortable. Lounge access is booked in advance, giving the traveller peace of mind on arrival. Join our agent programme at [loungepass.com](http://loungepass.com) and enjoy commissions on passenger sales.



[www.loungepass.com](http://www.loungepass.com)

◆ **IAPA**, the international travel portal for independent frequent flyers provides access to all the travel needs of the frequent traveler. The IAPA travel portal offers members exceptional value from guaranteed hotel rates, car and flight savings, comprehensive travel insurance, travel planning tools, travel technology products and a frequent flyer community forum. Starting out in 1960, IAPA has built on its heritage by being at the forefront of the frequent flyer industry, constantly evolving, culminating in its re-launch in 2007. Commissions available per membership sold.



[www.iapa.com](http://www.iapa.com)

◆ **Travelplan** makes the frequent traveller's life easier with a unique travel planning tool that is compatible with PC, laptop, Pocket PC or Palm, providing flight information and routings at a press of a button. Commissions available along with customization, per airline membership.



[www.travelplan.com](http://www.travelplan.com)

◆ **Priority Traveller** provides a unique package of benefits, savings, protection and service to make the leisure experience more relaxing and rewarding. Available in two tiers of membership, Priority Traveller opens access to venues such as international golf courses, over 350 Spas, Wellness Centres, Health Clubs and Fitness Centres, as well as providing comprehensive travel insurance and an extensive package of service & benefits. Commissions paid out on memberships sold.



[www.prioritytraveller.com](http://www.prioritytraveller.com)

◆ **Trip Extras** is the essential website for passenger travel needs. With great rates on airport parking and lounges, hotels, flight schedules and car hire, your passengers can arrange all this and more before travel, direct from our site for popular destinations around the world. Commissions available for services sold via your site.



[www.trip-extras.com](http://www.trip-extras.com)

## Marketing Platforms

**Reward Portal** – Create new revenue from new on-line partners by giving your frequent flyers new on-line destinations to shop at. With The Collinson Group's Reward portal, you can earn new revenue from a compelling range of non air and non traditional partners.

**Web shop** – The Collinson Group's web shop gives airlines the opportunity to create new revenue from reducing points liability through profitable non air redemption. Web shop gives your members more choice and the flexibility and fun of the Miles Fader, allowing complete control over how many points and what cash is used to redeem. Either way you benefit from new ancillary revenue.

# About The Collinson Group

The Collinson Group is a privately owned global organization that uses data, customer insight and marketing expertise to the benefit of its companies, clients and their customers.

Operating from 24 global locations, The Collinson Group is a holding company with four core divisions: International Membership Clubs, Marketing Services, Insurance and Group R&D.

Built on a history of success within the travel and financial services sectors, the Group builds value through ownership of brands that operate in these sectors and by leading and supporting client marketing activity. Increasingly, The Collinson Group is benefiting from its skills and assets being embraced by more sectors, which in turn is contributing to its diversity & growth.

## Contact Us

To find out more about how The Collinson Group can help build Ancillary Revenue in the airline sector, please call Cameron Stringer, +44 208 256 9065 or email [newrevenue@thecollinsongroup.com](mailto:newrevenue@thecollinsongroup.com)

[www.thecollinsongroup.com](http://www.thecollinsongroup.com)

