

Ancillary Revenue Trends

convergence with
Virtual Airline

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- People: 150,000
- Countries: 142
- Member firms: 70
- Aggregate 2007 revenue: US \$23.1B
- Aviation Group – 1/8 industries

Included in ticket price

- | | |
|--|--|
| <ul style="list-style-type: none"> • Old, full service | <ul style="list-style-type: none"> • Through-ticketing including baggage • Frequent Flyer Programme |
| <ul style="list-style-type: none"> • New Hybrids drop | <ul style="list-style-type: none"> • Business Lounge • 1st/ business/ economy |
| <ul style="list-style-type: none"> • Hybrids drop then sell/ outsource | <ul style="list-style-type: none"> • Seat Allocation • Check-in baggage • In-flight entertainment |
| <ul style="list-style-type: none"> • Hybrids keep & sell/ outsource | <ul style="list-style-type: none"> • Food & drink • Seat • Aircraft |
| <ul style="list-style-type: none"> • Hybrids keep | <ul style="list-style-type: none"> • Ticket • Route (slots and flight path) |

Virtual Airline model



“Virtual Airline A” GmbH

- Network organisation
- Customer interface standards
 - Traffic rights
- National flavour

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