2019 Mega Event Presentations
For a Full List of 2020 Event Dates & Locations visit:

www.AiEventDates.com

Check out the website if you wish to SPEAK and/or SPONSOR a 2020 Event
Guestlogix Travel Commerce Platform

The Guestlogix travel commerce platform enables airlines to significantly increase ancillary revenues while improving traveler satisfaction across their entire journey.

- Increase Ancillary Revenue
- Improve Traveler Satisfaction
- Quick to Deploy
- Success-Based Pricing

Visit guestlogix.ai to book a demo today!

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CarTrawler | Bringing opportunities to life

Through a global online marketplace bringing partners, customers and suppliers together.

B2B MOBILITY PLATFORM
The only B2B mobility platform providing end-to-end connections to every significant mobility provider globally.

B2B FOCUS
Delivering long term, sustainable growth by building your brand and improving customer ownership. We never compete to acquire your customers.

ONLINE RETAILING EXPERTISE
Maximising conversion and revenue through bespoke partner solutions focused on cross-selling the right product at the right time.

PERSONALISATION
Pricing, content and display is personalised based on each customer’s itinerary and powered by data science.

TECHNOLOGY
CarTrawler technology is built in-house specifically with B2B in mind. Our understanding of travel distribution supports seamless integration of our partners.

CHOICE
Customers can shop the market without leaving your site. We provide them with multi-modal content including car rental, private transfers, taxis, shared shuttle and bus in 50,000 locations.

Discover CarTrawler
www.cartrawler.com/partnerships

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About CarTrawler

Our market-leading B2B mobility platform brings opportunities to life for our partners and their customers, building long term sustainable growth. We maximise market share and in turn revenue for our partners by building their brands not our own.

CarTrawler connects in real time to every significant mobility supplier globally including car rental, private transfer, taxis, shared shuttle and bus. We make that content available to over 900M airline passengers through our 100+ airline partnerships.

We power over 85% of European airline’s online traffic using an aggregator solution, including Ryanair, Vueling, Norwegian Air Shuttle, SWISS and KLM. We also work with other key partners such as Emirates, Virgin Australia and Volaris powering their mobility solutions.

Discover CarTrawler

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The Next Big Ancillary: The untapped potential of media revenue for airlines

Travel brands are full-fledged retailers, including airlines. Forrester has said it, and now the IATA has declared it, too. Ancillary revenue is expected to reach close to $100 billion in 2019, with even more growth in 2020.

There’s a massive opportunity for airlines to think more like retailers. To better serve, upsell and monetize their users like retailers. It doesn’t have to be just more of the same. In fact, it can be easier, and more lucrative.

Download the ebook
In the period 2007–2017 ancillary revenue grew $2.5 billion per quarter – initially due to baggage, then other fees. Growth from new revenue streams has been sustained largely by introducing new product. That can only go so far. A new stream is needed that can provide reliable, consistent revenue. For ambitious airlines that want to compete in the same space as other digital retailers, media can do just that.
Driving Direct Sales of Vacation Packages: A Case Study

American Airlines Vacations + EVERYMUNDO

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American Airlines Vacations: Introduction

- Over 10,000 hotels and resorts in more than 320 worldwide destinations
- Approaching 100,000 packages sold annually
- Negotiated rates on hotels, cars, activities
- Network includes AA, all oneworld® Alliance members and codeshare partners
- Earn AAdvantage® bonus miles for booking online
- Use AAdvantage miles to pay for any or all of vacation packages
Before 2018: Limited Direct Sales

Agency Sales + Co-op Advertising

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2018: Time to Sell Direct
2018: Rethinking Our Web Presence

What do we currently have?

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What do we NEED to truly sell direct?
What are OTAs Doing to Sell Vacations?

- Priceline: Save up to $625 on flight, hotel, and car. Book Now.
- Kayak: One-way flight from NYC to Miami for $32.
- Expedia: Fantastic savings on flight and hotel bookings. Check Rates.
What are OTAs Doing to Sell Vacations?
AA Vacations’ Competitive Advantage: Deals

AA Vacations offer the best deals on numerous packages
Phase 1: A Foundation – airTRFX® Basic

AAVacations-branded user experience, for users at different stages in the purchase funnel

High Funnel - Exploration

Mid-Funnel - Destination

Low Funnel – Dates and Flights
Phase 2: More Advanced Content

Property-level content, co-op advertising, themed travel

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Phase 3: Accelerated Growth, Sustainable ROI

Improved infrastructure > > > Investment in qualified traffic

• Commit time and resources to SEO (i.e. organic results in search engines)

• Invest budget and increase activities in paid digital channels: display ads and paid search ads

• Real-time vacation package prices in targeted email campaigns, starting with loyal customers
In only 5 months, all airTRFX® pages earned a position in search results for main keywords.

40% are page 1 on Google.

Source: Advanced Web Rankings (August 2018 – March 2019)
1,450% (i.e. 14.5x) growth in organic search traffic in 5 months on airTRFX® pages

Source: Google Analytics (October 2018 – September 2019)
Advanced SEO Result: Brand/Property Co-op

Atlantic, Paradise Island vacation packages
https://www.expedia.com/atlantis-paradise-island-resort-vacations
Enjoy amazing savings at Atlantis, which includes complimentary access to the 141-acre waterpark Aquaventure, featuring thrilling slides and new rides PLUS...

Paradise Island Vacations: Package & Save Up to $583
https://www.expedia.com/Paradise-Island.de/jet/a6/destination-travel-guides
Build your own Paradise Island vacation package and travel the world better. BEST known as the site of the Atlantis resort, this Fiji island is a haven for...
Display Ads Result: Campaign Performance
Paid Search Ads Result: High Conversion

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Email Result: Customer “Re-Acquisition”

American Airlines
Hello, Ashley

Your AAdvantage Summary
as of 12/12/2018

Award miles
48,022
Miles expire: 06/09/2020

View upgrades » Your activity » Buy miles » Redeem miles »

Your Progress to GOLD
Dollars (EQD)
$1,946 + 11,893 OR 7
25,000 30

San Jose to Boston vacation packages as low as $1,773.07

American Airlines Vacations

Boston vacation packages

Choose 2 or more:

Flight ✈️ Hotel 🏨 Car 🚗
From Origin ✈️ To Destination 🏨 Check-in 4/12/2019
Check-out 4/19/2019 Travelers 2 Travelers

Advanced search Book flight only

2-5 night stays with flights to Boston from

Boston Park Plaza Hotel
3 stars

367
per person

See details

DoubleTree by Hilton Boston - Bedford Glen
3 stars

327
per person

See details

Boston Park Plaza Hotel
3 stars

438
per person

See details

DoubleTree by Hilton Boston - Bedford Glen
3 stars

478
per person

See details

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Fare Marketing: What We Do
Leverage fares to accelerate the customer’s path to booking

Fares Off-Page

Fares On-Page

Booking

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Fare Marketing: The Value

Own your customers, drive performance, improve agility

The Value

- Grow Direct Channel Revenue
- Increase Customer Acquisition/Ownership

Performance

- Improve Brand Visibility
- Enhance User Experience
- Increase Sales Conversion

The Difference

- Minimal IT Resources
- Future-Proof Digital Presence
- Predictable Costs

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Our Customers and Offices
Airline Industry Expertise & Global Presence

48 Customers
American Airlines  UNITED  KLM  Royal Dutch Airlines  Emirates  CATHAY PACIFIC  SINGAPORE AIRLINES  AIR CANADA  LATAM  Aer Lingus  flydubai  Kenya Airways  ANA  XIAMEN AIR  Alaska  Cape Air  Alitalia  ETIHAD  Ethiopian Airlines  HAINAN AIRLINES  JAPAN AIRLINES  FRONTIER AIRLINES  spirit  AirEuropa  AEGEAN  ERNEST  HK express  AIR NEW ZEALAND  volaris  AEROMEXICO  FINNAIR  OLYMPIC  THAI  EVA AIR  Virgin Australia  Copa Airlines  INTERJET  Blue Air  SriLankan Airlines  THAI Smile  JEJU air  FIJI AIRWAYS  HAVANA AIR  Wingo  TAPPORTUGAL  ROYAL BRUNEI  American Airlines Vacations  STAR ALLIANCE  GREYHOUND

Global Offices in Miami, Hong Kong, Quito
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Thank you!

Seth Cassel

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