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
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](http://guestlogix.ai) to book a demo today!
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 transfer, taxis, shared shuttle and bus in 50,000 locations.

Discover CarTrawler www.cartrawler.com/partnerships

Mega Event Worldwide #megaevent
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

www.cartrawler.com/partnerships

Mega Event Worldwide #megaevent
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.

Download the ebook

$1.09 billion

Media and advertising revenue generated by Expedia Group, 2018

Expedia, 2019
Increase Ancillary Revenue
With Interactive, Dynamic Emails
AIRLINE A
20M PASSENGERS

Paid Seat Conversion: 1.10%
Revenue: $4M

AIRLINE B
20M PASSENGERS

Paid Seat Conversion: 2.31%
Revenue: $9.2M
Hola Miguel Antonio,
Se acerca su viaje a Isla San Andrés. Todavía está a tiempo de comprar su asiento LATAM+ para que viajes con mayor comodidad, en tu vuelo LA4270 Cali - Isla San Andrés.

Cómpralo aquí
Email is accessible on different devices
Paid Seat (Post Booking) Conversions

- **Based on Seats sold (EMD counts)/Total PNRs Sent**: 30-63% Increased Conversions
- **Based on Seats sold (EMD counts)/Unique PNRs Opened**: 245-325% Increased Conversions
Meals /Baggage

Flight: 2177
NRT | 17:00

Select Meals

Select Baggage

Boarding Pass

Hello Michael,

Thank you for booking with us! Here's your e-board pass.

Sarah

Seat Key: B120
Board faster. Exclusive compartment for your hand luggage.

Mega APAC 2019, #MegaAPAC
“We are a result driven company”
Subject line 1: Assign your seat now!

Subject line 2: Dubai Flight: Seat 3A/3B are currently available to purchase. Hurry!
Email Engagement Time

- Glanced: < 2 Secs, 6%
- Skim Read: 2-8 Secs, 10%
- Read: 8+ Secs, 84%
Flight check-in

What seat would you like to assign for your JFK flight?

11A

$45  Economy  Confirmed  Unavailable
AIRLINE A
20M PASSENGERS

Paid Seat Conversion 1.10%
Revenue $4M

AIRLINE B
20M PASSENGERS

Paid Seat Conversion 2.31%
Revenue $9.2M
Brad Berkson
Brad@SeatAssignMate.com
(+1)703-786-2417
www.SeatAssignMate.com