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 to book a demo today!

Mega Event Worldwide #megaevent
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.

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.

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.

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

Our Partners

Discover CarTrawler www.cartrawler.com/partnerships

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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.

Download the ebook

$1.09 billion

Media and advertising revenue generated by Expedia Group, 2018

Expedia, 2019
Opportunity to optimize travel through a proven tactic

*Uplift enables travel partners to deploy installment payments directly in booking flow*

- **HOME FURNISHINGS**
  - More Affordable

- **ECOMMERCE**
  - Increase Conversion

- **AUTOMOTIVE**
  - Promote Specific Products

- **TRAVEL**
  - Uplift

Close more sales **without price discounting** in a parity pricing world
Uplift’s mission is to help airlines (and other travel partners) expand *your* customer base, grow *your* revenues across all of *your* channels while delivering meaningful cost savings and to ensure relationships between *your* brand and passengers.

- Proven Upsell
- Low Transaction Fees
- Protect Your Customers
- Innovate Together
Where to Start: Better Point of Sale Financing for Travel

*Everything we do designed to drive business results for our travel partners*

---

**Optimized for Travel Conversion**

Drive new customers, more spend and better spend. We understand conversion.

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**Airline customers remain Airline customers**

Uplift business model not based on acquiring customers and building direct relationships. Uplift supports long term distribution strategy - Uplift will never monetize airline data.

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**Compelling Economics**

Easy, cost effective settlement, using UATP / Airlines Clearing House rails.

---

**Uplift is Built from the Ground Up for Travel**

- Travel DNA
- Travel Engineering
- Omnichannel
- Cobrand Relationships
- Travel Specific Underwriting
- Travel Customer Service
- Travel Marketing Team
- US and Canadian (Q2) Customers
Opportunity: Innovation in payments

*Everything we do designed to drive business results for our travel partners*

Powering Airline Brand, Co-Brand and Loyalty
Creating brand leveraged ways to drive loyalty and co-brand franchises.

Financing as Pricing and Revenue Management
Uplift AI/ML targeting technology combined with traveler specific financial data enables revenue management and pricing systems to deliver revenue lift and yield enhancement

Payments innovation
Reducing transactional cost and payment failures while increasing traveler choice in payment technologies
Consumers are rapidly adopting UpLift Pay Monthly
We’re filling a gap for multiple segments of travel consumers

#1

80+ NPS

Low, fixed monthly payments

Ability to pay loan with a credit card

Upfront trip financing clarity throughout

Access to great rates. APRs starting at 8.99%

Why they’re choosing Pay Monthly

Loans as low as $200 allow max. flexibility

Only one day Advance Purchase

No hidden fees, no late fees
“Amazon of Travel” Foundational Capabilities – Allegiant Airlines Case Study

Customer Platform
- Package addressable customer audiences for internal and external monetization
  - Enhance with third party data elements...
  - ...and link to all sales/service channels

Dynamic Digital UX
- Presentation layer capable of consuming and displaying personalized rules/content
  - Merchandise at the customer level...
  - ...and “sell advertising” to partners

Commerce Engine
- Collection of capabilities driving the presentation of products and pricing
  - Drives personalized merchandising...
  - ...within revenue/inventory parameters

Customer Engagement (Programmatic & Technical)
- Cobrand credit card and/or non-card loyalty provide incentive for buying broad and deep at allegiant.com and across all brands
  - Provide points infrastructure for strategic offer engineering
- Stored payment, profile, preferences – along with pay monthly – promote low-friction, “quick book” solution
  - Facilitates range of ongoing acquisition, conversion, basket size and retention benefits

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Pay Monthly Performance Overview – Allegiant Case Study

Uplift Bookings as % of All Bookings (ITNs over $200)

Phase 1: Checkout Page Only
Phase 2: Web Booking Path

24,000+
Total # of Pay Monthly Bookings

$16.4M+
Total $ of Pay Monthly Bookings

$682 Revenue per Itinerary

+55%
Over non-PM Bookings >$200 ($440 Rev/ITN)

+119%
Over All non-PM Bookings ($311 Rev/ITN)

Pay Monthly Performance Overview – Allegiant Case Study

Mega Event Worldwide #megaevent
Pay Monthly alex Lift vs Non-Pay Monthly Booking – Allegiant Case Study

### Revenue per Passenger Segment

<table>
<thead>
<tr>
<th></th>
<th>Non-Uplift</th>
<th>Uplift</th>
<th>Uplift - Non</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air</td>
<td>$61.50</td>
<td>$66.90</td>
<td>$5.40</td>
<td>8%</td>
</tr>
<tr>
<td>Carry On</td>
<td>$5.86</td>
<td>$6.09</td>
<td>$0.23</td>
<td>4%</td>
</tr>
<tr>
<td>Checked</td>
<td>$8.96</td>
<td>$11.51</td>
<td>$2.55</td>
<td>28%</td>
</tr>
<tr>
<td>Seats</td>
<td>$9.23</td>
<td>$12.60</td>
<td>$3.36</td>
<td>36%</td>
</tr>
<tr>
<td>TripFlex</td>
<td>$1.72</td>
<td>$2.73</td>
<td>$1.01</td>
<td>59%</td>
</tr>
<tr>
<td>Priority Boarding</td>
<td>$0.39</td>
<td>$0.63</td>
<td>$0.24</td>
<td>63%</td>
</tr>
<tr>
<td>CCV</td>
<td>$18.38</td>
<td>$19.22</td>
<td>$0.84</td>
<td>5%</td>
</tr>
<tr>
<td>Auto</td>
<td>$1.24</td>
<td>$2.56</td>
<td>$1.32</td>
<td>106%</td>
</tr>
<tr>
<td>Hotel</td>
<td>$0.70</td>
<td>$3.37</td>
<td>$2.67</td>
<td>380%</td>
</tr>
<tr>
<td>Air + Air Ancillary</td>
<td>$106.04</td>
<td>$119.68</td>
<td>$13.64</td>
<td>13%</td>
</tr>
<tr>
<td>Third Party</td>
<td>$1.95</td>
<td>$5.94</td>
<td>$3.99</td>
<td>205%</td>
</tr>
<tr>
<td>Air + Air Anc + 3P</td>
<td>$107.99</td>
<td>$125.61</td>
<td>$17.62</td>
<td>16%</td>
</tr>
</tbody>
</table>

**Passengers / Itinerary:**
- 2.5 vs 4.2

**Rev/Itinerary:**
- $270 vs $528

### Ancillary & Third Party Take Rate Lift

Pay Monthly vs. Non-Pay Monthly

- Carry On:
  - Non: 0%
  - Uplift: 50%

- Checked:
  - Non: 100%
  - Uplift: 150%

- Seats:
  - Non: 150%
  - Uplift: 200%

- TripFlex: Average
  - Non: 200%
  - Uplift: 250%

- Priority Boarding:
  - Non: 300%
  - Uplift: 350%

## Mega Event Worldwide #megaevent
Pay Monthly Performance Overview – New Customers – Allegiant Case Study

New Customers as % of Total

- Non-Uplift: 33%
- Uplift: 47%

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Pay Monthly Performance Overview – Lifetime ITNs – Allegiant Case Study

Lifetime Itineraries – Uplift PAX

- 47%
- 19%
- 6%
- 10%
- 18%

1 2 3 4 >=5
Pay Monthly Performance Overview – Customer Age – Allegiant Case Study

Customers by Age Group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Non-Uplift</th>
<th>Uplift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25</td>
<td>20%</td>
<td>11%</td>
</tr>
<tr>
<td>25-34</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>35-44</td>
<td>18%</td>
<td>28%</td>
</tr>
<tr>
<td>45-54</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>55-64</td>
<td>17%</td>
<td>6%</td>
</tr>
<tr>
<td>65 and Over</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>