Everything You Wanted to Know About Ancillary Merchandising

Research Findings
Part 1: Ancillary research findings

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Part 2: Improve your merchandising with Nobel Prize-winning research

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11th Ancillary Merchandising Conference
Standing on the shoulders of giants  

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“Since implementing Amadeus Airline Ancillary Services, more than 31% of our customers now select one or more ancillary services.”

Amadeus Airline Ancillary Services

- 97 Airlines Live
- €1Bn p.a. in revenue to airlines
- 50+ Ancillary Services on offer
- 60M Ancillaries Booked

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What is airline merchandising?
www.amadeus.com/airlinemerchandising

The planning and promotion of airline offers by

- creating **relevant products** and presenting them to the traveller
- at the **right touchpoint** and at the **proper time**
- utilising **sales techniques** and attractive display, and
- applying contextualisation and **personalisation**

**5 components of airline merchandising**
- What?
- Where?
- When?
- How?
- To whom?

**Airline benefits**
- Reach more travellers
- Meet traveller expectations
- Maximise every revenue opportunity

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5 Essential merchandising considerations to improve conversion, increase basket size and boost the bottom line.

1. Utilize Merchandising Techniques
2. Optimise Channels
3. Personalise the Service Offer
4. Consider the Price
5. Time the Offer


Farrugia, Michael. “Predicting Customer Purpose of Travel in a Low-Cost Travel Environment.” Forthcoming, available on request.


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Thank you