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Why are ancillary services important?

Some North America and European and Asia Pacific carriers are seeing ancillary revenues account for more than... **20%** of total revenues...

...growing at **60%** Since 2010

A BETTER TRAVEL EXPERIENCE

In 2013 **48%** of travellers bought ancillary products

41% of economy passengers are willing to pay more to get better seat comfort within economy class.

3 Be transparent

Competing on service is easier than competing on price.

Travellers are willing to pay extra to avoid a middle seat.

BUSINESS up to **$26** **LEISURE** up to **$15**

2 Cost Savings

Accessing ancillary services from your front end system saves time and cost.

Around **54%** of passengers are paying for checked in bags in the UK, US, Brazil and China.

70% of travellers who paid for priority boarding fees approve of them.

1 Maintains competitive edge

40% of passengers choose to buy food or drinks on their flight.

83% of airlines plan to offer these services to consumers directly, using mobile assets.

47% of travellers purchasing additional airline services have purchased these directly online

9 in 10 corporate agents in the US have booked ancillary services in 2011

STANDARD MEALS 1978-2001 → **NOTHING** 2001-2002 → **SNACK** 2002-2005 → **A`LA CARTE MEALS** from 2005

GOOD CUSTOMER SERVICE RESULTS IN CUSTOMER LOYALTY AND RETENTION

Sources *To access all sources, please go to bit.ly/ancillaries*

- *IdeaWorks*
- *PhoCusWright*
- *ASTA (American Society of Travel Agents)*
- *J.D. Power & Associates*
- *CAPA (Centre for Aviation)*
- *Resource Systems Group*

FIND OUT MORE ABOUT THE OPPORTUNITIES AHEAD
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