



AIRSAVINGS

THE GROUP BUYING SERVICE FOR AIRLINES



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MEDIA KIT

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**AXA ASSISTANCE PARTNERS WITH AIRSAVINGS TO CREATE NEW REVENUE STREAMS FOR
LOW COST CARRIERS**

New Services Announced at the 2008 Asia Pacific Low Cost Airline Congress - Jan 22-24, 2008

SINGAPORE, January 22nd, 2008 - [Airsavings](#), the industry leader in group buying and ancillary services development for low cost and mid-sized airlines, will speak as part of a panel at the 5th annual Asia Pacific Low Cost Airline Congress in Singapore (Jan 22-24). Airsavings, recognizing the growth potential for low cost carriers in the Southeast Asia region, recently opened offices in Singapore to provide the rapidly expanding industry with the group buying techniques and dynamic online booking platform (AirlinePlus) that have propelled the company to enormous success in Europe and North Africa. A respected back-end force for LCCs, the company specializes in ancillary revenue generation through the development of ancillary products and services, and through the effective utilization of strategic alliances as evidenced by its partnership with AXA Assistance. Airsavings also facilitates the creation of purchasing alliances, enabling LCCs to achieve otherwise unattainable economies of scale - a key component of the low cost carrier operational model.

[Airsavings'](#) recently forged an alliance with AXA Assistance - a subsidiary of AXA Group, the global insurance leader with presence in 80 countries and with more than €1.3 trillion in assets under management - to include AXA Assistance as the preferred Channel Partner for the Low Cost airline market. The partnership with AXA and the subsequent integration of their travel insurance services into the AirlinePlus platform instantly brings quality brand recognition, as well as the best conversion rate and the highest margins possible to participating LCCs. For Southeast Asian carriers, the AXA option carries a legitimacy that transcends the sociological and linguistic barriers of such a diverse marketplace. At the Airline Congress, Airsavings' CEO, Raphael Bejar, will address these challenges and outline the benefits of such international partnerships as well discuss the future and best practices of ancillary revenue development.

Continually at the forefront of industry trends, Airsavings is also focusing the hotel booking aspect of its online platform on boutique and luxury hotels, reflecting those segments' huge strength in the current market. While the company's main rooms inventory includes all categories for all travelers (drawing from providers *Pegasus Solutions*, *Grupo TransHotel* and *Chase Travel International*), Airsavings is also offering bookings for design-specific and boutique hotels. In Southeast Asia, where international hotel chains represent a proportionally smaller percentage of the lodging market, this focus on design and boutique properties will be a highly competitive and differentiating advantage for Airsavings' clients. Mr. Bejar's panel will also touch upon this topic when discussing the travel value chain.

The Asia Pacific Low Cost Airline Congress promises to underscore Airsavings' unique and innovative grasp of the low cost airline model, and to showcase the broad range and utility of services the company is providing to low-cost airlines around the globe, and now Southeast Asia. Moreover, the Congress will highlight the enormous growth potential of Southeast Asia in travel and tourism, with specific respect to low cost carriers. And of course, the role in which Airsavings will play in the region as it helps fuel the growth of these carriers through its services, technology and expertise.

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FUELING THE GROWTH OF LOW COST CARRIERS IN SOUTHEAST ASIA

Airsavings opens Singapore office to meet the needs of the region's LCCs

SINGAPORE, December 13th, 2007 – Paris-based [Airsavings](http://www.airsavings.net) announces the opening of its new office in Singapore. The first Southeast Asian office for the French company opens at a time when the entire region has experienced significant growth in low cost carriers and an overall increase in general air traffic. Singapore's booming economy and its free-market 'Asian Tiger' neighbors (Hong Kong, Taiwan, South Korea), along with its proximity to the Chinese mainland have propelled Airsavings' entry into the market, where the company will serve the unique and growing needs of the region's LCCs.

[Airsavings](http://www.airsavings.net), founded in 2001, provides ancillary revenue capability and group-buying services for low cost and mid-sized air carriers. With significant market presence in Europe, where clients include *SkyEurope*, *VLM* and *Atlas Blue*, Airsavings is now looking to capitalize on the expansion of similar LCCs in Asia. Its online platform, *AirlinePlus*, has a unique focus on providing ancillary service and product offerings, making it the perfect solution for LCCs in the Asian market. Additionally, in a region still dominated by state-regulated industry, Airsavings' patented group-buying techniques are of great value to independent carriers seeking to compete with both state-owned and multinational conglomerates, as well as the ability to bring new services to market much faster, through Airsavings' technology.

[Airsavings](http://www.airsavings.net) aggressive expansion into Southeast Asia follows its established business model of keeping pace with macroeconomic trends within the industry. Airsavings was at the forefront of the LCC revolution in Europe, coming of age as ryanAir and EasyJet were just beginning to grab headlines. The company's group buying methodology was the engine behind the rapid rise of low cost and mid-sized airlines, enabling these smaller carriers - by pooling their purchasing power - to engage in the same economies of scale once only available to the legacy carriers. As internet booking engines have contributed to lower fares, Airsavings introduced *AirlinePlus*, a scalable interface to offer any number of unbundled ancillary services, effectively creating new revenue streams that are being adopted by almost every airline in Europe. Now, as Asia is opening to travelers in an unprecedented way, Airsavings offers its technological know-how, services and support to the very airlines that are leading the LCC movement within Southeast Asia.

Raphael Bejar, founder and CEO of the French company with more 15 years of airline experience, is understandably excited about the company's expansion. *"We view the Southeast Asian market as a new frontier for low cost carriers. We think the region's flying demographic and the current economic conditions will continue to support both LCCs and increased online booking in the years to come. In the spirit of being a market leader, we have established a base of operations in Singapore now rather than later and look forward to serving the needs of the regions LCCs and fueling their growth."*

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Fueling the growth of low-cost airlines in the Southeast Asian market;

By Raphael Bejar, CEO of Airsavings

Southeast Asia, with its attractive destinations, surging population and unique geography, is continuously touted as the next big market for travel and tourism. Explosive growth, however, has been intermittently hampered by macroeconomic factors, natural events, political uncertainty and questionable market penetrability. But during the past two years and now, looking forward to 2008, these trends appear to be reversing and Southeast Asia seems poised once more to realize its potential as a major travel and tourism market.

The confluence of several notable factors has predicated this rise to prominence, including economic booms in regional powers China and India, and strong GDP growth among Emerging East Asia as a whole (as defined by the World Bank, EEA includes China, Indonesia, Malaysia, Philippines, Thailand, Vietnam and some smaller economies along with Newly Industrialized Economies in Hong Kong, Korea, Singapore and Taiwan. GDP for EEA rose by 8.4% in 2007, and is projected to gain another 8% in 2008). But perhaps one of the most important factors influencing the travel growth is the proliferation of low cost airlines throughout the region, providing the burgeoning local population - flush with newly disposable income- with an attractive and realistic outlet for inter-regional mobility.

Another prominent force taking stock in Southeast Asia is the arrival of a business that delivers services specifically tailored to the low cost carrier model: Airsavings, a Paris- based company, opened offices in the booming region in late 2007. The company specializes in facilitating group buying techniques that allow small and mid-sized airlines to achieve the same economies of scale that their outsized competitors enjoy. The company also brings to region's LCCs its proprietary *AirlinePlus platform, a booking engine with extensive ancillary revenue generation capabilities. Airsavings has enjoyed tremendous success on the European continent, which saw an Asia-like explosion of LCCs in the last decade, and has made already inroads toward establishing a solid presence in Southeast Asia and India over the last 18 months. It also recently introduced, in the hotel booking aspect of the AirlinePlus platform, a focus on design, boutique and luxury hotels, reflecting the Asian market's leaning toward those lodging segments.*

According to the World Tourism Organization's annual Tourism Market Trends report for 2006, the Asia Pacific region saw an 8% increase in 2005 to 155 million arrivals, the majority of which originated from source markets of the same region. **This indicates that while the long-haul, transoceanic traveler embarking from the Americas or Europe remains important to the market, the real revenue driver is the interregional passenger, riding a smaller aircraft - more than likely seeking a low cost carrier.** Indeed, the same WTO report estimates that there were 20 million low cost carrier passengers in Asia in 2005, representing a full 12% of the market. In response to this phenomenon, several cities in Southeast Asia witnessed a boom in LCC service; Singapore, which had no LCCs represented at its airport in 2004, had 23 as of April 2006 and continues to attract an industry innovator like Airsavings.



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The LCC subset of the overall Asian air travel market is dominated by AirAsia, based in Kuala Lumpur. But as the market continues to ripen, an influx of established European and upstart carriers looms on the horizon. LCCs in this market must compete with state-run airlines as well as international giants. Coupled with rising variable costs on a global scale (fuel, labor), and success hinges on the individual carriers' ability to manage two key aspects of the LCC business model - cost control and ancillary revenue development. It is in these areas that Airsavings hopes to make the most impact within Southeast Asia. And just in time for arrival in the Asian market, the company has just announced a partnership with world leader in travel insurance - AXA Assistance - for the provision of trip insurance, which is one of the "Big Three" ancillary revenue points offered through its booking engine. Furthermore, by having its travel insurance products connected to Airsavings' AirlinePlus ancillary services hub, AXA is make sure that it provides the best conversation rates and the highest possible margins to low cost carriers.

The very act of drawing an industry pioneer and leader like Airsavings indicates that LCC expansion in Asia is only in its infancy. Even as 2008's global economic prospects appear shaky (on an international level- weak US dollar and impending recession possibly limiting arrivals from the Americas), the outlook for Southeast Asian travel and tourism is still rosy. The Beijing Olympics will almost certainly boost regional travel, and the lingering economic jolt from the games will no doubt influence future mobility well beyond the coming year.

While critics previously though that a region as diverse and large as Southern Asia could not be effectively served by LCCs, in the past year alone, Singapore Airlines spun off a low-cost airline by establishing a European-style AirPass promotion allowing for unlimited travel for a fixed rate, while AirAsia captured nearly 6% of all passengers in the region. What's more, Asian LCCs don't compete with high-speed rail or the Autobahn as European carriers must. In fact, a Southeast Asian LCC is often preferable to and much safer than the outmoded and unreliable bus and rail systems existing in served areas.

Clearly, the future is now, not only for low cost carriers but for Southeast Asian travel and tourism as a whole. With companies like Airsaving providing the support services and structures upon which new and existing LCCs can thrive, more growth can be expected across the globe's largest continent.

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TEACHING AIRLINES TO THINK MORE LIKE MARKETERS, TEACHING TRAVELERS TO EXPECT LESS BUT PAY MORE

Lessons to Be Had in Ancillary Revenue Creation

Boulogne Billancourt, FRANCE – December 5th, 2007 - A few weeks ago, around 300 airline industry experts (from Air-Canada, Gulf Air and Spirit, to Myair, Virgin and WizzAir) gathered at the first [ARAC](#) (Ancillary Revenue Airline Conference) in Frankfurt to discuss relevant industry topics such as *how to increase profits, loyalty programs and co-branding credit cards*. But on everyone's lips was the hottest topic of the event - revenue diversification *aka ancillary revenue*.

Undoubtedly, ancillary revenue is one of the easiest and fastest ways for carriers, low-cost or otherwise, to generate profits. At a time when operating costs remain inflexible and there is nowhere left from where to cut costs, developing additional revenue streams to compliment the bargain-basement seats so coveted by today's consumers becomes a fiscal imperative. For low-cost carriers, the ability to offer a multitude of profit-generating extra services is now do or die, not an option and thus incorporating ancillary revenue into the new airline business model will become essential.

The low-cost carriers and airlines that don't will face disastrous consequences.

By default, Ryanair was the first low-cost carrier and still remains the poster child for the industry, followed closely by easyJet and Southwest. Using the failures of the giants as examples of what not to do, these low-cost carriers have shunned the traditional airline business model with very positive and profitable results – like squeezing as much as an extra €5- €10 per customer and growing revenues by almost 50% - while revolutionizing air travel in the process. The key to their success? Ancillary revenues.

For low-cost carriers, anything not travel related, i.e., water, drinks, pillows, blankets, food, even checked baggage, is now considered to be ancillary and therefore potentially profitable. Increasingly, passengers don't expect all amenities built into their ticket prices - they just want to get where they're going, fast – and by offering travelers low-cost fares, these carriers have effectively lowered the expectation threshold (so their customers won't mind paying for extras). It is, after all the customer's choice and offering them a wide range of products and services will actually enhance their perception of the airline, even though they end up paying more for added services.

And that is the crux of it; the unbundling of services and offering of new ones. Ancillary revenues.

One of the companies present at ARAC conference [Airsavings](#) is an expert in ancillary revenues for low-cost and medium-sized carriers. About 6 years ago, the Paris-based company created a *think-tank* for the industry and has since created a number of products and services that provide the greatest potential for bottom-line growth, like group buying strategies. Most recently, [Airsavings](#) introduced a widely-used business purchasing model in the hospitality and automotive industries, to the airline industry. This new model is also set to revolutionize the way in which carriers interact with their customers, by moving into the customer's psyche. Carriers are now able to offer many additional services within the purchase path, not just the standard car hire or insurance. Up-sell and dynamic cross-sell of additional services and products will become the norm as opposed to the exception, as this new breed of airlines start to think more like marketers than just providers of seats 35,000ft in the air.



For [Airsavings](#), the evolution of ancillary revenues has been rapid, with clients including *Atlas-Blue*, *Clickair*, *Aer Arann*, *VLM*, *Virgin Express*, *Spanair* and *Air Europa* - all of whom are taking full advantage of the ever-increasing range of ancillary service options provided by the company. And because of its dual-natured operational model – providing additional revenue options and cost saving initiatives - [Airsavings](#) is increasingly the preferred provider for many of Europe and Asia's smaller carriers. Additionally, through its proprietary *dynamic packaging technology*, [Airsavings](#) enables these airlines to sell additional products and services online using an interface, but without any programming or development costs. And very importantly says Raphael Bejar, CEO of Airsavings, is the speed to market ***“Quite often, what we see is a paralysis in the decision making process when talking about the implementation of an ancillary revenue program. Because of the enormity of an ancillary revenue program, the development and programming time involved and of course cost, it can be a daunting prospect, albeit essential for the company’s bottom-line growth. We have known of some programs to take several years to develop, whereas we can develop and launch a program for a smaller carrier in several weeks.”***

With that in mind, Airsavings has eliminated the need for carriers to take on the back-end development of ancillary revenue programs, limiting their time and technology investment to virtually zero. [SkyEurope](#) which is Central Europe's leading LLC, is one of Airsavings' clients. Airsavings was able to develop a fully integrated group purchasing and dynamically packaged ancillary revenue model for the carrier in a matter of weeks, instead of years. And because the airlines are using “plug-and-play” technology already developed by Airsavings, they're able to offer an increasingly growing number of profitable services that customers are willing to pay for. *SkyEurope's* offerings currently include hotels, budget hotels (in keeping with its customers needs), car-hire, transfers, insurance, airport lounges, guides, entertainment and gaming. More are in the works.

And so there you have it; the possibilities for additional services seem to be endless. A fully expanded service line to include the Big Three (hotel, car, insurance), the traditional “up-sells” (optional or upgraded food and drink, headphones, priority check-in), and the next generation ancillaries (SMS flight status notification, one-day sky lounge passes, online gaming), and more.

Clearly, ancillary revenue is the wave of the future for airlines of every stripe, legacies to mid-majors to low-cost carriers. The success of any airline will eventually be pegged to their ability to generate ancillary revenue and with the help of Airsavings; some airlines will be enjoying this success much faster than others.

For a copy of Airsavings' most recent whitepaper called ***“Going, Going Gone: Profits, Expectations and Ancillary Revenue Generation, the New Operational Imperative”*** please contact media representative Vanessa Horwell at vanessa@thinkinkpr.com or +1.305.776.8817. Case studies, fact sheets and data regarding cost-reduction strategies and ancillary revenue creation are also available upon request.

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MAXIMIZING REVENUES FOR LOW-COST AIRLINES; ANCILLARY SERVICES AND MORE...

Airsavings Announces New Platforms and Services for Low Cost Airlines at the ARAC Conference in Frankfurt, Nov 14-15

Frankfurt, GERMANY – November 9th, 2007- [Airsavings](http://www.airsavings.net), an industry leader in ancillary services revenue creation and group buying strategies for low-cost and mid-sized airlines including *SkyEurope, Atlas-Blue, Clickair, Aer Arann, VLM, Virgin Express, Spanair* and *Air Europa* will be appearing in Frankfurt next week at the first event dedicated to ancillary revenue generation for airlines – the Ancillary Revenue Airline Conference (ARAC). The conference brings together airlines and industry leaders from across the globe, to discuss and examine the rapidly expanding range of ancillary services such as *dynamic packaging, entertainment, gaming, insurance, accommodation, on-board* and *web ancillary revenue generation tools*.

[Airsavings](http://www.airsavings.net), who recently launched a new model to the industry – a behavioral targeting and recommendation engine that delivers additional services for airline websites, is one of the sponsors and presenters at the conference. Speaking on behalf of the company is Raphael Bejar, CEO. With ancillary revenue creation representing the greatest potential for bottom-line growth for low-cost airlines, Mr Bejar will be discussing how, combined with group purchasing discounts, the ability to offer a wide of services to today's cost-conscious travelers is the perfect solution for low-cost airlines looking to increase revenues and profits.

Airsavings, which was founded in 2001 to meet the rapidly evolving needs of small-to-mid size [carriers](http://www.airsavings.net), couples its group buying techniques with a state of the art e-commerce platform (AirlinePlus) to allow low-cost carriers to take full advantage of the ever-increasing range of ancillary service options. Because of its dual-natured operational model – providing additional revenue options and cost saving initiatives - [Airsavings](http://www.airsavings.net) is increasingly the preferred provider for many of Europe's smaller carriers. The company, which has developed *dynamic packaging technology*, enables airlines to sell additional products and services online using Airsavings' user interface, but without any programming or development costs.

[Airsavings](http://www.airsavings.net) already offers a host of popular and profitable options for the creation of new revenues including car rental, travel insurance, SMS itineraries, Airport Lounges and carbon offset programs. Its new engine now offers carriers a new opportunity to develop additional revenues and profits.

For more information about Airsavings, please visit www.airsavings.net. To request a media kit or schedule an interview with Raphael Bejar, please contact media representative Vanessa Horwell at vanessa@thinkinkpr.com or +1.305.776.8817. Case studies, fact sheets and data regarding cost-reduction strategies and ancillary revenue creation are also available upon request.

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AIRSAVINGS RELEASES NEW REVENUE ENGINE FOR LOW-COST COST CARRIERS

Leader in Ancillary Revenue Creation and Cost Reduction Strategies Launches New Platform for Airlines

Boulogne Billancourt, FRANCE – October 11th, 2007 - Airsavings, the industry leader in ancillary services and revenue creation and group purchasing strategies for low-cost and mid-sized carriers including *SkyEurope*, *VLM*, *Virgin Express*, *Spanair* and *AirEuropa*, announces its latest development for the industry.

After 9 months of development, [Airsavings](#) has rolled out an Amazon.com-like behavioral targeting/recommendation engine, a new push model of delivering additional services for airline websites. The first low-cost airline running the newly launched engine is [Atlas Blue](#), a subsidiary of Royal Air Maroc ([RAM](#)).

In developing the industry platform, Airsavings found that the majority of passengers were used to search tools, rather than reading editorials or recommendations (on major e-commerce websites). In the test models, passengers responded very positively to the signature feature of the engine; the personalised recommendations such as *customers who bought X also bought Y*. This “matching technology” improved conversion ratios and generated new revenue streams.

With ancillary revenue creation representing the greatest potential for bottom-line growth for low-cost airlines, this new industry-specific product could be considered as a “shot in the arm” for many smaller carriers. Combined with group purchasing discounts, the ability to offer a plethora of services to today’s cost-conscious travelers is the perfect solution for low-cost airlines looking to increase revenues and profits.

Airsavings, which was founded in 2001 to meet the rapidly evolving needs of small-to-mid size carriers, couples its group buying techniques with a state of the art e-commerce platform (AirlinePlus) to allow low-cost carriers to take full advantage of the ever-increasing range of ancillary service options. Because of its dual-natured operational model – providing additional revenue options AND cost saving initiatives - Airsavings is increasingly the preferred provider for many of Europe’s smaller carriers. The company, which has developed *dynamic packaging technology*, enables airlines to sell additional products and services online using Airsavings’ user interface, but without any programming or development costs.

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Top Ten Travel Trends for 2008; An Airline Industry Perspective

By Raphael Bejar, CEO of Airsavings

As one of Europe's leading providers of ancillary revenue services (read: new income and profit streams) for low-cost, regional and small airlines, we wanted to share with you a summary of trends that have impacted our industry, and that will affect the way we do business in 2008. From the growing number of carbon offset initiatives, to self-service kiosks and charging stations, to the unbundling of services that consumers have traditionally paid for, the coming year holds many new opportunities for our industry to engage with today's rapidly changing and demanding traveler, while adding value and visibility to our brands. Importantly, these new trends indicate a shift in business models which we must embrace, in order to stay on top of our game. But while the abundance of new trends - like the pervasive *greening* of businesses - provide enormous comfort to consumers and are a contributor in the purchase-decision process, we must not lose sight of our business goals. To expand market-share, provide excellent service and value to customers, and produce profits. So with that said, following is an overview of our top ten travel trends for 2008;

Green Initiatives - Carbon offsets

All signs point to a continuance of the eco-friendly phenomenon in the new year. The Bali conference on the future of the Kyoto protocol, Al Gore's Nobel Peace Prize for climate change awareness, a Democratic-focused US presidential election cycle, and oil prices closing in on \$100 a barrel have all served to keep environmental conservationism at the forefront of travelers' consciousness' as 2007 ends and will continue well into 2008. Carbon offset programs have enjoyed limited success, but are poised to really take off in the current environment. According to "A Consumer's Guide to Retail Carbon Offset Providers", prepared by Trexler Climate and Energy Services for the Clean Air-Cool Planet group, 2000 miles of air travel generates one full ton of the greenhouse gas CO₂, the mitigation of which environmentally-minded consumers would certainly be willing to pay for. The purchase of such offsets, along with well-positioned announcements about a company's environmental policies, can be integrated into a booking platform, like Atlas-Blue's carbon offset program which launches on Jan 23, 2008.

Ancillary Services

The development of ancillary revenue streams has become increasingly important for airlines struggling to compete in a business environment facing very real price constraints and escalating variable costs (i.e., fuel). Low, or zero overhead service offerings like trip insurance, simultaneous hotel booking and rental car options are already mainstays on airline booking engines; look for additional services and products to appear alongside them. As one of the travel industry's leaders in ancillary revenue creation, we are facilitating the growth of these "extras" such as one-day airport lounge upgrades, priority luggage handling, online/onboard gaming and entertainment. This is just a small offering of what's to come.

Airport Lounges and Entertainment

As more fliers take to the skies, the amount of time they spend in airports is increasing. Still-tight security and governmental agency recommendations have increased this time by requiring fliers to be in the airport earlier. While average delay times have remained in the 15-45 minute range, the longest delays are getting longer, according to flightstats.com, with average times of nearly an hour. With a very captive audience seeking diversion during the expanding wait times, airport lounges (especially to those without loyalty programs that offer access) and on-ground entertainment are potentially lucrative opportunities.

Strong Euro= European vacationers

Of the many macroeconomic factors that will affect global travel in 2008, the projected rise of the Euro compared to the US dollar will perhaps be the most significant in the short term. The dollar is now at a 26 year low against the British Pound and at an all time low against the Euro (\$1.43 to €1, at the time of this writing). We can expect many more Europeans to seek discount vacations in the US, taking advantage of the favorable exchange rate, and increasing transatlantic travel as a result. Furthermore, as corroborated by the New York Times on Dec. 11, the traveling demographic will be bargain-seeking, web-savvy, and used to the sort of low-cost carriers that are so popular on the Continent, effectively depressing the price of a pond crossing. In this circumstance, group purchasing and other means of keeping costs in check will become an imperative.



American Recession

The flip side to the Euro boom is the deflated dollar, which at the end of 2007 is coinciding with the beginnings of a US recession. The typical US traveler has consistently sought the lowest possible price for an airline ticket anyway, and an economic downturn will only serve to intensify this trend. With less travelers seeking ever-lower fares, the unbundling of services, ancillary revenue creation, and cost conservation will become more important to US carriers. European carriers can expect fewer American fliers.

The use of regional jets

In the US, this corresponds slightly with the impending recession, as carriers will seek to maximize load factors through the use of smaller aircraft. Regional planes, used primarily to connect outlying airports with major hubs, are increasingly used for hub-to-hub travel when the flights are relatively short (MIA to NYC, for instance). This allows airlines to offer more flights throughout the day, a major consumer priority, but also allows them to ensure that the flights will be booked solid, as opposed to a larger jet that might fly only partially full. The average jetliner has 137 seats- while 23 seats fewer on average than 5 years ago, that number of seats is still harder to fill than the 35-70 seats of a regional jet. As such, the use of regional jets has increased 200% in the same time span. This trend can go either way, as evidenced by Southwest's marketing campaign advertising a 'full sized plane each flight', but is likely to continue through 2008.

RFID tags on luggage

Radio Frequency Identification Tags are used by many other industries for inventory control, delivery tracking and loss prevention. 2008 may be the year they become widespread in the airline business. RFID could be offered as an ancillary service (on the Airsavings booking platform, for example), as a system-wide customer service initiative, as a security measure, or as part of a customer loyalty program. Following a year where more luggage was lost than in any previous year, allowing passengers to be able to track their own bags might be a significant way to stem negative publicity for the industry as a whole. Airlines that have instituted a pilot RFID program for internal use include Delta, British Airways and Japan Air.

Charging stations for laptops, cell phones, iPods, etc.

The frequent traveler in 2008 carries more computing power on their person than the first commercial airplanes had in their cockpits. Every gadget needs to be recharged- this major convenience can be offered at a small fee. Charging stations have emerged in airport lounges and malls on a small scale in 2007; Samsung, an early adopter, has sponsored charging stations in Dallas-Ft Worth, LAX, and New York's JFK airports, according to a New York Times article, and is reaping rewards in terms of brand awareness and exposure. 2008 should see a significant increase in such services.

More self-service kiosks

Today's traveler is far more self-reliant and more familiar with airport procedures than ever before. Many airlines (Lufthansa, AirCanada, BA, Delta) have already capitalized on this by offering self-check-in, enabling significant labor savings (and therefore cost savings) at the ticket counter. Look for this trend to continue in 2008 as kiosk and interface technology advance and hourly personnel become more expensive.

Frequent flyer/loyalty programs

In the age of lowest-price-guarantees and choose-your-fare booking, natural loyalty is at an all-time low. Look for carriers to step up their push for repeat customers through expansion of their frequent flier and loyalty programs. Expansion may take the form of incentives, as through the granting of extra privileges demonstrated by Airsavings' programs, or with a marketing push.

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**Raphael Bejar, CEO**

Raphael Bejar spent 15 years in the airline industry studying finance and purchasing methodology before creating Airsavings in 2001. Having worked previously with Jet Finance, Credit Foncier, and SH&E, he had the experience and vision to apply group purchasing business models familiar in other industries to both the cost reduction and ancillary services area of airline operations. Through his company, Mr. Bejar has created cost saving opportunities for low cost and mid sized airlines, otherwise unattainable except by industry giants. Three years ago, Mr. Bejar combined his innovative group buying technique with burgeoning web services technology to provide ancillary revenue solutions to those airlines as well. Mr. Bejar holds a degree in aeronautical engineering from the ESTACA in Paris and a postgraduate degree in Banking and Finance from Paris University.

Geoffroy de Pennart, Corporate Communication Director

Geoffroy de Pennart handles all the documentation, presentation strategy and design for Airsavings. He owned his own advertising and corporate communications agency before founding Airsavings with Raphael Bejar, providing a vital understanding of the marketing and distribution systems necessary for the effective disbursement of ancillary services. Through his firm, Mr. de Pennart dealt with high-profile clients such as the Louis Vuitton Group and Renault, honing his expertise in the marketing of goods to consumers with substantial spending power.

Gilles Pozniak, Information Technology Director

Gilles Pozniak has more than 20 years' experience developing and implementing technical strategies for direct consumer bookings. The architect of the AirlinePlus platform, Mr. Pozniak is an expert on web service and XML functionality, making the sale of ancillary services convenient and simple. He has created e-commerce platforms, content management applications, booking engines and middleware solutions for industry leaders including EDF, Société Générale and leading low-cost airlines. Mr. Pozniak graduated from the Ecole Nationale Supérieure des Arts et Industries de Strasbourg.

Baudoin de Bretagne, Business Development Director

Baudoin de Bretagne is in charge of business development for Airsavings. Mr. de Bretagne draws upon his 10 years of experience in various marketing and product manager roles to coordinate Airsavings' presales and marketing efforts, specifically in e-commerce and distribution strategies. He was previously with TOTAL in Eastern Europe and Genuity/Verizon. He graduated from Ecole Centrale Paris, Reims Management School and Middlesex University.

Contact Information



About Airsavings

Created in 2001 by airline industry professionals to serve the growing needs of mid-sized airlines in cost reduction and ancillary revenue generation, Airsavings is a group buying service focusing on fast growing airlines. By combining the purchasing volume of participating airlines, Airsavings was the first to apply to the airline industry a successful concept already in use in the auto, chemical and hospitality industries. Airsavings' group buying expertise, combined with the knowledge of airline internet booking engines, has uniquely positioned Airsavings in the area of ancillary revenues - now a vital lifeline for airlines. Airsavings proprietary industry platform called AirlinePlus, enables carriers to deliver a multitude of ancillary services found most useful and with the greatest potential for mass adoption and profitability. For more information, please visit www.airsavings.net.

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