

**FRANCE.** Airsavings, the airline cost reduction and ancillary revenue development firm, has launched its new Wi-Fi Bonus service that combines travel insurance with complimentary Wi-Fi Internet connection for passengers.

Explaining the purpose of the product, Airsavings said: "The Wi-Fi Bonus concept was developed to counter the perception that travel insurance is often surplus to requirements, allowing airlines to offer customers something tangible and usable to encourage the purchase of travel insurance."

The use of Wi-Fi among travellers is among one of the most popular services available in airports, hotels, and other public spaces, with an average 42 minutes of Wi-Fi per traveller being used at airports, according to the company. But travel insurance sales have dropped by almost -70% since the European Union instituted restrictions in November 2009 on certain sales methods and automatic opt-ins, according to Airsavings' research.

Additionally, connecting to airport Wi-Fi hotspots usually entails a time-consuming registration process, with fees in Europe averaging €7 for 30 minutes, according to the company.

Addressing the drop in online travel insurance sales, Wi-Fi Bonus was designed to increase conversion rates of travel insurance back to pre-2009 levels for the airline industry, and is available to any airline using the AirlinePlus booking platform.

"For travellers, the ease of Wi-Fi access combined with Wi-Fi Bonus travel insurance offerings ensures that they will perceive the programme as an added benefit and a relevant, useful service. Wi-Fi usage under Wi-Fi Bonus is deducted by the second, allowing a traveller to use their 30 minutes of access at whatever intervals and in whichever locations they wish," it said.

For airlines, the programme offers a way to reduce the drop-out ratio of travel insurance purchases, and increase conversions.

Wi-Fi Bonus, developed in conjunction with AXA Assistance, works with over 470 airports and in 140,000 hotspots worldwide and adheres to the standards of the Broadband Wi-Fi Alliance.

Airsavings CEO Raphael Bejar said: "Because the added value of free Wi-Fi access can encourage more sales of travel insurance among passengers, Wi-Fi Bonus affords airline customers the opportunity of overcoming negative perceptions, while allowing those airlines to reclaim the attractive commissions and high margins associated with the travel insurance ancillary revenue stream."

