



Airsavings Launches Genius365 Concierge Service Initiative

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Airsavings, which offers ancillary revenue development services for the global airline industry, has launched its newest ancillary revenue initiative, Genius365. This is a concierge service for travelers that provides assistance for various aspects of the travel experience, from ground transportation to hotel and restaurant reservations to emergency medical services. It capitalizes on the popularity of virtual travel assistants and reintroduces a human element that consumers consistently value. Travelers who participate in the Genius365 program enjoy access to a local concierge for every destination on their travel itinerary, as well as personal assistance services; a real restaurant, event and hotel locator; and a reservation coordinator.

The appeal of this suite of services to consumers indicates that airlines can reap substantial financial rewards from the integration of the Genius365 program into their booking path. In fact, Genius365 can help airlines reward existing customers and create a distinct ancillary revenue stream, all while maintaining brand interaction with travelers at every phase of their experience -- both pre and post flight. More to the point, airlines make a commission on every sale of a Genius365 product, making this program one of the most cost-effective revenue generators available to airlines today.

This value-based approach to ancillary revenue generation has far more growth potential than a fee-based model, if only because there is a natural limit on the amount of fees that can be imposed. Once an airline institutes a fee, it must institute another fee next year (and next year, and so on) or double the fee itself just to maintain the same revenue growth rate it enjoyed in year one. Value-add ancillaries such as Genius365 are not so constrained. By providing a wholly customizable experience to travelers, and by partnering with the right companies to deliver that experience, airlines are poised to enjoy the benefits of this innovative new program.

Genius365 is competitively priced -- rates start at just £0.55 a day -- and gives travelers complete confidence, security and peace of mind that their travel concierge will provide immediate assistance at any time. For airlines, an inducement to purchase a Genius365 product can be placed at any and every point in the booking path, including in the confirmation email, the confirmation page, the booking engine, and on a separate white-label microsite. For more information, visit www.genius365.com.

