

Ancillary revenue development firm Airsavings in about two weeks will start using its own business-to-consumer website to directly offer consumers a “personal travel assistant” and says it is in discussions with airlines to make the offer on their own websites when a passenger’s booking is confirmed, with the first airline partner possible by mid-November. For €19.90, customers will get 30 days of unlimited calls to the assistant for help with issues such as rescheduling flights or meetings, arranging doctor house calls, calling for a cab, ordering tickets for shows and sporting events or getting a table at a high-demand restaurant.

In early November two more as-yet-unidentified airlines will begin bundling travel insurance offers with 30 minutes of land-based Wi-Fi access, using Airsavings’ AirlinePlus booking platform, as Prague-based Smartwings already has done.

