

Low-cost concierge service

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Paris-based Airsavings works with LCCs to develop value-added and ancillary revenue services. It recently launched the immodestly titled Genius365.com, a travel concierge service that integrates directly into an airline's booking path. This increases an airlines' brand interaction with the traveller while earning a commission from every sale of a Genius365 product. Genius365 offers 24/7 access to a local concierge for every destination in a traveller's itinerary. It handles ground transport, flights, hotel reservations, language services and schedule coordination to ensure travellers get the most of their time abroad. Packages from Genius365.com range from seven to 365 days, with the year option costing £190, about 55p per day. For airlines, an inducement to purchase a Genius365 product can be placed at any point in the booking path, including the confirmation email, the booking engine, and on a separate white-label microsite. This makes a revenue-generating programme more accessible without any investment in development or infrastructure. www.airsavings.net, www.genius365.com

