

Low-cost carrier **Atlas-Blue** has launched the *Privilege Outlet* program in Europe. *Privilege Outlet* provides exclusive and limited-release retail opportunities to passengers, based on one of the fastest-growing retail trends in Europe—private "spot" sales.

In tests carried out during February and March 2009, more than 300,000 limited-time invitations were sent to Atlas-Blue passengers who had expressed interest in receiving special offers from the carrier. The initial response generated nearly 45 percent more income than the airline's ancillary revenue staple—travel insurance—would have generated from the same number of passengers purchasing directly on the airline's web site.

Privilege Outlet is being tested by a number of European carriers, with the goal of being a "shot in the arm" for their frequent-flyer program to effectively reduce the volume of unused loyalty credits while increasing ancillary sales and revenues.

Source: Airsavings

