

## Travel Protection With Perks

*WIFIBONUS Offers Travellers Peace of Mind, Airline Industry's Answer to Declining Travel Insurance*

**Paris, France, September 13, 2010** – [Airsavings](#), the Paris-based company specializing in cost reduction and ancillary revenue development for the airline industry, has just announced the launch of a new ancillary revenue product, WIFIBONUS—a unique bundled service that combines travel insurance with complimentary Wi-Fi for airline customers.

Like all insurance, travel insurance is a product that, under the ideal conditions, would never be used. This has created a common perception among many travellers that rather than spending money on travel insurance they likely won't need, they would rather take their chance and spend that money on something else during their holiday. The new WIFIBONUS product was developed to counter that perception, allowing airlines to offer their customers something tangible and usable to encourage the purchase of travel insurance.

Thanks to the proliferation of portable electronic technology, the use of Wi-Fi among travelers is among one of the most popular services available in airports, hotels, and other public spaces, with an average time of 42 minutes of Wi-Fi per traveler being used at airports.

While this might sound encouraging, travel insurance sales have actually dropped almost 70% since the European Union instituted restrictions in November 2009 on certain sales methods and automatic opt-ins, according to Airsavings' discussions with several travel insurers and airline partners. Additionally, connecting to airport Wi-Fi hotspots usually entails a convoluted, time-consuming registration process, with fees in Europe averaging €7 for 30 minutes, understandably leaving many travellers feeling frustrated.

Addressing this drop in online travel insurance sales, WIFIBONUS was designed to increase conversion rates of travel insurance back to pre-2009 levels for the airline industry, and is available to any airline utilizing the [AirlinePlus](#) booking platform.

### **The Best of Both Worlds**

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

For airlines, the program offers a way to reduce the drop-out ratio of travel insurance purchases, and increase conversions. Because WIFIBONUS works with over 470 airports and in 140,000 hotspots worldwide—and because it adheres to strict standards of the Broadband Wi-Fi Alliance --airlines can be assured their customers will find the service relevant to their travel needs. WIFIBONUS also tailors access options based on itinerary.

Developed in conjunction with AXA Assistance, WIFIBONUS represents a new generation of sustainable ancillary revenue products being developed for airlines. [Raphael Bejar](#), CEO of Airsavings says, "Because the added value of free Wi-Fi access can encourage more sales of





travel insurance among passengers, WIFIBONUS 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.”

To learn more about WIFIBONUS from Airsavings or for a demonstration of the product, please visit [www.airsavings.net](http://www.airsavings.net). For media enquiries, please contact Vanessa Horwell on +44.203.372.4809 or [vanessa@thinkinkpr.com](mailto:vanessa@thinkinkpr.com).

***About Airsavings – Ancillary Revenue Solutions for Global Carriers***

Airsavings specializes in facilitating the two fundamental operational imperatives of the airline industry: cost reduction and revenue generation. As the air travel industry has become more competitive and more reliant on emerging technology at both the front end (sales and distribution) and the back end (procurement and purchasing), Airsavings has helped airlines maintain their competitive edge and begin to evolve toward a new, e-commerce operating model. By assisting airlines in unbundling their core services and providing a speedy, cost effective platform on which to offer ancillary services, the company allows its clients to swiftly and easily develop alternative revenue streams. And by employing one of Europe’s most successful group buying systems, Airsavings helps member airlines obtain competitive pricing on critical goods and services. For more information, please visit [www.airsavings.net](http://www.airsavings.net).

