

easyJet's Success in European Business Travel

A Case Study in Partnership with Amadeus



100% growth YoY of easyJet bookings on Amadeus

20% of easyJet customers fly for business

around **3x faster** booking growth for agents using Amadeus Light Ticketing

80 agency partners across Europe

In 2013, easyJet and Amadeus took their partnership to the next level in support of easyJet's strategy to target the business travel market. The objective was clear: *increase easyJet's corporate travel bookings using Amadeus' innovative Light Ticketing flow*. Two years on, easyJet's bookings with Amadeus have doubled year-on-year, both online and offline, with business travel representing 20% of easyJet's total bookings. As these figures continue to grow, we see these results are only the start of a longer-term success story.

The Starting Point

A Market Leader

As Europe's fourth largest airline carrying more than 68 million passengers annually, easyJet has been highly successful in an increasingly competitive European travel market.

Low Cost (LCCs) and Hybrid Carriers have had a major impact on the evolution of the travel industry, and easyJet was one of the pioneers of the direct booking and ancillary revenue models that are now so popular for leisure travel, resulting in easier and more affordable point-to-point travel.

Recognising the Potential

Looking to build on this success, easyJet recognised the potential of the lucrative corporate travel market early. easyJet knew business travellers were already choosing to travel on its planes, but needed to really break into Europe's

estimated £20 billion marketplace in order to support its strategic growth objectives. With approximately 67% of business and first class bookings generated through the indirect channel, easyJet saw the need to adapt its distribution strategy in order to make its vision a reality.

Defining the Strategy

easyJet looked to the managed travel sector in order to target higher yield business travellers, which would allow the airline to balance its network from a seasonal perspective and complement easyJet's already high performing primary airport network. easyJet's network spans over 700 routes across 32 countries and the airline operates on more of Europe's top 100 routes than any other airline - an ideal proposition for business travellers.

"We've had great results the last couple of years working closely with Amadeus, and that wouldn't be happening without the partnership we have in place."

Anthony Drury
Head of Business, easyJet

The Challenge

Addressing the needs of the business travel market while preserving a successful low-cost business model.

Corporate travel is traditionally booked using a business travel agent, Travel Management Company (TMC) and online self-booking tool. The ability of the agency to manage policy compliance, flexible and changeable fares, duty of care and reporting capabilities is essential to the booking process.

However, this agency process didn't fit within easyJet's direct booking model, so making relevant content available and connecting to key agency partners became crucial to easyJet's strategy.



Making It Happen

An Offer That Makes Business Sense

To put this new strategy in place, easyJet recognised the need to evolve its offer to suit the business traveller and those organisations that service them. This meant introducing the business specific *Inclusive* and *Flexi Fares* in addition to easyJet's existing *Standard Fare*.

Designed exclusively for the business market, these new fares cater to the needs of business travellers and their agents and are bookable on the *Amadeus eTravel Management* corporate self-booking tool as well as via Amadeus subscribers.

easyJet also decided to bring ancillary services, such as extra bags and seats, to the indirect channel to enhance its offer.

Another consideration key to easyJet's success was understanding agency needs and how they operate, so the airline appointed distribution relationship managers to liaise with key partners and support adoption.

With a more comprehensive offer for travel agency distribution and continued investment in new routes and schedules, easyJet is better meeting the needs of corporate travellers and helping make business travel easy and affordable for everyone.

easyJet's Fares Include:

	Standard	Inclusive	FLEXI
Flight fare and taxes	✓	✓	✓
Cabin bag*	✓	✓	✓
Hold luggage (1x20kg)	Extra	✓	✓
Seat selection	Extra	✓	✓
easyjet Plus Speedy Boarding	X	X	✓
easyjet Plus bag drop	X	X	✓
Fast Track Security	X	X	✓
Unlimited date changes**	X	X	✓
Free route changes	X	X	✓
No additional payment fees	X	✓	✓

* Flexi fare allows a second small cabin bag (laptop case, handbag)
 ** within a 4 week window.

Industry Leading Connectivity

easyJet also looked at the best way to make its offer available to target markets and Amadeus' extensive network of agency partners. The carrier decided to initially pilot *Amadeus Ticketless Access*.

A unique solution developed specifically for Low Cost and Hybrid Carriers, easyJet found it could:

– **Keep connectivity simple** using

XML while retaining existing systems and business processes

- **Remain cost effective** with no ticketing, BSP or fare filing costs
- **Stay easy and flexible** with a solution that was up and running quickly
- **Offer real-time fares and availability** to travel sellers who can book, modify and cancel itineraries
- **Maintain full control** with direct and mandatory payments at the time of booking

Ensuring Agency Adoption

Following initial success with *Amadeus Ticketless Access** easyJet had proved the case for working with Amadeus and was interested in driving greater awareness and adoption amongst TMC and agency partners.

easyJet and Amadeus came together on a joint project to accelerate the growth of corporate bookings using the *Amadeus Light Ticketing*** flow, designed to work seamlessly with agency workflows in order to further drive adoption.

A market by market approach was applied, where Amadeus personnel were appointed as LCC market champions and placed in the airline's target markets, starting with the key markets: United Kingdom, France, Spain, Italy, Switzerland, Netherlands and Germany.

These champions were tasked with driving easyJet adoption through a programme of education and training with TMC and corporate partners – from agency headquarters to corporate centres to individual travel consultants.

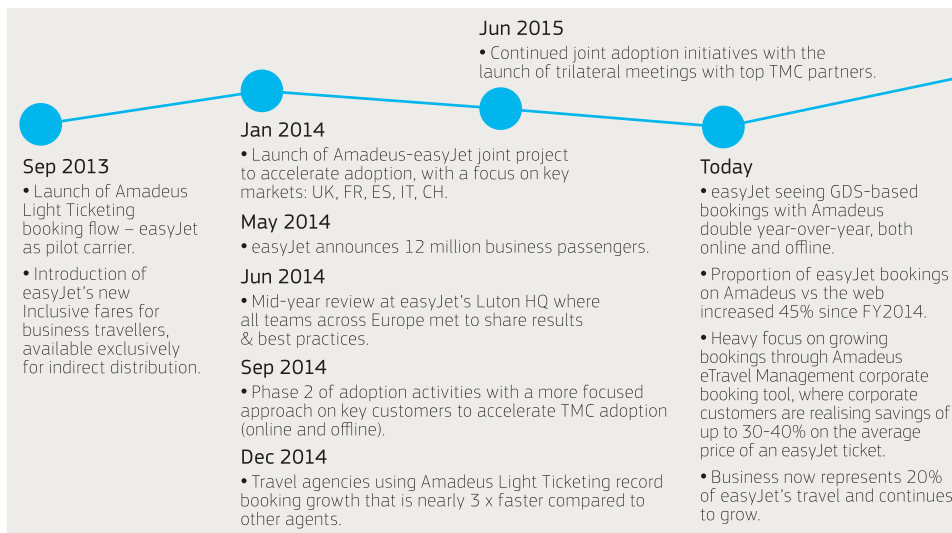
This initiative was the key to uniting easyJet's business offer, Amadeus' technology and the agency booking process, which ultimately triggered exceptional year-on-year growth for easyJet.

easyJet now works with over 80 travel agency partners across Europe, and bookings continue to grow with around 12 million business passengers carried annually.

Why Amadeus?

When easyJet first approached Amadeus to begin working together, the airline recognised Amadeus' role as a facilitator of Low Cost and Hybrid Carrier entry and growth within the corporate travel market.

With an unparalleled presence in Europe, leading relationships with agency partners and specialised technology options for LCCs that have been invested in since 2007, Amadeus was the natural choice to help move easyJet's business strategy forward.



“Seeing this in motion was really inspiring.”

Anthony Drury
Head of Business, easyJet

“I think we're working in a unique way with Amadeus. The level of team work and commitment we're seeing on a day-to-day basis is really second to none.”

Anthony Drury
Head of Business, easyJet

Did You Know?

Amadeus is the leading technology provider for the travel industry offering:

- **Global reach:** Over 90,000 travel agencies and over 7,000 corporate customers worldwide, with a strong leadership position in Europe
- **Proven technology:** Renowned for innovative solutions and unparalleled R&D investment
- **People:** Expertise from across the industry and a 'can do' attitude

* *Amadeus Ticketless Access* is an industry leading solution designed specifically for low cost and hybrid carriers wanting to connect to our extensive network of agents while keeping their systems and processes simple and cost-effective.

** *Amadeus Light Ticketing* is unique to the industry in the way it integrates ticketless low cost and hybrid carriers by creating a 'light ticket', allowing agents to work with LCCs in the same way as full ticketing carriers.

“The Amadeus Light Ticketing project not only helped easyJet reach valuable penetration levels, but it has taken our partnership to the next level. We welcome easyJet's content as a value-add offer for our extensive agency community and its end-traveller customers.”

Decius Valmorbidia
Vice President, Distribution Marketing, Amadeus IT Group



The Results

easyJet is renowned for its low-cost philosophy and quality of service in the European leisure travel market, but what's really new is the realisation by corporate travellers that easyJet has designed a highly valuable and tailored offer specifically for them.

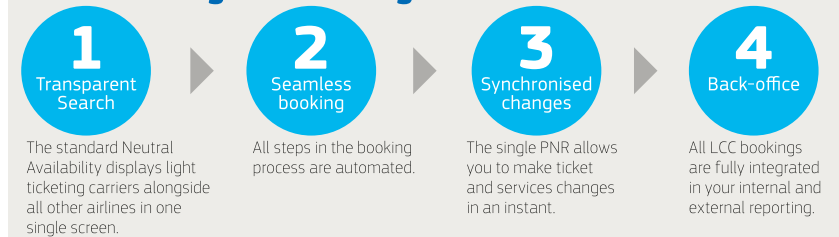
- easyJet has seen its GDS-based bookings with Amadeus **double** year-over-year, both online and offline
- Business travellers now represent **20%** of easyJet's total bookings, with around **1 out of every 5** passengers travelling for business
- Travel agencies using *Amadeus Light Ticketing* have recorded booking growth that is nearly **3 times** faster compared to other agencies
- The proportion of easyJet bookings made via Amadeus versus the web has increased **45%** for FY2015 compared to FY2014, showing a major shift in travel agency booking behaviour

Benefits to Travel Agencies

Through ongoing adoption initiatives, agents are realising that booking easyJet via *Amadeus Light Ticketing* makes business sense.

- **Book LCCs as easily as any other airline** on Amadeus through a uniform light ticketing booking flow
- **Book LCCs 5x times faster** on Amadeus than the web
- **Drive efficiency and profitability** with up to 3.40€ additional saving per round trip and up to 6€ for rebookings or changes
- **Easily track business performance** with 100% seamless integration of all LCC bookings in your mid- and back-office systems
- **Offer better customer service** with a more complete and competitive offer, better tracking and faster rebookings / changes

Amadeus Light Ticketing



Benefits to Travellers

Ultimately, it is the business traveller who benefits from this successful partnership, through more choice, easy comparison, cost savings and enhanced service. Business travellers now have easy access to easyJet's extensive route network, tailored fares and ancillary services all via their well-established travel booking and servicing processes.

Looking Ahead

This is still just the beginning of easyJet's business travel story. The airline is not only realising spectacular growth in the lucrative corporate travel market, but the success of this partnership is changing the way businesses travel. We're building on this success through ongoing joint product roadmap and adoption initiatives.

As Low Cost and Hybrid Carriers become even more mainstream and travellers become more informed and empowered, Amadeus and easyJet will continue evolving and responding to ensure that this technology partnership remains ahead of the curve – not only keeping up with change, but shaping the future of the travel industry.

"The option to reserve Low Cost Carriers, especially easyJet, in the existing Amadeus GDS is indispensable. More than ever, time is money, and we need professional tools to work faster and deliver the best service for our clients. We now have those tools with Amadeus Light Ticketing functionality."

Olivier Emch
CEO, Executive Travel, Switzerland

"I don't think this programme will ever stop. We're moving as fast as the industry and collectively, together with Amadeus, we're adapting from a technology perspective to what the customer wants. We've had great success, and this is only the start, in my mind, of a great partnership."

Anthony Drury
Head of Business, easyJet