

The Proven Partner for Growing Ancillary Revenue

Smarter Solutions. Seamless Integration.
Shared Growth.

The Plusgrade-Amadeus global partnership powers ancillary revenue solutions across 40+ airlines and seamlessly integrates within the Amadeus ecosystem.

4x

YoY upgrade revenue growth

When one Amadeus airline switched their upgrade program to Plusgrade, they increased cabin load factor—driving a 4x year-over-year boost in upgrade revenue.¹

Revenue-Ready.
Risk-Free.
Fully Integrated.

Unlock high-performing ancillary solutions like Premium Upgrade, Seat Blocker, and more with no extra IT effort and no upfront investment. Plusgrade's fully embedded solutions help you increase revenue post-booking, offer added comfort and choice to passengers, drive higher yield, and fill more seats.

¹Data from Plusgrade-Amadeus European Airline Partner.



Smarter ancillaries at scale

- ✓ **Engage travelers**, including interline and codeshare passengers, post-booking with exclusive Plusgrade touchpoints.
- ✓ **Enable members to redeem** points/miles for upgrades and other flexible loyalty solutions.
- ✓ **Drive yield through dynamic bidding**, continuous pricing, and intelligent retailing.
- ✓ **Automate fulfillment** without requiring internal resources.
- ✓ **Grow performance** continuously with expert support and optimization.

3.3x

A leading European carrier saw a **3.3x YoY boost to upgrade revenue** just 13 weeks after migrating their upgrade program to Plusgrade¹

Why Plusgrade & Amadeus?



Proven performance

Over 9 years of success across 45+ Amadeus airline partners.



Turnkey solution

Direct integration with the Amadeus ecosystem, with no IT lift.



Fast to launch, built to grow.

Go live in weeks with dedicated support and continuous optimization.



Zero risk, all reward.

A performance-based model with no set-up costs means success is shared.

Trusted partner to leading airlines worldwide

AEGEAN



AIR CANADA

AIR INDIA

Avianca
A STAR ALLIANCE MEMBER

CATHAY PACIFIC

EGYPTAIR

EL AL

الإتحاد
ETIHAD

EVA AIR

FIJI AIRWAYS

ICELANDAIR

ITA
AIRWAYS

JAPAN AIRLINES

الكويتية
KUWAIT
AIRWAYS

LOT

Lufthansa

QANTAS

الملكية الأردنية
ROYAL JORDANIAN

¹Data from Plusgrade Partner Analysis.



“Since the launch of our new upgrade service ... we have seen a steady increase in Business Class passenger numbers. The service offers our customers greater flexibility in tailoring their travel experience and provides more passengers with access to premium options, while also enhancing our commercial performance.”

~ Natalija Kuzmina,
VP Customer Experience & Insights at airBaltic

Let's put proven performance
to work—together

See how a partnership with Plusgrade and Amadeus
can deliver value for your airline and your passengers.

info@plusgrade.com

About Plusgrade

Plusgrade powers the global travel industry with its portfolio of leading ancillary revenue solutions. Over 250 airline, hospitality, cruise, passenger rail, and financial services companies trust Plusgrade to create new, meaningful revenue streams through incredible customer experiences. As the ancillary revenue powerhouse, Plusgrade has generated billions of dollars in new revenue opportunities across its platform for its partners, while creating enhanced travel experiences for millions of their passengers and guests. Plusgrade was founded in 2009 with headquarters in Montreal and has offices around the world.

For more information, visit plusgrade.com.

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