

easyJet means business

Breaking into corporate travel with Amadeus

WHY

Background

One of Europe's leading airlines, operating on over **700 routes** across more than **32 countries**

The Opportunity

Corporate travel:

- **high yield** passengers
- **£20 billion** marketplace



- **balances easyJet's network** from a seasonal perspective

The Challenge

67% of business & 1st class bookings are generated through the indirect channel.

How to adapt to the needs of the business travel agencies and corporate travellers while preserving a successful low cost business model?



Objective: identify their next big growth opportunity



RESULTS



100% growth YoY easyJet bookings on Amadeus

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

20% of easyJet customers fly for business

80 agency partners across Europe



Benefits to travel agencies with Amadeus Light Ticketing

- **No disruption:** seamless **integration** with normal booking flows
- **Profitable:**
- **UP 3.4€ savings** on a roundtrip booking
- **TO 6€ savings** on rebookings & changes
- **Better customer service:** more choice, better tracking, faster rebookings & changes
- **Faster booking:** **5x faster** than any other channel

MAKING IT HAPPEN

Adapting easyJet's offer for Business

- Introduction of business-specific **Flexi and Inclusive fares**
- Include **ancillary services**
Made available via indirect distribution

Ensuring agency adoption

easyJet & Amadeus **work together to educate and train agency, TMC & corporate partners**

Connecting easyJet to agents with Amadeus Ticketless Access

- **A unique solution** developed specifically for LCCs
- **Simple** connects to existing LCC systems and content via XML
- **Full control** direct & mandatory payments at time of booking
- **Easy & flexible** up and running in 14 weeks or less
- **Cost effective** remain ticketless, no BSP/fare filing

Why Amadeus

- **Global reach** - over **90,00 travel agencies** & over 7,000 corporate customers worldwide
- **Proven technology** - innovative solutions, operational excellence, unparalleled **R&D investment**
- **People - expertise** and a "can do" attitude
- **LCC focus** - tailored approach, early recognition of the potential of LCCs as a relevant force

Benefits to travellers

- **More choice** with easy comparison
- **Cost savings:** easyJet can be incorporated into corporate travel programmes
- **Improved service:** TMC's can offer easyJet passengers better service during and post trip

"We're moving as fast as the industry. 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