

# Airline Cross-Sell

POWERING  
TRAVEL  
EXPERIENCES

## AIRLINE CROSS-SELL

Airlines can earn additional revenue by selling any travel product in the Switchfly suite—hotel, car rental, insurance, activities—in the client’s core booking path. Your systems send the relevant data to Switchfly, such as loyalty program level, travel dates, and airfare class, and Switchfly returns the most appropriate cross-sell offer via our API. You can even integrate hotels with flights to offer bundled packages that automatically calculate savings over published rates.

## HOTEL

### Inventory

Our multi-source inventory approach gives you access to over 200,000 hotels. Inventory providers compete for your customers’ business in real time, offering your members the lowest rates on every search. Our hotel network incorporates most OTAs, as well as local wholesalers, to make sure you have access to both low rates and broad coverage.

### Packaged-savings

Switchfly has the ability to create real-time accurate package-savings messaging to customers. Our package savings framework prices flights and hotels as both a package and standalone, then delivers a powerful package savings message to the customer.

### Product Overview

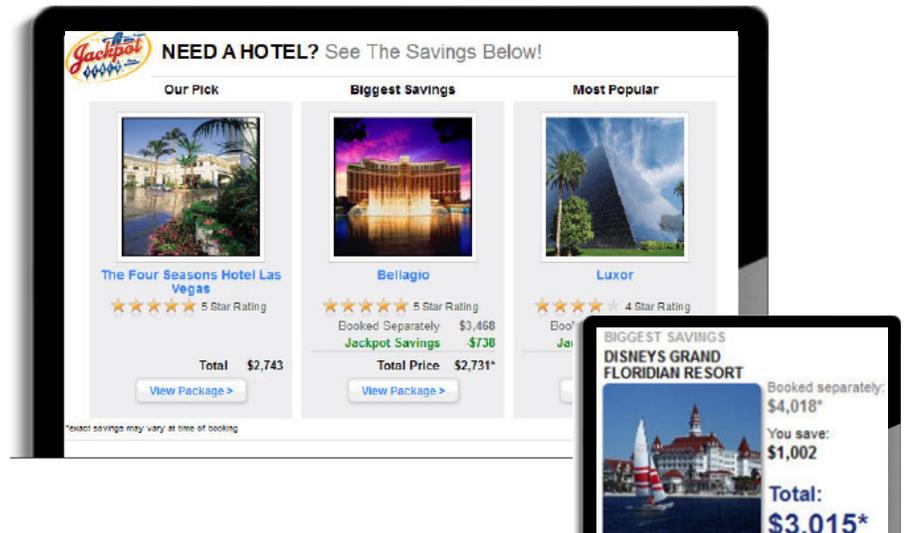
- Ancillary revenue for any travel product
- Package savings calculation and messaging
- Integrates with existing websites

### Advanced Functionality

- Select which properties to sell
- Switchfly sends bundled HTML package
- A/B testing to determine optimal cross-sell display

### Other Benefits

- Promote partner properties
- Custom pricing display
- Switchfly books all components





### IN-PATH CAR CROSS-SELL

Switchfly offers a Bing maps tool that plots all properties from the search result on an interactive map, providing users a visual representation of hotel locations.

### CONFIRMATION PAGE CROSS-SELL

Switchfly also offers a final hotel cross-sell after a user has completed an air booking. When the online customer reaches the confirmation page, Switchfly presents a significantly discounted hotel at a package rate available to that customer. The offer can be offered for a limited time, including an eroding implementation where the discount will be reduced the longer the customer waits.

### ADDITIONAL FEATURES

- **PRICING DISPLAY**—Configurable pricing can be customized and A/B tested. Clients can display pricing as total price, additional cost, or additional cost per person.
- **PRICING**— Partners have the ability to price by product, destination, dates, supplier, and a host of other options.
- **EARN**—Switchfly offers earn loyalty integrations, which allow loyalty program members to earn points for cash spent on their site.
- **HOTEL BUILDER**—The Hotel Builder feature supports a seamless integration between your pre-negotiated hotel contracts and the many inventory sources available on the Switchfly network.