

Turn ticket buyers into travel subscribers

For repeat travelers, subscription is the way to go. TravelPass enables airlines to offer prepaid trips, unlimited trips and pay as you fly to their frequent customers. Travelers experience outstanding flexibility and corporate buyers enjoy cost efficient travel management. Embracing subscription products helps airlines maximizing high yield revenues and allows them to compete on more than just price.

The trip TravelPass offers a given number of trips, and the unlimited TravelPass includes an unlimited number of trips. Both are prepaid products to be used between two destinations or within a zone. With TravelPass pay-as-you fly, the customer pays only for completed trips, eliminating the need for refunds. Once travelers have experienced hassle free subscription products they never go back. The repurchase rate is 95%.

To optimize their customer value proposition, airlines can set various business rules on city pairs, zones, sales and travel periods, booking classes and fare bases, rebooking, individual or multiple (e.g. corporate) users and more. The airline configures the business logic according to its needs. A wide range of functionality is available in menus of parameters and options, easily set up and managed in back office web applications, such as defining ancillaries.



UNLIMITED



PAY AS YOU FLY

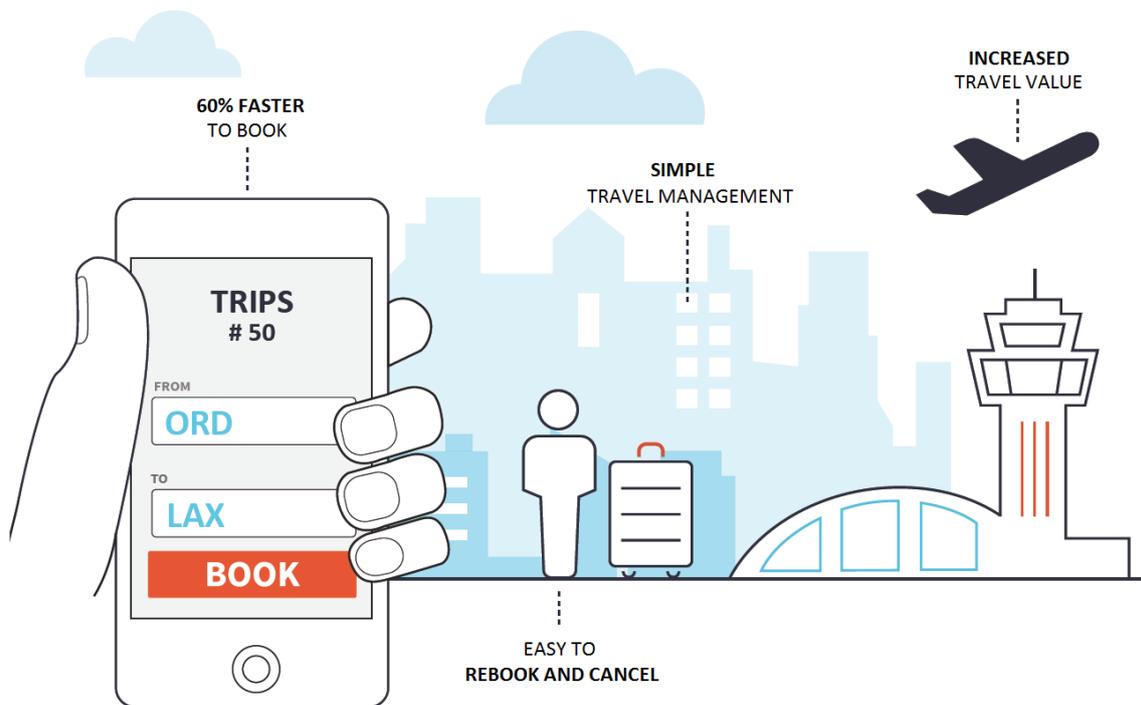


TravelPass integrates with major industry PSS and GDS systems, like Amadeus, HP as well as other airline IT systems. A library of industry connectors and web services is available.

The system is compatible with modern mobile technologies as well as new industry standards like NDC.

TravelPass has been proven through more than ten years of operation. In addition to improving corporate customer satisfaction, building loyalty, expanding self service and growing high yield revenue, TravelPass is an opportunity for business development. The products can be adapted to various other segments needs, such as leisure and youth, as well as staff and crew.

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SAS – Scandinavian Airlines is Northern Europe’s leading airline. Over the years they have made their Travel Pass product into a winner in the corporate market. A set of subscription products combined with favorable benefits for the flyers and buyers of corporate travel have paved the way for success. Today, more than 100 000 TravelPass passengers board SAS every month, a substantial share of the airline’s corporate customers. Further information is available under SAS for business at www.flysas.com

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A STAR ALLIANCE MEMBER

TravelPass is a subscription-based flight purchasing solution offering unique pre-paid and post-paid ticketing options to the airline industry, encouraging loyalty and improving high yield. For more information, visit www.travelpass.net. TravelPass is brought to the market by Braathens IT, a software company providing operation-critical software systems to customers like SAS, Swiss, Brussels Airlines, Malmö Aviation and Sverigeflyg. All systems are integrated with PSS and GDS providers, such as HP and Amadeus. Braathens IT serves the aviation and travel industries from its offices in Oslo, Norway and London, UK. For more information visit www.braathensit.com