

## From Loyalty to Revenue

# Transforming How Airlines Package Travel

### The Problem

Airlines are facing a loyalty and revenue plateau. While flight bookings have rebounded, ancillary revenue and engagement growth are being held back by outdated loyalty structures and limited package offerings.

- **~50% of loyalty members** remain inactive or redeem only for basic economy flights
- Airlines are sitting on an estimated **35 trillion unredeemed points** unredeemed points, creating significant liability
- Most programs are still focused on flights, **leaving out high-margin components** like hotels, activities, and insurance
- Travelers **expect personalized, complete travel experiences**—not fragmented bookings or limited redemption options
- **Stagnant ancillary revenue** and redemption friction weaken both loyalty and profitability

### The Solution

Switchfly transforms airline loyalty programs and vacation packaging into revenue-generating engines. Our platform combines two critical capabilities to help you monetize more of the travel journey, increase customer lifetime value, and deliver globally supported experiences at every stage.

#### Dynamic Packaging

Drive incremental revenue and higher cart values by offering full-trip packages—not just flights.

- Seamlessly bundle flights with 800,000+ hotels, 390,000+ activities, 45,000 car rental locations, and travel protection
- Enable personalized, end-to-end bookings with AI-curated recommendations
- Boost average order value—packaged trips generate 3–5x more revenue than flight-only bookings

#### Loyalty Program Integration

Turn dormant points into active engagement and margin-positive redemptions.

- Expand redemption options with meaningful inventory that travelers actually want
- Reduce liability: integrated experiences encourage more frequent and higher-value redemptions
- Personalize the redemption experience with offers tailored to member preferences and travel behaviors



## What This Unlocks


Successful programs turn frequent browsers into frequent fliers by improving customer lifetime value and delivering more value with every booking.


Evolve from flight-focused programs to full travel ecosystems with hotels, activities, car rentals, and insurance.


Enhance the perceived value of miles and points by offering more accessible redemption opportunities.

Drive higher conversions and customer satisfaction by bundling trips into seamless, value-rich packages.

### Trip Details: DEN to PUJ

 **Flights** Booked

 **Hotel** Booked  
3 Nights  
Punta Cana, DO  
Room: Poolside Ocean [Change](#)

 **Rental Car** Booked

## Proven Results

**37%** increase in member redemption activity

**28%** reduction in point liability through increased redemptions

**42%** of members who redeem for non-air products return within 6 months



Double-digit conversion improvements across partner network

## Trusted By Industry Leaders

American Airlines  
Vacations

BERMUDAIR



**JAPAN  
AIRLINES**

jetBlue  
vacations



*"At Switchfly, we've pioneered airline vacation packaging for nearly two decades with one clear mission: transforming flight-only customers into high-value vacation bookers. Starting with American Airlines in 2006 to our global partners today, we've consistently delivered tangible margin improvements and unlocked new revenue streams."*

— Nowell Outlaw, CEO