



# Travel Tech Explained Through 🤗jis

# Travel Tech Explained Through Emojis



Ancillary Revenue



Baggage



Booking



Business Traveler



Car rental



CRM Data



Flight



GDS



Holiday



Holiday Traveler



Hotel



Load Factor



Low Cost Carrier



OTA



RASK/M



Revenue Mgmt



Ticket Price



Upgrade



Yield Mgmt

We're continuing with our [Explained Through Emojis](#) series by focusing our attention on the travel industry. A study from Econsultancy finds that 84% of travel businesses have a digital transformation function, meaning that tech is affecting the industry and in turn, making it more challenging and complex. To help clarify matters, browse our glossary of travel tech emojis and [download your own pack](#) in order to better express yourself.



# Travel Tech Explained Through Emojis



## Ancillary Revenue

Is additional revenue after ticket purchase. Examples include: baggage, seat selection, upgrades and on-board food and services. Ancillary revenue has become an important financial component, especially for low-cost carriers.



## Baggage

As a means of generating more ancillary revenue, many airlines are creating more baggage restrictions, forcing travelers to pay more for larger and/or heavier pieces of luggage.



## Booking

Understanding when and how travelers book for transportation and accommodation is an important component to successfully managing yield and revenue. It's important to communicate to consumers at all touchpoints along their travel planning.



## Business Traveler

A very valuable user segment for travel companies. These travelers typically spend more and spend more frequently, often splurging on upgrades while on the corporate bill.

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## Car Rental

As part of upsells and ancillary revenue generation, airlines are partnering with car rental services so that travelers can make their bookings all at once.



## CRM Data

Customer-relationship management data is a key source in helping travel companies understand what travelers are buying, where they're buying and how they're buying, which can help upselling and boosting customer-lifetime value.



## Destination

Destination marketing has become a widely-used tactic for travel companies. Knowing preferred destinations of consumers is valuable information for travel companies to have.



## Global Distribution System

More commonly known as a GDS. A network that enables automated transactions between third parties and travel companies in order to provide services to consumers.

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## Flight

Fuel costs, travel patterns, weather and even airplane production costs all influence profitability of airlines. Therefore, flying full and upselling are necessary to reach profitability.



## Holiday

Revenue for travel companies ebbs and flows based on holiday travel patterns. It's important to leverage these lucrative windows, while managing yield during down season.



## Holiday Traveler

Another key segment for travel companies. It's important to communicate to consumers at key touchpoints during their holiday planning and holiday stay.



## Hotel

This industry has faced its share of challenges with the advent of alternate lodging solutions such as Airbnb and other distribution portals. In this competitive field every dollar is important.

# Travel Tech Explained Through Emojis



## Load Factor

Sometimes known as passenger load factor, measures the passenger capacity of airplanes. It is used to assess how efficiently seats are filled and fare revenue is generated.



## Low-Cost Carrier

Airlines that offer lower fares in exchange for less services than in standard ticket packages. These airlines are highly dependent on ancillary revenue to make up for the lower fares, giving travelers the opportunity to buy only what they want (food, extra baggage, etc.).



## Online Travel Agency

Also known as an OTA. Websites such as Priceline or Expedia, which help connect travel brands to travelers and help travelers make and manage bookings.



## RASK/M

Stands for revenue per available seat kilometers/miles. This is a core metric of airlines. RASK/M is determined by dividing various measures of operating revenue by available seat miles/kilometers.

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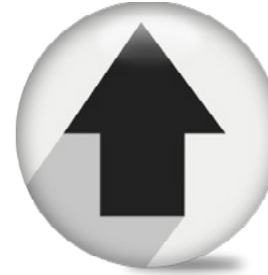
## Revenue Management

The revenue manager and marketing teams must work closely together. Balancing supply and demand are crucial for travel companies and revenue management holds the key.



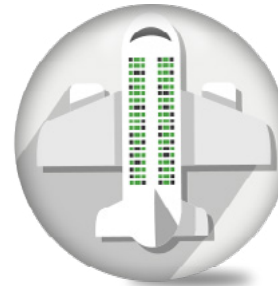
## Ticket Price

One way in which airlines can influence load capacity and yield is by altering ticket prices. A number of variables including the available number of seats and time until departure influence ticket prices.



## Upgrade

One way in which airlines increase ancillary revenue is by offering upgrades to travelers, such as extra legroom and preferred seating.



## Yield Management

Managing yield (or inventory) is an ongoing battle for travel companies. Ensuring that every seat or room is filled is important for the bottomline. Unfilled inventory is wasteful and costly.

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