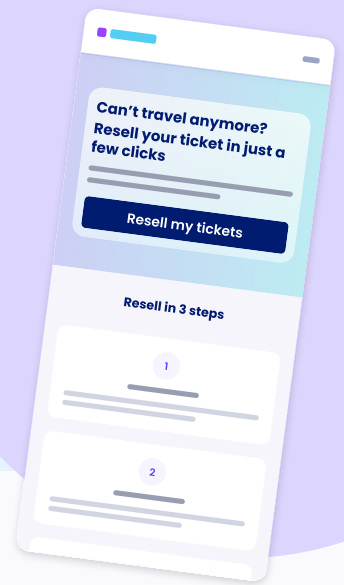




Build your own RESALE EXPERIENCE:

Turn no-shows into margin and enhance your passenger experience, for each of your flights.



The no-show challenge

No-shows remain one of the biggest challenges for airlines. Each year, **3% to 15% of tickets go unused**.

- **For carriers:** valuable capacity is left empty, leading to lost revenue and lower load factors.
- **For passengers:** non-refundable tickets mean no compensation, frustration, and money lost.

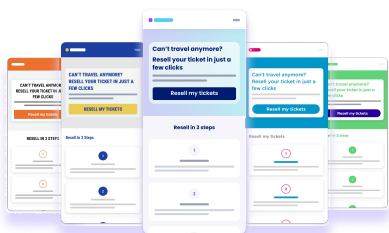
Why does this persist? Because passengers holding non-refundable fares have no incentive to notify the airline when their plans change.

Fairlyne solution

Fairlyne enables airlines to **transform no-shows** into **new revenue stream** through their **own white-label resale platform**, fully **controlled** and **seamlessly integrated** into their digital channels. By giving passengers the incentive to resell unused tickets, airlines **recover capacity**, only when profitable, creating a true **win-win** for RM and customer satisfaction.

- **Recover** no-shows seats only when it's profitable.
- **Resell** them at today's market price.
- **Compensate** the passenger to close the loop and boost satisfaction.

— Fairlyne solution



Your white-label platform

Launch your own resale experience fully aligned with your brand. Your passengers access a seamless, branded platform, on your direct channels, to resell their tickets.

- Your voice, your identity, your experience
- Brand consistency
- Your direct channels
- Seamless resale process



Your cockpit

With your cockpit, pilot your resale strategy. Track, learn, fine-tune.

- Flight-level monitoring of demand & capacity
- Automatic recovery of profitable tickets
- Real-time analytics and reporting
- Adjust rules & thresholds at any time

How it works



The request for resale

The customer books on your channels (or distributors) a non-refundable ticket

He can no longer travel and is looking for a way out

Thanks to marketing touchpoints, he learns about the resale program and visits the resale white-label website

He checks if the booking is eligible with your resale rules and submits the request

The passenger is compensated **RESOLD**

The recovery & resale compensation

We monitor recovery criteria (LF, price, DBD, etc.), and whenever the conditions are met we recover the booking's seats.

The segments of the bookings are therefore cancelled, and the seats are returned to inventory

The resale / new sale

Thanks to this new capacity, a new customer books on your channels at the current yield price

You generate incremental revenue, brand loyalty, and customer retention

Benefits

NEW STREAM OF REVENUE

FLIGHT LEVEL OPTIMIZATION

BOOST CUSTOMER SATISFACTION

SOLVE NO-SHOW PAIN POINT

DIFFERENCIATE YOUR DIRECT CHANNELS

SCALABLE & ADAPTIVE



<https://www.fairlyne.com>

gilles.derichemond@fairlyne.com

Keep in touch!

 transavia

 flair airlines

 vueling

