

CASE STUDY

TRANSAVIA FRANCE

Turning **unused seats** into **Revenue** with **Fairlyne SeatResale**

THE CHALLENGE: UNUSED SEATS, LOST REVENUE

In the low-cost airline industry, every empty seat represents a **missed revenue opportunity**.

When a passenger holding a non-refundable ticket cannot travel, the outcome is twofold:

- **For the airline:** lost revenue, as the seat goes unsold despite strong demand.
- **For the passenger:** a poor experience, as their ticket value is lost entirely.

For Transavia France, reducing no-shows and recovering the value of unused seats was not only a **Revenue Management challenge**, but also a chance to **innovate in customer experience** without disrupting operations.

THE SOLUTION: FAIRLYNE SEATRESALE

To address this challenge, Transavia partnered with Fairlyne, leveraging our **white-label SaaS SeatResale platform**.

With Fairlyne's solution, Transavia was able to:



Create its own resale experience fully branded, fully controlled, and aligned with Transavia's DNA.



Monetize unused seats, recovering value from passengers who could not travel.



Control all resale rules from eligibility criteria and timing to RM-driven pricing logic.



Deploy quickly, the white-label solution was integrated in just 12 weeks with no disruption to core operations.

HOW IT WORKS

RESALE REQUEST INITIATED

Passenger holding a non-refundable ticket who can't travel submits a resale request via the Transavia resale platform.

ELIGIBILITY CHECK

The booking's eligibility is checked against Transavia's rules (fare type, class type,, etc.)

DYNAMIC RESALE CONDITIONS

If the flight meets the load-factor threshold, Transavia buys back the seat; otherwise, the request stays pending until conditions are met.

SEAT BACK TO INVENTORY

Once confirmed, the booking is canceled, the seat is returned to inventory, and the passenger is compensated.

REVENUE OPTIMIZATION

The seat is repriced at current yield, driving incremental revenue while boosting satisfaction and loyalty.

KEY BENEFITS



Full control through a dedicated Cockpit



Seamless inventory restocking



Customer retention & Loyalty gains



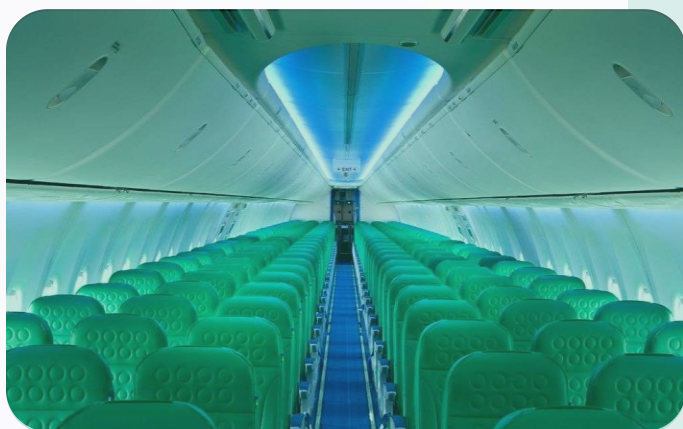
Flight-level revenue optimization



Complementary to overbooking strategy



Solving the no-show pain point



THE RESULTS

x 3 Global profit ratio

+ 0,3% Transactions

+ 0,9% Revenue

Up to +6% RASK on high demand flights

+ 50 Flights' worth of revenue in 8 weeks

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Offering our passengers a concrete solution when they can no longer travel both improves their experience and optimizes our operations. This new service fits perfectly within our approach to responsible innovation.

Nicolas Hénin, Deputy CEO, Commercial & Marketing, Transavia France

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ABOUT FAIRLYNE

Founded in 2021 in Paris, Fairlyne offers an innovative white-label platform that enables airlines and rail operators to integrate a simple and efficient ticket resale service directly into their digital channels. Designed to address revenue management challenges, the solution helps operators anticipate no-shows by providing passengers with an option to resell their tickets. This leads to better seat utilization and an enhanced customer experience.

Fairlyne is also developing a marketplace solution that facilitates the resale and purchase of tickets within the operator's ecosystem, thereby expanding both the offer and the visibility of resold tickets.

As a member of the second cohort of France Tourisme Tech, Fairlyne benefits from privileged support to accelerate innovation in the tourism and mobility sectors.

The startup is backed by leading investment funds, including Speedinvest, Kima Ventures, Evolem, and FJ Labs.

LEARN MORE



<https://www.fairlyne.com>

<https://www.linkedin.com/company/fairlyne/>

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