easyJet Launches Its Inclusive Fare To Gain Bigger Slice Of Corporate Market

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easyJet, the UK's largest airline, is launching an inclusive fare for corporate passengers and travel bookers looking for easy, one-step transactions. The great value fare combines services important to corporate bookers, such as a bag and seat selection, with easyJet's famous low fares. The new Inclusive Fare is only available through the GDS and other booking systems connected to the easyJet API and will help easyJet gain a larger slice of the corporate travel market.

Ruth Spratt, Head of UK Sales for easyJet, commented:

"We are really pleased to be able to offer an inclusive fare for the first time - part of our campaign to make ourselves easier to book and attractive to large corporates. It will help us to compete even more effectively with the legacy carriers as well as providing further choice and value for the ten million plus corporate travellers who choose to fly easyJet every year.

"In the past 12 months easyJet has made great strides into the corporate travel arena by signing a large number of corporate contracts and, based on customer feedback, we are confident the launch of the Inclusive Fare will further strengthen our appeal to large corporates."

This move means that corporates and travel management companies will have a choice of products when booking travel with the airline:

Standard Fares can be booked for those passengers wanting to only pay for the services they want and available to book either through the GDS or on www.easyJet.com

Inclusive Fares offer convenience and value for money. The combined fare, which includes a 20kg hold bag, seat selection in the lowest priced band and credit card payment, is cheaper than purchasing these products separately. These fares are only available through the GDS and easyJet's API partners.

Flexi Fares provide flexibility and include 1 x 20kg hold luggage, upfront seat selection, Speedy Boarding, fast track security (at selected airports), free credit card payment and importantly unlimited free date changes in a four week window. These are available on all booking channels.

The inclusive fare is available now. From May 2013 fast track security has been provided to flexi fare passengers at 27 airports amounting to 54% of the airline's business network and that is set to substantially increase over the coming months as it is progressively rolled out to more airports across pan-European easyJet's network.

easyJet already carries more than 10 million business passengers a year who have been attracted by the airline's low fares, industry leading punctuality and friendly service across Europe's leading network. All research shows that these are the key elements in attracting and retaining business passengers. The research also highlighted the other features that will help easyJet prise high yielding business travellers away from Europe's flag carriers. These include flexible fares, which easyJet launched in 2011, allocated seating - which was introduced by easyJet across its network in 2012 - and fast track security.

For further information, please contact:
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About easyJet:

easyJet operates Europe's No. 1 air transport network with a leading presence on Europe's top 100 routes and at Europe's 50 largest airports.

easyJet flies over 200 aircraft on more than 600 routes between over 130 airports in 30 countries. More than 300 million Europeans live within one hour's drive of an easyJet airport, more than any other airline.

The airline takes sustainability seriously. easyJet invests in the latest technology, operates efficiently and

fills most of its seats which means that an easyJet passenger's carbon footprint is 22% less than a passenger on a traditional airline, flying the same aircraft on the same route.

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