

dallas  
dubai  
hong kong

kuala lumpur  
london  
mumbai

san francisco  
shanghai  
singapore

sydney  
tokyo  
zurich



## ICLP showcases latest revenue generating products at travel loyalty conference

**February 2009** – Global loyalty marketing agency, ICLP and sister company, Collinson Latitude, are to showcase four of their latest products designed to generate incremental revenue for the airline and hotel industry. The products will be presented at the inaugural Loyalty 09 conference in Vienna, a new loyalty management conference aimed at the Frequent Flyer Programme (FFP) community, which ICLP is also sponsoring.

The weakened global economy is causing record-breaking dips in revenue and profit for many airlines and hotel chains worldwide. The products are designed to help airlines and hotels respond to this trend by creating opportunities to generate incremental revenue through the innovative use of new technologies. As a leading provider of loyalty solutions to many industries around the world, ICLP has worked with some of the world's biggest airline and hotels brands such as Virgin Atlantic, Emirates, Cathay Pacific, Hyatt and the Mandarin Oriental Hotel Group. With over 20 years experience, ICLP is well-positioned to provide specialist insight into customer loyalty and has a proven track record of delivering high performing loyalty programmes to the travel industry.

Stuart Evans, General Manager, ICLP, comments: "Airlines and hotels have been hit hard by the economic downturn and are facing heightened pressure to find new ways to generate incremental revenue and cut costs while ensuring they retain their customers. Our products, in partnership with our loyalty programmes, are designed to do just that."

ICLP will be on hand during the Loyalty 09 conference at its stand to discuss loyalty programmes, ancillary revenue initiatives and market trends. The conference is on 10 & 11 February 2009 at the Intercontinental Hotel in Vienna, Austria and is aimed at those who manage FFPs for hotels and airlines.



managing profitable relationships

world class | consulting • creative • client services

dallas  
dubai  
hong kong

kuala lumpur  
london  
mumbai

san francisco  
shanghai  
singapore

sydney  
tokyo  
zurich



## **About ICLP:**

ICLP is the world's NO 1 specialist loyalty marketing agency - we 'manage' (create, retain & grow) profitable relationships on behalf of our clients and deliver world-class loyalty marketing solutions via 3-core competencies: Consulting. Creative. Client Services.

ICLP currently has offices in Dallas, Dubai, Hong Kong, Kuala Lumpur, London, Madrid, Mumbai, San Francisco, Sao P aulo, Shanghai, Singapore, Sydney, Tokyo, and Zurich.

ICLP effectively manages profitable relationships by leveraging their commercial experience, creativity & customer insight. This enables them to define profitable behavior and identify best customers, design marketing initiatives to maintain & influence profitable behavior (create, retain and grow profitable relationships) and deliver incremental yield and maximise customer lifetime value. Their list of clients includes airlines and airline networks; automotive brands; financial services companies; hotels; technology companies; luxury brands and retailers. [www.icplloyalty.com](http://www.icplloyalty.com)

## **About the products:**

### **RewardAll™**

RewardAll™ is a proprietary reward platform that uses affiliate marketing income to reward consumers with either cash or a client's reward currency.

### **MembershipPlus™**

MembershipPlus™ is a membership based programme whereby members pay a fee to receive a package of benefits that typically cover the travel, leisure and insurance arenas.

### **PurchasePlus™**

PurchasePlus™ enables consumers to book all of their travel-related services in one seamless single transaction, including airport parking, airport lounges, travel insurance, airport transfers and hotels.

### **SmartAuction™**

SmartAuction™ is an online auction product that provides members of loyalty programmes a new and engaging way to redeem their loyalty currency.



managing profitable relationships

world class | consulting • creative • client services