

Drive Loyalty Program Membership by Promoting Future Travel



Summary

With air travel greatly reduced due to COVID-19, Thai Airways wanted to encourage immediate flight booking for future travel, as well as promote their loyalty program. Thai decided to run a 60th Anniversary promotion where they offered their rewards program members three times the miles for flights they booked during the promotion for trips between December 2020 and March 2021.

Thai used airTRFX Custom Pages to make relevant landing pages for the campaign with real-time fares. The campaign was promoted across their channels including email, push notifications, and social media.

The two day promotion earned TBH 6.7 Million (USD 207K) and drew a total of 22,500 sessions on the promotion's landing pages.

Right: Thai Airways airTRFX Custom Page for their two day 60th Anniversary promotion to encourage future travel bookings by offering additional rewards miles.

THAI 60th Anniversary, Earn 3X Miles!

Celebrate a significant milestone on the 60 years of “smooth as silk travel” with THAI. Royal Orchid Plus members who book and issue a ticket at thaiairways.com during 1-2 May 2020, and travel between 1 December 2020 and 31 March 2021 will be rewarded 3X miles!

Prepare your travel plan and set the schedule now. Let us be a part of your good travel memory once again.

Special offer on our 60th Anniversary Day

Bangkok (BKK) to Chiang Mai (CNX) THB 4,060
Round Trip | Economy
19/03/2021 - 26/03/2021 [SEARCH FLIGHTS](#)

Bangkok (BKK) to Phuket (HKT) THB 5,580
Round Trip | Economy
16/01/2021 - 30/01/2021 [SEARCH FLIGHTS](#)

Bangkok (BKK) to Melbourne (MEL) THB 30,390
Round Trip | Economy
05/02/2021 - 09/02/2021 [SEARCH FLIGHTS](#)

Drive Website Traffic to Custom Pages with Campaigns

Thai Airways used the Campaign Tool in airTRFX to add a Campaign image of the 60th Anniversary Promotion across their website. A Campaign can be an image, text, video, or custom code that is placed anywhere on any page. Campaigns are scheduled to be visible for a set number of days, and can include blackout dates when they should not appear. Using this tool, Thai Airways linked the campaign image to relevant Custom Pages and was able to easily deploy, and then remove, the campaign image across their website.



Custom Pages To Convert Visitors

The Campaign image was placed on all of the airline's airTRFX pages and linked to a Custom Page where visitors could view the available routes in the travel window.

Thai Airways utilized airTRFX Custom Pages to create relevant landing pages for the promotion based on the user's language and market currency.

The total revenue from the airTRFX Custom Page reached TBH 6.7 million (USD 207K) in only two days and brought in a total of 22.5K sessions.

Route	Price (TBH)	Search Flights
Bangkok (BKK) to Chiang Mai (CNX)	11,811 4,060	SEARCH FLIGHTS
Bangkok (BKK) to Krabi (KBV)	11,811 5,380	SEARCH FLIGHTS
Bangkok (BKK) to Phuket (HKT)	11,811 5,580	SEARCH FLIGHTS
Bangkok (BKK) to Perth (PER)	11,811 28,006	SEARCH FLIGHTS
Bangkok (BKK) to Melbourne (MEL)	11,811 30,300	SEARCH FLIGHTS
Bangkok (BKK) to Sydney (SYD)	11,811 30,735	SEARCH FLIGHTS
Bangkok (BKK) to Brussels (BRU)	11,811 37,645	SEARCH FLIGHTS
Bangkok (BKK) to Tokyo (NRT)	11,811 21,815	SEARCH FLIGHTS
Bangkok (BKK) to Osaka (KIX)	11,811 21,835	SEARCH FLIGHTS
Bangkok (BKK) to Tokyo (HND)	11,811 26,215	SEARCH FLIGHTS
Bangkok (BKK) to New York (JFK)	11,811 43,005	SEARCH FLIGHTS
Bangkok (BKK) to London (LHR)	11,811 35,000	SEARCH FLIGHTS

Email, App & Push Notifications

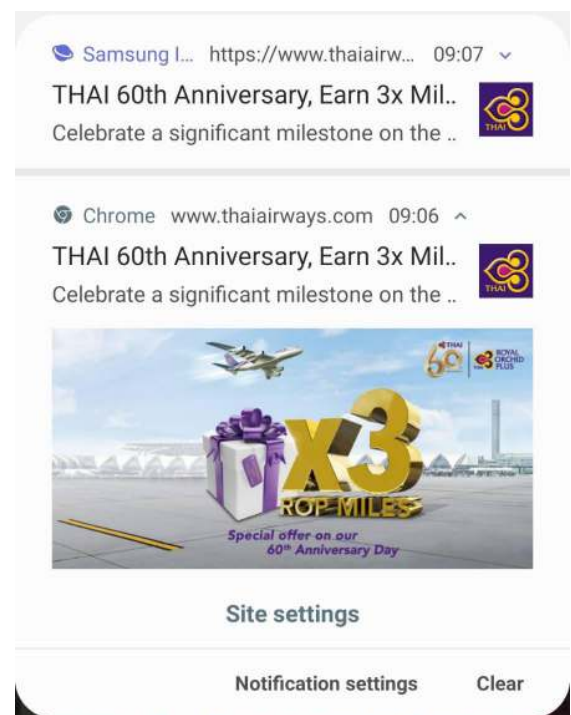
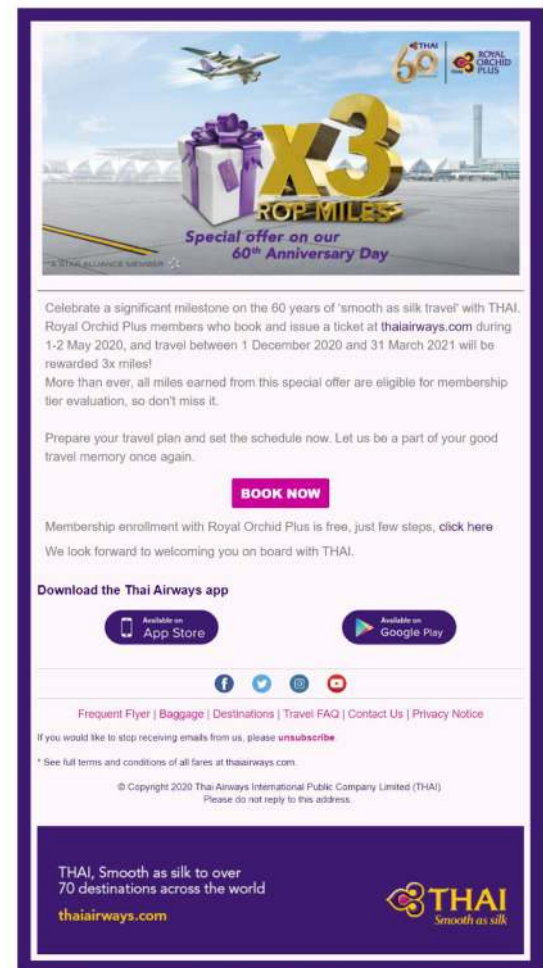
Thai Airways integrated the airTRFX Custom Pages in their email marketing campaigns to drive customers to pages where they would be able to find real-time fares for flights included in the promotion.

The email (top right) also contained a link to enroll in the rewards program, so users on the email list that wanted to participate in the promotion could easily enroll and book their trip.

Thai Airways' email channel performed particularly well with a conversion rate of 3.3% and brought in 60% of the revenue from the promotion (TBH 4 million).

To complete their Promotional Campaign, the airline linked airTRFX pages to push notifications enabled in their airline app and on their website (bottom right).

This way, all website visitors and users who have downloaded the airline's app received a message promoting the miles sale and could instantly click and be directed to a mobile-friendly airTRFX page where they could see the latest lowfares for the route or destination they selected.



Conclusion

Thai Airways chose to use their 60th Anniversary promotion to offer Loyalty Program members miles at a discounted rate to encourage them to buy now for a future trip. By doing this, the airline was able to obtain ancillary revenue immediately while their ticket sales are low, and passengers will use the miles down the road when conditions are more stable. By selling discounted miles to Rewards Members, airlines can increase customer loyalty and encourage new customers to become Rewards Members if they see discounts for miles and are given a good reason to sign up and purchase. A holistic Fare Marketing strategy was able to drive traffic and conversions even in the midst of a global crisis, with web site traffic and email performing especially well.

About EveryMundo

EveryMundo provides airlines with Fare Marketing technology for direct channel growth and customer acquisition. We work with over 50 airlines worldwide ranging from major full-service carriers to LCCs, based in 60 countries and marketing in over 25 languages. Our products increase traffic, improve conversion rate, enhance user experience, and drive brand engagement on and off the airline's website.

To learn how EveryMundo will improve your airline's Fare Marketing and online experiences contact us: sales@everymundo.com or www.everymundo.com.

EveryMundo Products:



airTRFX

Create a Fare Marketing infrastructure with airTRFX. Leverage airTRFX to scale your site, online presence, and improve engagement.



airModules

Conversion-oriented flight search tools with real-time fares that can be deployed on any web page. Boost the revenue-generating potential of any page with airModules.



airSEM

Airline-specific Search Engine Marketing tools to build, launch, and manage ad campaigns with real-time fares in ad copy.



FareWire

Display real-time fares on any webpage with FareWire. Powered by user-search data without additional calls to your GDS/Res System.