

Welcome to the second edition of ar<sup>2</sup>, Collinson Latitude's eJournal, designed to give insight into travel trends and next generation ancillary revenue strategy.

ar<sup>2</sup> eJournal—Summer 2011

## Building on foundations of data



Following on from our Spring issue exploring the unlimited potential of ancillary revenue, no structure can survive on weak foundations. No matter how intricately the masonry has been carved, even the most beautiful cathedral will collapse if built on sand. All efforts will have been wasted. The same principle applies in business and commerce. You must build on solid ground. And in the world of ancillary revenues, foundations are made of data. Unless you know the needs and desires of your customers, how can you possibly provide relevant and appealing programmes?

[Read the full article](#)

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AR World is just around the corner, to meet with us at the event [click here](#)

### Driving Choice

Give your customers more reasons to stay loyal with RewardAll, a merchant funded online shopping and rewards programme that helps your members earn more loyalty currency. [Find out more](#)

If you face challenges with IFRIC 13 [click here](#) to read about our redemption products



### What can the travel sector learn from retailers?

Customers are becoming more and more sophisticated, so we asked Phil Szymala how the travel industry can benefit from the experience of retailers.

[Read Phil's thoughts](#)



### Gain insight and win

Complete our 2011 AR survey, we'll send you the results and you'll be entered into our prize draw to win a Prestige Priority Pass Membership.

[Enter before 21st June](#)



### Geek Corner—The real value of smartphones

Mobile technology is having a profound effect on travel, it's not just about vouchers.

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## Latitude in the news

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### A work in progress – banks managing customer loyalty

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