

Dear FirstName,

Welcome to the third edition of r², Collinson Latitude's eJournal, designed to give insight into travel trends and next generation revenue strategies.

r² eJournal—Autumn 2011

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Is it time for a new look?



We all know the TV 'makeover' programme, a staple of our modern viewing diet. Millions watch with fascination (or perhaps horror) as a member of the public's personal appearance is completely restyled by a team of experts, from hair to heels.

Is there a place where words and phrases can go for a 'makeover' – a quick, new, healthy look? If ever there was a misunderstood phrase in need of a new image, that phrase is 'ancillary revenue'.

[Read the full article](#)

See how we calculated the next generation of ancillary revenue strategy [here](#) in the first r² edition.

[click here to take the ancillary revenue survey](#)



Ouch! Red hot loyalty

To make members truly enthusiastic about a loyalty programme, both the acquisition and redemption of currency need to be much more of an everyday experience than an occasional one. Janet Titterton discusses how loyalty programmes can make their currency red hot.

[Read the trend report](#)



A Global Airline case study

Read why a global airline chose our iRedeem product as their redemption platform to create an engaging shopping environment. Successes included burning thirty million points in the first two month period.

[View the case study](#)



Geek Corner—Travel connectivity & smart phone apps

Mark Melody, Senior Partnership and Product Manager, shares his thoughts on recent developments in travel connectivity and the value of smart phone applications for business and leisure travellers.

[Watch the video](#)

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Free Webinar



Join our free Webinar with Tnooz: Ancillary Services or Customer Loyalty: Where should the focus be? 20th October 11:00 EDT / 16:00 GMT

[Sign up for Webinar](#)

Mobile Traveller

Ever wished for your travel itineraries all in one place? Look no further – register and be the first to view the video of Mobile Traveller; the ultimate travel management tool.

[See the video first](#)

Upcoming Events

MEGA

EVENT - MIAMI 2011

Meet with us at the 2011 Mega Event, 29-30th November in Miami, the highlight of the travel event calendar: the 2011 Mega Event will address the immediate revenue needs that airlines face.

[Read more here](#)

Latitude in the news

Airlines and hotels need to focus on value to drive engagement

[Read more](#)

Survey reveals companies are failing to maximise customer retention

[Read more](#)

How geolocation marketing ties into loyalty

[Read more](#)



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