

# WANT TO DIFFERENTIATE YOUR NETWORK?

“As consumers depend more on their networks, network operators have an opportunity to restore the premium value and perception of the service they provide.”

*Bain and Company*

## THE MOST DESIRED BENEFIT

A recent survey to premium contract customers proves that Airport Lounge Access is the benefit that consumers\* want most from their operator.

### LOUNGE ACCESS...

... is an effective way of generating interest in your network's monthly plans

35%

would be very interested if they were offered Lounge Access

31%

would be interested if they were offered Lounge Access

21%

would be moderately interested if they were offered Lounge Access

13%

would not be interested if they were offered Lounge Access

### WHEN ASKED WHAT BENEFITS THEY WANTED...

... contract consumers had one clear answer

53%

Airport lounge access

47%

Gaming

43%

Music

39%

TV streaming

## WHAT ARE THE BENEFITS LOUNGE ACCESS CAN BRING TO YOUR NETWORK?

### ACQUISITION

50%

of consumers said they would leave their existing operator if a competitor offered Lounge Access

### RETENTION

75%

of consumers said they would be more likely to stay with an operator who offered Lounge Access

### ROI

45%

of consumers would pay more for a monthly contract if it included Lounge Access

### ENGAGEMENT

73%

of consumers said they would be happy to receive offers from their operator when in an Airport Lounge

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PRIORITY PASS™

More lounges in all the right places

1000+  
lounges

500+  
cities

130+  
countries