

## PRESS RELEASE

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# Travel Tech Start-up Will Fast-Track Airline Recoveries

Former Airline executives from Virgin Australia, Malaysia Airlines and Virgin America launch revolutionary travel tech product amidst pandemic to help airlines fast-track revenues and recover quickly.

Given that the aviation industry has been pummelled into submission with billions of dollars of losses, bankruptcies and hundreds of thousands being laid-off, one might be forgiven for thinking that it's April fools day when three industry gentlemen get together and launch a Travel Tech Start-up in the middle of a global pandemic.

That is exactly what airline Industry trio - Mark Ross-Smith, Stuart Dinnis and Phil Gunter have done. They're launching a revolutionary travel tech platform for the Airline and Hotel Loyalty Industry – [Loyalty Data Co.](#)

Airline and Hotel Loyalty Programs will be critical to driving the return of demand and fast-tracking the recovery of the aviation industry, and the former Airline Executives are betting that Loyalty Memberships hold the key.

Since the beginning of the global pandemic, commercial passenger airline capacity is down 95% globally but there are growing signs of recovery in North America, Latin America and China according to the Airline Industry body, IATA.

Mark Ross-Smith, who heads up the Travel Tech venture as CEO, shares "Let's face it, there isn't a day that goes by when we don't read about another airline entering receivership, or going cap in hand to their government for a bail-out. We're here to help airlines through the recovery and that recovery will come. Smart Match, our technology platform helps airlines to acquire new, high-value customers in a way they've never been able to do in the past."

"As airlines and hotels ramp up operations to meet growing traveller demand, we are going to see Airlines all over the world launching Loyalty campaigns like bonus miles, fast-track status earning, Status Matches and Challenges. Status Match fraud is rampant, and our Smart Match Platform can verify and validate any frequent flyers elite status within seconds, allowing Airlines to make smart decisions on which type of customers they want to attract into their loyalty program".

The team say this is the product they wished someone pitched to them when they ran Loyalty programs. Airline and Hotel loyalty programs are worth billions of dollars and are one of the most powerful assets the Airline possess. American Airlines President shared on a Wolfe Research call that the American Airlines AAdvantage Loyalty Program is valued between USD\$18B - \$30B.

Like most Airlines – The American Airlines AAdvantage Loyalty Program is the most valuable asset held by the airline, and the Loyalty Program will play a critical role in the recovery of Airlines all around the world.

“The industry is beginning to see an uptick in travel interest and if there’s one certainty, as opinion polls around the world are showing, people will be travelling like never before when this crisis is over,” continued Ross-Smith adding, “the icing on this cake of good news is that with Smart Match, we estimate that a carrier, with a reasonable domestic and international network, will generate in the region of USD\$50m to USD\$200m in additional revenues.”

The Loyalty Data Co Management team have worked with more than a dozen Airlines in their careers including Virgin Australia, Hawaiian Airlines, Air New Zealand, El Al, Malaysia Airlines, West Jet, Etihad, Royal Air Maroc, Virgin America and Royal Jordanian.

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Loyalty Data Co Management Team and Bios:

**Mark Ross-Smith - CEO**

Mark led the Malaysia Airlines Enrich program to record breaking financial success, is a world-renowned airline and loyalty speaker, having spoken in 12 countries about loyalty revenue creation.

**Stuart Dinnis - CFO**

Stuart developed and managed the highly successful Virgin America Elevate loyalty program which turbo-charged the Airline’s growth – ultimately resulting in an acquisition by Alaska Airlines.

**Phil Gunter - CCO**

Phil built and managed Virgin Australia’s Velocity program – creating many world firsts including revenue accrual, dynamic rewards and multiple popular member benefits.

Loyalty Data Co Pte Ltd is a Singapore incorporated entity.

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# Loyalty Data Co

NOTES:

IATA: [HTTPS://WWW.IATA.ORG/EN/PRESSROOM/PR/2020-05-04-01/](https://www.iata.org/en/pressroom/pr/2020-05-04-01/)

AMERICAN AIRLINES WOLFE RESEARCH CALL - [HTTPS://AMERICANAIRLINES.GCS-WEB.COM/EVENTS/EVENT-DETAILS/2020-WOLFE-RESEARCH-CONFERENCE](https://americanairlines.gcs-web.com/events/event-details/2020-wolfe-research-conference)