



PEGASUS AIRLINES VP MARKETING SPEAKS OF AIRLINE'S STRATEGY TO BECOME COMPLETE TRAVEL BRAND

News / Airlines



Pegasus Airlines vice president–marketing Onur Dedekoylu spoke on September 16 by special invitation at this year's 12th World Low Cost Airlines Congress held at the London Business Design Centre.

He highlighted Pegasus' strategy to build on its unrivalled position as one of Europe's fastest growing low-cost airlines to become a complete travel brand with a strong 'feel good' factor to focus not only on the product but also the consumer and experience to respond to its guests' every travel need.

Pegasus will be launching a brand-new mobile site in October following the launch of the mobile app in 2014.

Speaking on 'Understanding context and consumer behaviours to enhance your offer', Onur said: "our strategy at Pegasus is to build a strong travel brand providing a one-stop-shop based on three key pillars: providing a complete travel offer, focusing on the feel good factor and overall customer experience and ensuring the offer is price competitive at every stage."

Onur said: "We launched our smart flight packages, a first for Turkey, in 2013 to make the every step of the customer journey more accessible and user-friendly. Then in July 2015, we added a

new package, the Basic Package, giving our guests the flexibility to avail of our lowest fares when they fly without checked luggage. This package compliments our existing three Smart Flight Packages: Essentials, Extras and Advantage which offer discounts of up to 50% on our ancillaries. Pegasus is also using technology to innovate and make guests' experience as comfortable and easy as possible – such as with the upcoming launch of our new mobile site in October. What's more, all our one-stop-shop travel services, from hotel booking to car rental and visas, will be available across all mobile platforms in the coming year.”

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