



## Introducing the new Visa airport companion

First of its kind, the Visa airport companion is a digitally integrated programme offering cardholders exclusive privileges and discounts for a suite of airport amenities and services including lounges, restaurants, spas, retail, limousine as well as meet-and-greet services.



Traditional one-dimensional lounge programme

- No Branding
- No Cardmember Experience
- No Monetisation

New Visa airport companion programme

- Branding
- User Experience
- Top of Wallet
- Monetisation



# 7.5 billion

people<sup>1</sup> are expected to pass through an airport in 2019



# \$60 billion

expected sales<sup>1</sup> at airports in 2019

### Absolutely Customisable

The modular platform lets issuers rapidly develop and employ countless options to scale and select service modules to meet different needs. Issuers can choose a lounge-only module or opt for access to a suite of amenities and services within the airport ecosystem.

### Convenient, Seamless, Secure

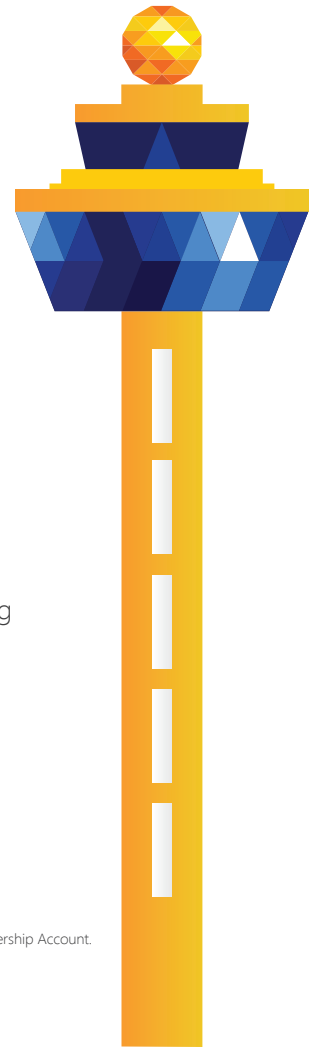
Enabled by technology and data-driven solutions, the Visa airport companion comes with a mobile app that lets cardholders manage their membership, make payments, receive smart recommendations or simply enjoy the airport services at the touch of a button.

### Preferred Issuer Pricing

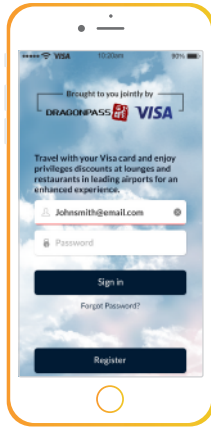
Issuers can leverage on various pricing options for optimal portfolio management. Choose from a lounge-only package, standalone dining and spa programme or take advantage of the bundled pricing for additional savings. The lounge pricing consists of an annual membership fee with the option of pay-per-use or bulk purchase lounge visits. Likewise, a simple and economical annual fee based on per activated<sup>2</sup> cardholder is available for the dining and spa pricing, regardless of number of visits.

<sup>1</sup>Source: Verdict's Global Airport Retailing Report, 2013

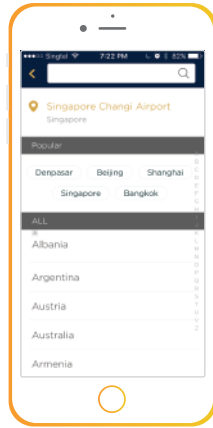
<sup>2</sup>An activated cardholder is defined as a cardholder who has set up a digital DragonPass Membership Account.



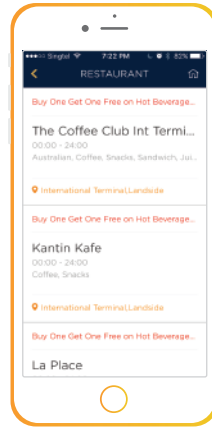
## Visa airport companion Mobile App In Use



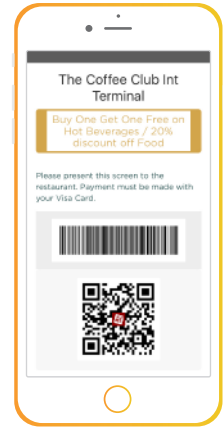
Co-branded login page with Visa



Search airports for amenities and services



Search restaurant and generate discount



Show discount and pay with Visa

Note: All brand names and logos are the property of their respective owners, and are used for identification purposes only.

## Technology and Data Driven Solutions

A comprehensive digital solution to create a unique and seamless "Total Airport Experience" for Visa cardholders.



### Seamless Verification

Convenient, secure and real time verification process using Visa APIs.



### In-App Payment

In-app payment allows innovative product design including single use purchase and Visa card payments only.



### Smart Recommendations

Data analytics help to generate the most effective marketing messages according to cardholder profile, physical locale and user input.



### Push Notifications

Utilising iBeacon technology, notifications can be sent based on service availability, location, cardholder segments and issuer/merchant campaigns.

## Potential Use Cases for the Platform



### Better Card Value Proposition

Access to airport dining programme, complimentary lounge membership (capped/unlimited).



### Acquisition/Card Activation Incentives

Welcome gifts for new cards, activation benefits on category spend (travel/cross-border etc.).



### Tactical Campaigns

Seasonal campaigns to drive spend.



### Spend Based Benefit

Unlocking benefits based on spend tiers.

## Modular Platform with Limitless Options



850+ Lounges

2,000+ Airport restaurants



100+ Airport spa locations

Limo transfers in 300+ Airports



Available Q4 2016

Meet & Greet services in 160+ Airports

Retail & duty-free shopping offers & discounts



Available Q1 2017

Questions? Contact the programme owner **Becky Lim** at [beckylim@visa.com](mailto:beckylim@visa.com)  
AP Product – Consumer Experiences, Offers & Loyalty Team

