

# Delighting Passengers, Growing Revenue

**RAIL**LIVE!



# Welcome



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# Intro to Plusgrade



# Plusgrade: The Global Ancillary Revenue Powerhouse



**275+**  
travel partners

**~\$11B**  
in new revenue  
opportunities in 2025<sup>1</sup>

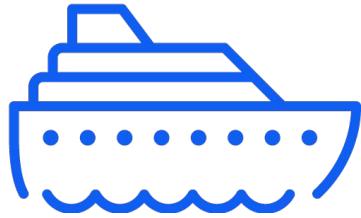
**750+**  
people worldwide

**~50M+**  
incredible customer  
experiences in 2024

**7**  
offices around  
the globe



# Established Market Presence Across Verticals



## Leading Cruise Partner

Majority of global cruise passenger volume is on a Plusgrade cruise line partner



## 60% of Global ASKs

3 out of every 5 kilometers flown globally by commercial airlines is from a Plusgrade partner



## Top 5 Hotel Chains

Plusgrade partners with the 5 leading global hotel chains, based on number of properties

# Understanding Rail Premium Upgrade





## Understanding Rail Premium Upgrade

# The Internal Constraints to Ancillary Growth

### Limited Headcount & Bandwidth

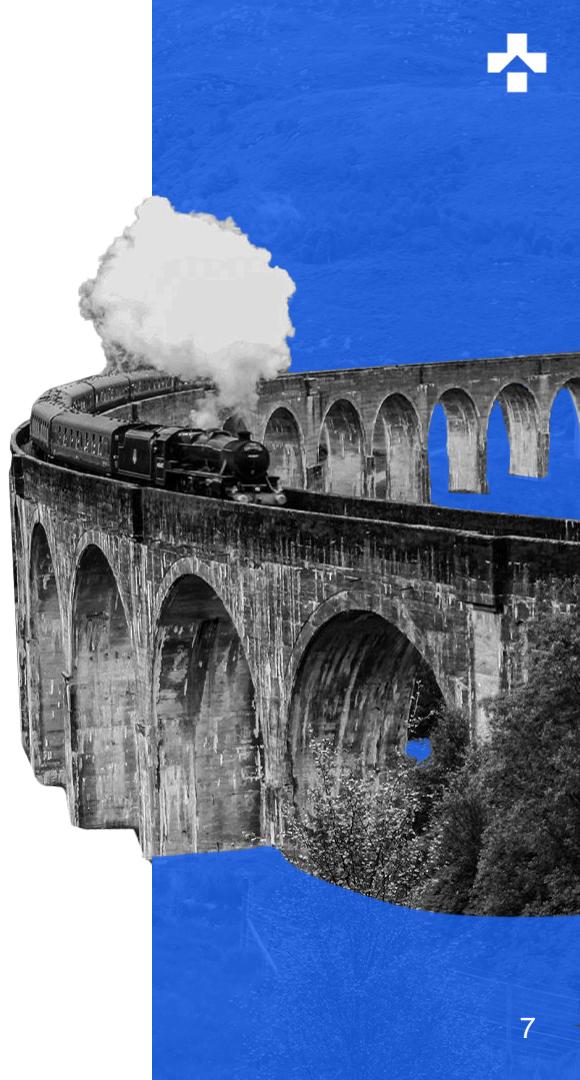
Rail teams are lean, but not offering Premium Upgrade means missed revenue opportunities

### Legacy System

Integrating or creating new solutions can be complex and costly

### Complex Fulfilment Management

Dynamically allocating premium seats for upgrades requires sophisticated, data-driven inventory and upgrade systems



# Product Overview



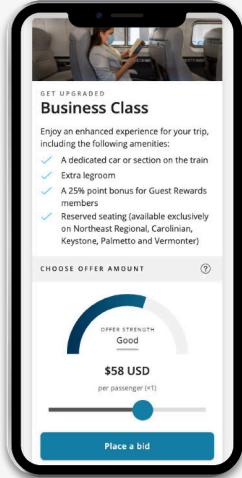


## Plusgrade Products

# Bringing Happiness to Travelers with Leading Product Portfolio

## Premium Upgrade

Bid for or purchase an upgrade to a higher class / room



## Seat Blocker

Reserve an adjacent seat / section for extra privacy & comfort



# Premium Upgrade

Minimize unsold inventory and maximize yield by upselling premium cabin seats opaquely with our industry-leading ancillary revenue solution.



Moynihan Train Hall at Penn Station - (NYP) New York, NY 8:00am 3h (WAS) Washington, DC 11:00am Train no. 2109

GET UPGRADED Business Class

Enjoy an enhanced experience for your trip, including the following amenities:

- ✓ A dedicated car or section on the train
- ✓ Extra legroom
- ✓ A 25% point bonus for Guest Rewards members
- ✓ Reserved seating (available exclusively on Northeast Regional, Carolinian, Keystone, Palmetto and Vermonter)

CHOOSE OFFER AMOUNT

Offer Strength: Good \$58 USD per passenger [+]

Place a bid

GET UPGRADED First Class

The ultimate experience when traveling in the Northeast. Acela First Class offers an array of premium amenities, including:

- ✓ Single, double and conference table seating
- ✓ At-seat service with complimentary meals and beverages
- ✓ A 50% point bonus for Guest Rewards members
- ✓ Complimentary lounge access

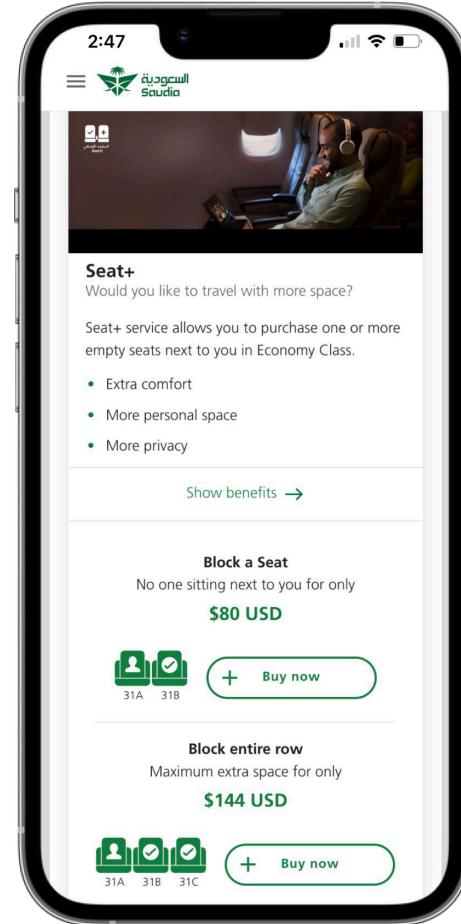
CHOOSE OFFER AMOUNT

Offer Strength: Good \$69 USD per passenger [+]

# Seat Blocker

Unlock an innovative ancillary that redefines comfort in economy by allowing passengers to block the seat or row beside them.

- ✓ Allocate seats based on available inventory up to 1 hour before departure
- ✓ Maximize revenue on unsold seats without impacting last-minute sales with "soft blocking"





# Reach, Offer, and Fulfillment



## How It Works

# The Ancillary Revenue Platform for Rail Operators

Designed to engage passengers throughout their travel journey,  
from post-ticketing right up until departure.

## REACH

## OFFER

## FULFILLMENT



Strategically reach  
many passengers with  
invitation



Present  
the best offering and  
price to the traveler



Boost volume of  
offers based on load  
factors and inventory



Maximize profits w/  
deferred decisioning  
and pricing features



Sqills-integrated  
upgrade program with  
proven track record



Evaluate offers  
according to your  
business rules



Process and confirm  
best offers; payment  
is collected

Booking

Departure



## Reach

# Reaching and Engaging Passengers



## Online

- Website
- Booking confirmation
- Manage My Booking



## Email

- Pre-travel
- Chaser
- Abandon Cart



## Mobile App

- Placement
- Push notifications



## Agents

- Third Party Sales
- Call center / Reservations

# 4X conversion rate on Rail

*There is strong demand for Upgrades in the Rail industry.*

*Our Rail partners see 4x more engagement than the average Air partner.*



# Best-in-class upgrade technology

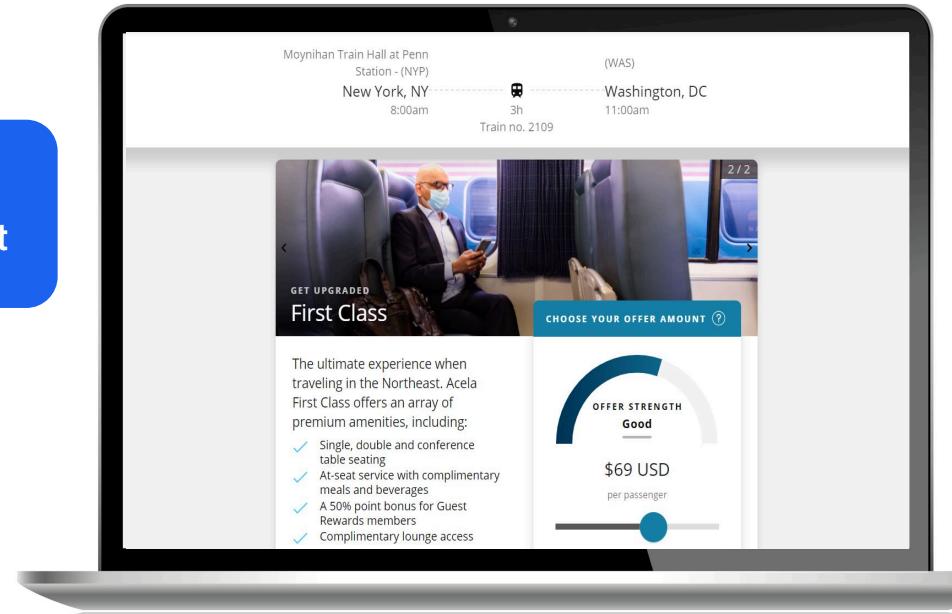
Bidding

Instant Upgrade

Yield Management

Value-Based Scoring

Willingness to Pay Insights





# Maximize Total Departure Revenue & Upgrade Passengers Easily



Seamless  
Payment



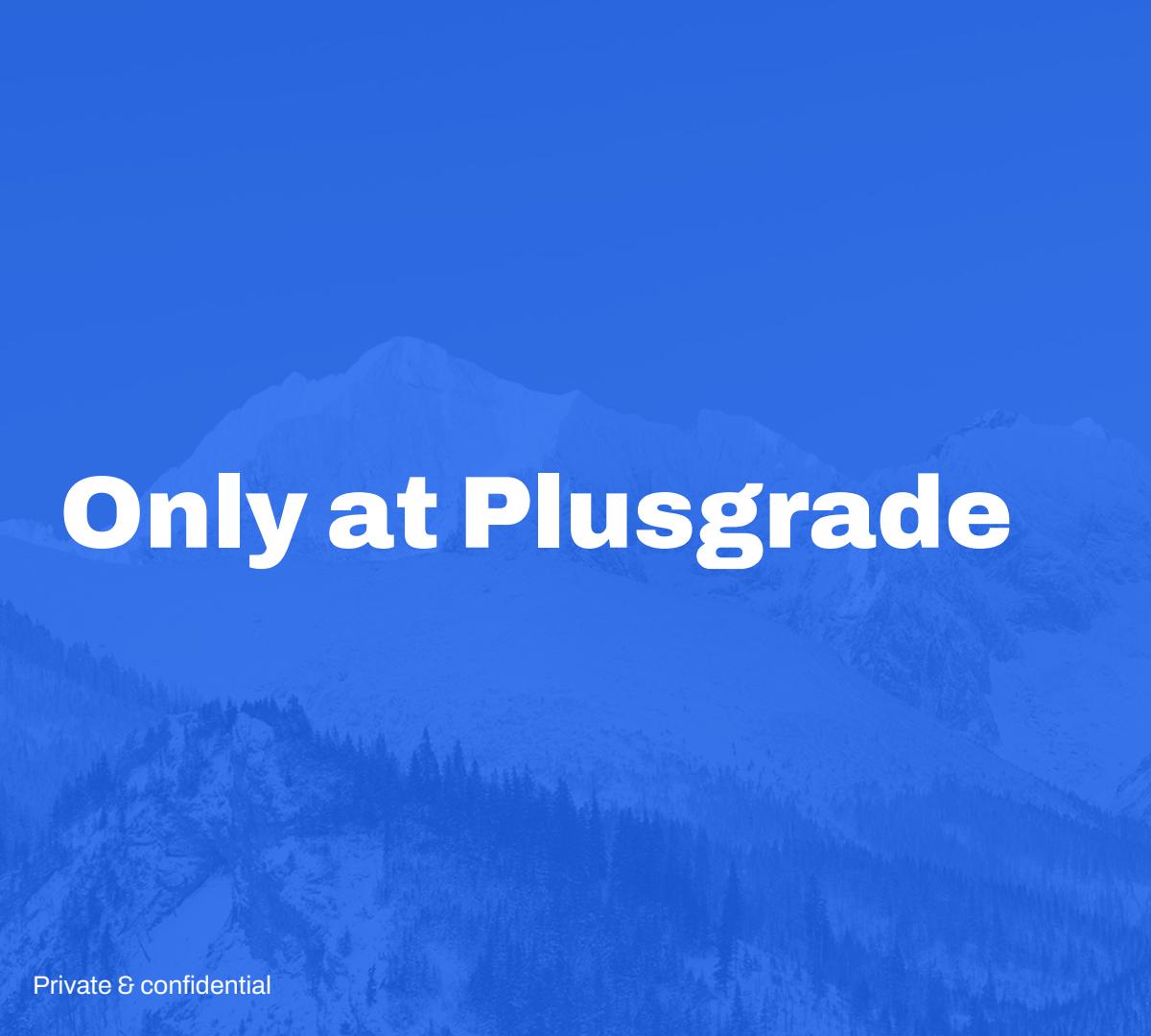
Optimal Offer  
Evaluation



Automated  
Fulfillment & Payment



Smooth Passenger  
Experience



# Only at Plusgrade





Only at Plusgrade

# Instant Upgrade Upsell

Target and convert bidders into higher-value customers by offering an Instant Upgrade near departure through a transactional email.

- ✓ Capitalize on increased willingness to spend closer to departure
- ✓ Strategically increase yield with a guaranteed upgrade offer at a higher price
- ✓ Easy “one-click” user experience

The image shows a comparison between two offer cards. The left card is titled 'Your current bid offer' and the right card is titled 'Instant Upgrade Offer'. Both cards show the same upgrade details: 'Upgrade to Business Class', 'Offer per passenger \$750 USD', and 'Offer total \$1500 USD'. An arrow points from the left card to the right card. Below the cards, a note states: 'If you accept this offer\*, you will be charged today using the credit card you provided to place your original bid and you will be upgraded if there is still availability.' A blue 'Accept offer' button is at the bottom right.

Your current bid offer		
Upgrade to <b>Business Class</b>	Offer per passenger <b>\$750 USD</b>	Offer total <b>\$1500 USD</b>

Instant Upgrade Offer		
Upgrade to <b>Business Class</b>	Offer per passenger <b>\$1250 USD</b>	Offer total <b>\$2500 USD</b>

If you accept this offer\*, **you will be charged today** using the credit card you provided to place your original bid and you will be upgraded if there is still availability.

**Accept offer**



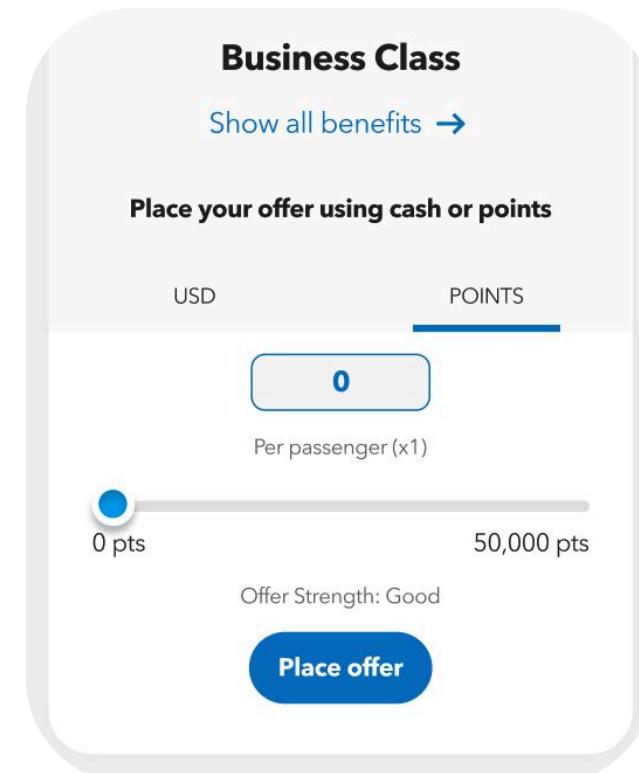
Only at Plusgrade

# Allow your Loyalty members to Pay With Points

Grow program value and engagement by giving members the opportunity to redeem and bid for upgrades.

Increase member access to upgrades most optimally with:

- Control over redemption value
- Enhanced reach and engagement
- Speed and ease to market



# Why global travel partners choose us



Fully white-labelled solution for total engagement and loyalty to your brand only in your channels.



Deep integration provided to Partners' reservation and reporting systems, including Sqills – with no upfront implementation cost



Willingness to pay data, powered by our community, provides strategic insights to you.



Plusgrade's Zero-Risk Commercial Structure.





# It all adds up.

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**Plusgrade**