EXPERIENCE | PREMIUM TRAVEL

AIRLINE LOUNGE PURSUITS AND ACTIVATIONS

Airline and premium card lounges are among the most demanding hospitality environments anywhere. A global hospitality operator's premium venues division partnered with 4xi to win U.S. lounge contracts and to launch and reopen lounges.

CLIENT
Premium venues division

FOOTPRINT
Multiple U.S. airports

4XI ROLE
Pursuits and hospitality program

RESULT
3 wins from 4 pursuits

THE CHALLENGE

- Lounge contracts are contested by experienced operators.
- Each airline and card brand has its own service culture.
- Lounges had to reopen quickly and safely after Covid.

BRANDS SERVED

- Several major U.S. and international airlines.
- A premium card issuer.
- Multi airline and multi location lounge programs.

WHAT 4XI DID

01
Pursuit strategy
Pitch strategy and storyboarding.

02
Traveler journey
Built from arrival to departure.

03
Hospitality program
Behaviors and service rituals.

04
Activations
Openings and post Covid reopenings.

RESULTS

Three wins from four lounge pursuits supported by 4xi.

Successful activations across multiple airports and brands.

A repeatable program for future lounges and premium venues.

A clear hospitality program and journey based storytelling help an operator win a demanding premium market, then deliver on the promise from day one.