



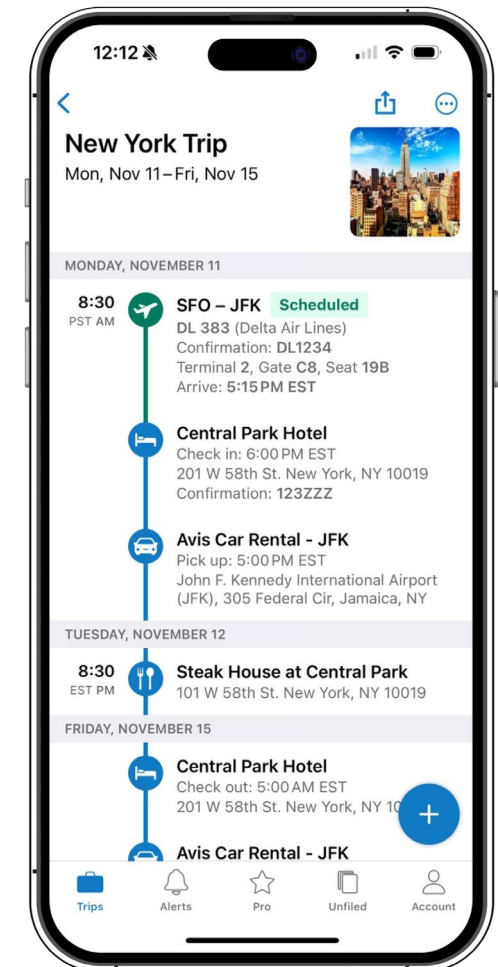
APEX Awards × Triplt Airline Promotion Toolkit

A comprehensive guide to help your airline promote Triplt downloads and encourage passenger ratings — boosting your path to APEX Five Star™ and Four Star™ recognition.

About **TripIt**

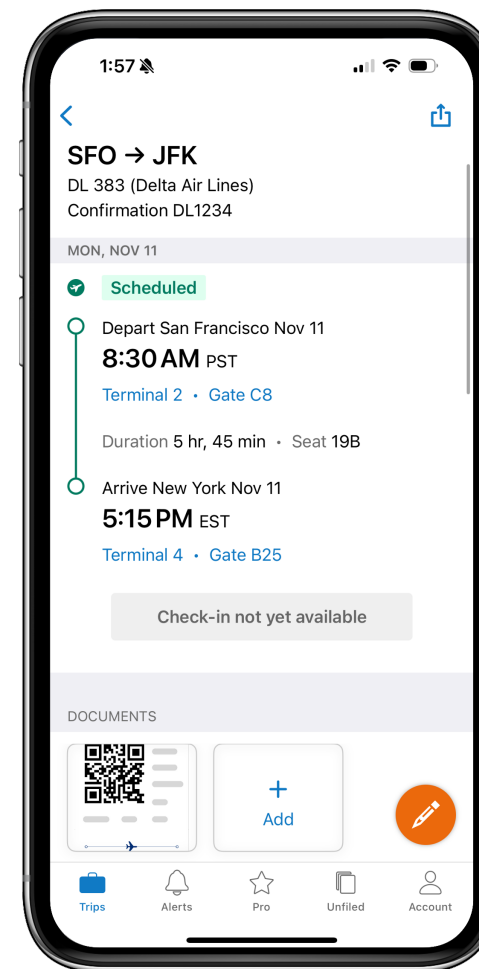
TripIt is one of the world's highest-rated travel organizing apps that helps travelers keep all their trip details in one place. Users can forward flight, hotel, car rental, restaurant, and other travel confirmation emails to plans@tripit.com, and TripIt will automatically create a master itinerary that is accessible across devices.

With TripIt, travelers can view their entire trip in a single itinerary, sync plans with their calendars, share travel details with others, and access trip information even while offline. Additional features such as airport navigation tools, Nearby Places, Neighborhood Safety Scores, and document storage help travelers stay organized and informed throughout their journey.



About **TripIt**

For travelers who want additional support on the road, TripIt Pro offers premium features including real-time alerts on flight updates and factors that could disrupt trips, alternate flight options, international travel guidance, fare refund notifications, seat tracking, loyalty program tracking, and more. Designed to help travelers stay informed and adapt to disruptions, TripIt Pro provides proactive travel intelligence from planning through arrival.



How passengers rate flights

Passengers use the Triplt app to rate flights on a five-star scale across five subcategories. Ratings are anonymous, third-party verified, and PNR-confirmed, making them **the most credible passenger feedback** in the industry.

Rating categories

Seat comfort · Cabin service · Food & Beverage · Entertainment · Wi-Fi



More ratings = more statistical significance. Every passenger who downloads Triplt and rates their flight contributes directly to your APEX score and ranking.

Your 3-phase promotion journey

- **Phase 1 — Pre-flight**
Awareness & download
Drive Triplt app downloads via booking confirmations, check-in emails, social media, lounges, and gate signage. Prime passengers before they board.
- **Phase 2 — Inflight**
Prompt the rating
Use IFE screens, PA announcements, seatback materials and more to remind passengers to rate their experience while it's fresh.
- **Phase 3 — Post-flight**
Follow-up & advocacy
Send post-flight emails and push notifications to prompt ratings from passengers who haven't yet, and share award results to build community pride.



Phase 1 — Pre-flight

Awareness & download



Booking confirmation email

Add a Triplt module to your booking confirmation email. Place it below the itinerary summary for visibility without disrupting the booking journey.

Your booking is confirmed — Flight XX123 to London
From: noreply@[yourairline].com

Thank you for choosing [Airline Name]. We look forward to welcoming you onboard.

Organize your trip with Triplt

Download Triplt, the world's most used travel-organizing app, to manage your itinerary — and rate your experience after you fly to help us earn an APEX Award.

Download Triplt - free



Takes less than 15 seconds to rate. Your feedback is anonymous and helps shape the future of flying.



Social media posts

- Tailor tone per platform. Use the copy templates below as a starting point.



[Your Airline Name]



Your voice shapes the future of flying ✈️

We're proud to be rated by passengers through the **Triplt® app** for the prestigious **APEX Airline Awards** — the only global award based entirely on real passenger feedback.

Download Triplt before your next flight with us and rate your experience. It takes under 15 seconds and your rating goes towards our award standing.

🔗 [tripit.com/download] ← Link in bio

#APEXAwards #Triplt #[AirlineName]



[Your Airline Name]



We believe the best measure of airline quality is the passenger experience. That's why we participate in the APEX Airline Awards, powered by Triplt® from Concur® — the only global airline award based entirely on verified, neutral, third-party passenger feedback.

Over one million flights rated. 600+ airlines.

If you're flying with us, download Triplt and let your voice be heard.

🔗 [tripit.com/download]

#Aviation #PassengerExperience #APEXAwards



[Your Airline Name]

@airline-handle



Flying with us soon? Download @Triplt and rate your experience ★ — your feedback directly contributes to our APEX Airline Award ranking. Takes <15 seconds. [link] #APEXAwards



App & SMS check-in notification



Messages

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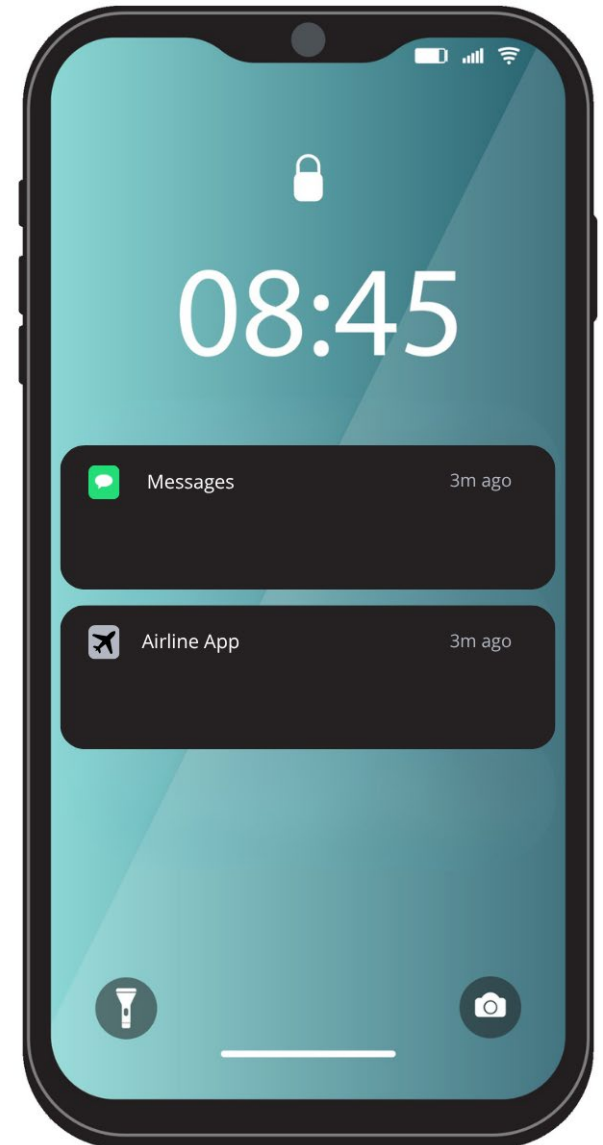
Thanks for choosing [Airline Name]. Download TripIt before your journey and rate your flight after travel to help shape the APEX Airline Awards. [\[tripit.com/download\]](#)



Airline App

3m ago

[Airline] check-in is open. While you're getting ready, download TripIt to organize your trip and rate your flight afterward — your rating helps us compete for the APEX Airline Award. Tap to download → [\[tripit.com/download\]](#)



Lounge & gate area signage

QR code posters and digital screens in lounges and gate areas give passengers time to download Triplt while waiting. High dwell time = high conversion opportunity.

- ✓ Flyers with QR code linking to Triplt download page
- ✓ Digital screen content: 10-second looping slide with QR + messaging
- ✓ Wi-Fi landing page banner: show Triplt prompt when passengers connect
- ✓ Lounge TV banner: "Rate your flight with Triplt · APEX Award partner"

Heading somewhere great? Download Triplt — free — to organize your journey and rate your [Airline] experience. Your feedback contributes to our APEX Airline Award ranking. Scan to download ↓

Phase 2 — Inflight Promotion

Onboard touchpoints to prompt the rating while experience is fresh



PA announcement scripts

SCRIPT 1 — POST-TAKE OFF (ONCE CRUISING)

"Ladies and gentlemen, on behalf of our Captain and the entire crew, welcome onboard. We'd love to make your experience with us even better. If you have the Triplt app — or download it today using the QR code on your seatback card — you can rate your flight experience in under 15 seconds. Your anonymous feedback contributes to our APEX Airline Award standing, the only global airline award based entirely on real passenger ratings. We'd be honored to receive yours. Thank you for flying with us."

SCRIPT 2 — LANDING (BEFORE DEPLANING)

"Ladies and gentlemen, welcome to [Destination], and thank you for flying with [Airline Name] today. If you have a moment before leaving the aircraft, we invite you to rate your flight through the Triplt app. It only takes about 15 seconds, and your anonymous feedback helps recognize and improve the world's best airline experiences through the APEX Airline Awards. Thank you for your feedback. We hope to welcome you onboard again soon."



IFE screen content

Ready to become an APEX Best™ in Entertainment award winner? Promote Triplt throughout your inflight entertainment experience to encourage more passenger ratings.

- ✓ **Startup screen:** 10–15 second full-screen APEX/Triplt co-branded splash before main menu loads
- ✓ **Lower-third banner:** Persistent or intermittent (every 30 min) reminder bar across entertainment
- ✓ **Main menu tile:** "Rate this flight" dedicated IFE tile that deep-links to Triplt or shows QR code
- ✓ **Safety video end card:** 5-second end card after safety video: "Rate your experience with Triplt"



Love what's on screen?

Open Triplt to rate this flight in under 15 seconds · Your anonymous feedback helps determine the APEX Best™ in Entertainment Awards.





Connectivity

Turn great connectivity into award-winning Wi-Fi. Use your onboard Wi-Fi portal to encourage Triplt downloads and passenger ratings for the APEX Best™ in Wi-Fi Awards.

- ✓ **Wi-Fi login page:** Feature a Triplt banner before passengers connect.
- ✓ **Connection success page:** Display a "Rate Your Flight" message after login.
- ✓ **Session reminder banner:** Show a Triplt reminder during longer flights.
- ✓ **Logout page:** Encourage passengers to rate their experience before ending their session.

How's your connection?

Enjoying today's Wi-Fi experience? Open Triplt to rate your flight in less than 15 seconds. Your anonymous feedback helps determine the APEX Best™ in Wi-Fi Awards.





Food and Beverage

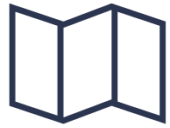
Turn every meal into an award-winning experience. Encourage passengers to download Triplt and rate your onboard dining for the APEX IFSA Best™ Food & Beverage Awards.

- ✓ **Menu cards:** Add a QR code and Triplt message.
- ✓ **Meal tray inserts:** Include a reminder during meal service.
- ✓ **Cocktail or wine menus:** Feature a small Triplt promotion.
- ✓ **Napkins or dessert cards:** Add a simple "Rate Your Flight" message.

How was your meal?

Open Triplt to rate this flight in under 15 seconds · Your anonymous feedback helps determine the APEX IFSA Best™ Food & Beverage Awards.





Seatback materials

Put Triplt in every passenger's line of sight. Seatback materials are a simple, high-visibility way to encourage Triplt downloads and passenger ratings throughout the flight.

- ✓ **Seatback card:** Feature a QR code and Triplt message in the seat pocket.
- ✓ **Seatback insert:** Include a dedicated "Rate Your Flight" card alongside onboard literature.
- ✓ **Seatback advertising:** Use the full-page or half-page Triplt advertisements included in this toolkit.
- ✓ **Existing onboard materials:** Incorporate Triplt messaging into magazines, destination guides, or other printed collateral as space allows.

Recommended Assets

This toolkit includes full-page and half-page Triplt advertisements that can be placed in seatback pockets, onboard magazines, or other printed materials. Airlines are encouraged to use these assets wherever they best fit within their existing onboard experience to maximize visibility and encourage passenger participation in the APEX Awards.

Phase 3 — Post-flight promotion

Follow up within 48h while experience is still top of mind



Post-flight rating email

Send within 48 hours of landing. Keep the conversation going after landing. Follow up with passengers while their journey is still fresh to encourage Triplt downloads and flight ratings for the APEX Awards.

How was your flight to [Destination]? Rate it in 15 seconds ★

From: noreply@[yourairline].com

We hope you had a great journey to **[Destination]**. Your experience matters to us.

We participate in the **APEX Airline Awards** — the world's only airline award based entirely on verified passenger feedback — powered by the Triplt® app. Your anonymous rating across five categories takes less than 15 seconds and makes a real difference to our ranking.



Seat comfort · Cabin service · Food & beverage · Entertainment · Wi-Fi

Rate my flight →

Don't have Triplt yet? [Download it free here](#). Ratings are completely anonymous.





SMS & App push notification



Messages

3m ago

Hi [First Name], thanks for flying [Airline] today. Rate your experience with Triplt in under 15 seconds — anonymous & helps us earn the APEX Airline Award. [\[tripit.com/download\]](#)



Airline App

3m ago

[Airline] How was your flight to [Destination]? ★ Rate it with Triplt in under 15 seconds — your anonymous feedback shapes the APEX Award rankings. Tap to download → [\[tripit.com/download\]](#)

