Today, over 35 million passengers choose Vueling every year.

60 million flight hours.
Zero digital engagement.

Passengers bring their own entertainment. They skip food because ordering is inconvenient. They land and google everything on someone else's platform.

We have the attention. We just aren't using it.

AI-Powered

Personalized travel recommendations

Real-Time

Instant notifications and updates

Seamless

From booking to landing

11 Experience Pillars

One app. One booking number. A complete journey.

COMMERCE & ENTERTAINMENT

Food & Snacks
Pre-order, order onboard, delivered to seat

Music & Audio
AI-curated playlists per destination

CONTENT

Discover Destination
Top highlights + restaurants, AI-generated

Weather & News
3-day forecast + curated local news

Digital Magazine
The new Ling, reborn digital

UTILITY & PERSONALIZATION

Live Flight Tracker
Real-time map, altitude, ETA

Getting to the City
Transport options + bookable transfers

Peace of Mind
Emergency contacts + helpline

FAQ & Help
Searchable answers without calling

Your Aircraft & Crew
"Air Force Juan" + captain names

Three Moments to Capture a Sale

The pillar that pays for the entire platform.

Day Before

T-24h

"Pre-order your onboard menu"

Guaranteed revenue before departure

At the Airport

T-3h

"Add a snack bag for the flight?"

Upsell revenue at the gate

Onboard

T+15min

Browse, tap, order, pay

Live order, crew delivers to seat

+30%

avg. order value

-20%

food waste

-15%

crew aisle time

~27M EUR

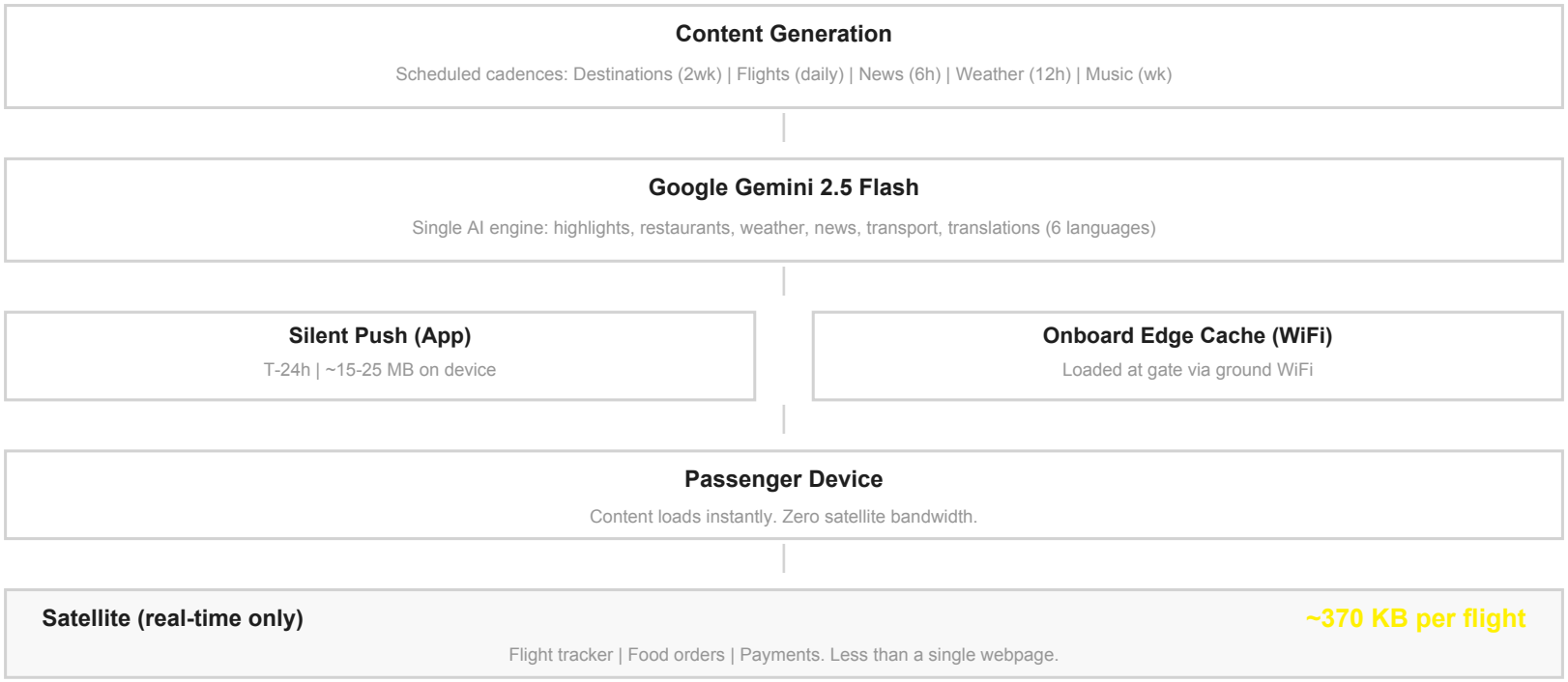
year 1 revenue

The Experience Starts 24 Hours Before Boarding

T-24h	**Before the flight**	Silent push: content pre-cached on device. Push: "Pre-order your menu"
T-3h	**At the airport**	After check-in and security: "Explore Rome while you wait"
T-0	**Boarding**	App or WiFi portal loads full experience instantly from cache
T+15min	**Cruising**	Browse content offline. Food ordering live: menu, cart, pay, delivered
T-30min	**Approaching**	"30 min to Rome!" Weather, transport info, emergency contacts
Landing	**Post-flight**	"Rate your experience?" NPS survey. Guide stays accessible

Architecture

Offline-first. Pre-computed. Minimal satellite.



The Numbers That Matter

ENGAGEMENT

>25%
activation rate

>12 min
session duration

REVENUE

>8%
food pre-order conversion

+30%
AOV uplift vs. aisle

SATISFACTION

+5 pts
NPS lift

OPERATIONS & SUSTAINABILITY

-15%
crew aisle time

-20%
food waste

>85%
catering forecast accuracy

Cost per passenger: ~0.005 EUR **ROI: 160x — 240x**

Treat every passenger like a VIP.

Through software, not hardware.

Maria always orders Mediterranean	"Your usual?" — one-tap reorder
Carlos reads culture articles	Magazine opens culture-first
Family flying to Mallorca	Kids' menu + family content highlighted
10th food order from a frequent flyer	"This one's on us!"
Monday BCN → MAD business traveler	Coffee + news-first layout

Business Impact

~27M

EUR/year

Food pre-orders alone.
Every content card is a
future commerce touchpoint.

0.005

EUR/passenger

AI content cost.
Eliminates paper magazine.
Reduces food waste.

160x

ROI

Against food revenue.
Long-haul level experience
on short-haul flights.

Brand

First LCC with AI-powered inflight experience at scale

Data

Every interaction builds the richest passenger profile in LCC aviation

Operations

-15% crew time, -20% food waste, predictive catering

From POC to Platform

POC [DONE]

Feb 2026

Destination content
Flight details
3 cities, 6 languages
Working UI + API

Phase 1

TBD 2026

Food pre-order
Flight tracker
Digital magazine
FAQ, Offline caching

Phase 2

TBD 2026

Music & Audio
Onboard ordering
+ Payments
Full route network

Phase 3

End 2026

Hyperpersonalization
Preferences, Loyalty
VIP for all

Phase 4

2027

Commerce
Bookable restaurants
Transfers & tickets
Predictive intelligence

What Every Team Gets

Product

11 pillars of passenger value from a single booking number

Engineering

Offline-first architecture that works at 35,000 feet with 370 KB of satellite

Design

One unified experience that feels personal, from boarding to landing

Data

Every interaction is a signal. The richest passenger profile in LCC aviation

Operations

-15% crew time, -20% food waste, predictive catering from real demand

Leadership

First-mover advantage. ~27M EUR revenue. A data flywheel.

Live Demo

Passenger	**Maria Garcia**
Seat	**14D**
Flight	**VY71299**
Route	**Barcelona → Rome**
Language	**Spanish**

"This is the POC. Live. Working. Now imagine:
add a pre-order button, a music tab, a FAQ search. That's Phase 1."

Every flight is a canvas. Every passenger is an audience of one.

The POC is proven. The architecture is designed.
The business case is clear.

Let's build the future of flying.

Vueling Inflight Experience | MWC Barcelona 2026